

# JEAN JOOHYUN OH

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## EDUCATION

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**Columbia Business School**, Columbia University New York, NY  
Ph.D. Candidate in Management expected Spring 2024

- Committee: Damon Phillips (co-chair), Jorge Guzman (co-chair), Paul Ingram, Dan Wang
- Dissertation: *Essays on Social Class Origins in Entrepreneurship*

M.Phil. in Management 2020

**Seoul National University** Seoul, Korea  
M.S. in Strategy and International Management 2017

- Advisor: Sun Hyun Park
- Thesis: *Sequential Homophily in Founding Teams and Gender Disparity in Entrepreneurship*

B.B.A. (Bachelor of Business Administration), *Summa Cum Laude* 2015

Study Abroad, Schulich School of Business, York University (Spring 2012) Toronto, Canada

## RESEARCH INTERESTS

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Entrepreneurship and Innovation; Inequality, Social Class, and Gender; Entrepreneurial Motivations; Field Experiments

## JOB MARKET PAPER

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Privilege or Humble Beginnings? Founder Social Class Origins and Investor Response.

- Finalist for **2023 Organization Science/INFORMS Dissertation Proposal Competition**

## PUBLICATIONS (\* denotes equal first-authorship)

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\*Guzman, Jorge, **Jean J. Oh**, and Ananya Sen. 2020. [What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment](#). *Management Science*, 66(10): 4808–4819.

- Select Media Coverage: [TechCrunch](#), [Scientific American](#), [Forbes](#)

Ingram, Paul, and **Jean J. Oh**. 2022. [Mapping the Class Ceiling: The Social Class Disadvantage for Attaining Management Positions](#). *Academy of Management Discoveries*, 8(1): 56-76.

\*Guzman, Jorge, **Jean J. Oh**, and Ananya Sen. 2023. [Climate Change Framing and Innovator Attention: Evidence from an Email Field Experiment](#). *Proceedings of the National Academy of Sciences*, 120(3): e2213627120.

## WORKING PAPERS & WORK IN PROGRESS

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Privilege or Humble Beginnings? Founder Social Class Origins and Investor Response. *Working paper*.

Working-Class Founder: The Effects of Socioeconomic Origins on Entrepreneurial Entry. *Data analysis stage.*

Founder Socioeconomic Origins and the Language of Business. *Data collection stage.*

## AWARDS & FELLOWSHIPS

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Finalist for Organization Science/INFORMS Dissertation Proposal Competition	2023
Sanford C. Bernstein & Co. Center for Leadership and Ethics Doctoral Research Grant	2021-2022
The Eugene M. Lang Entrepreneurship Center PhD Fellowship	2019-2021
Columbia Business School Doctoral Fellowship	2017-2022
Korea Foundation for Advanced Studies Doctoral Fellowship	2017-2022
Bang Il Young Foundation Undergraduate Scholarship	2011-2014
Samsung Junior Frontier Leaders Scholarship Undergraduate Scholarship	2010

## CONFERENCE PRESENTATIONS (\* denotes co-author presentations)

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*Privilege or Humble Beginnings? Founder Social Class Origins and Investor Response.*

- 2023 Symposium on “Social Inequality in Entrepreneurship: Insights into the Evaluations of Underrepresented Founders”, Academy of Management Annual Meeting, Boston, MA
- 2023 INCITE @ Columbia University Experimental Design Workshop
- 2022 Bernstein Research Lightning Talks, Columbia Business School
- 2022 Conference on Field Experiments in Strategy (CFXS), London, UK
- 2022 Consortium on Competitiveness and Cooperation (CCC), U of Toronto

*Climate Change Framing and Innovator Attention (previous version of the paper)*

- 2021 Strategic Management Society Conference “Creating and Sustaining Competitive Advantage in a Discordant World: Paper Development Workshop”
- 2021 Academy of Management Annual Meeting, virtual\*
- 2021 Trans-Atlantic Doctoral Conference, virtual
- 2021 The Lang Center PhD Fellowship Research Showcase in Entrepreneurship and Innovation
- 2020 CODE@MIT, virtual
- 2020 Columbia Business School Management Seminar Series, virtual

*What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment*

- 2020 Trans-Atlantic Doctoral Conference, London, UK (cancelled due to COVID-19 pandemic)
- 2020 Columbia/NYU East Coast Doctoral Conference, New York (cancelled due to COVID-19)
- 2019 Innovation Growth Lab Winter Research Meeting, Amsterdam, The Netherlands [[featured blog](#)]
- 2019 CODE@MIT, Boston, MA\*
- 2019 Academy of Management Annual Meeting, Boston, MA

*Mapping the Class Ceiling: The Social Class Disadvantage for Achieving Workplace Authority (previous version of the paper)*

- 2019 Academy of Management Annual Meeting, Boston, MA

*Sequential Homophily in Founding Teams and Gender Disparity in Entrepreneurship*

2017 Academy of Management Annual Meeting, Atlanta, GA

## INVITED CONSORTIA/WORKSHOPS

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2023 Discussant at Racial Equity in Technology Entrepreneurship Workshop, NYU  
2023 AOM OMT Doctoral Consortium  
2022 Conference on Field Experiments in Strategy (CFXS) PhD Workshop  
2022 AOM TIM Doctoral Consortium  
2022 AOM STR Dissertation Consortium  
2022 Consortium on Competitiveness and Cooperation (CCC), U of Toronto  
2021 SMS Workshop on Building Research Identity and Pipeline in Strategy and Entrepreneurship Research  
2021 PhD Workshop on Innovation & Entrepreneurship  
2021 Non-Market Strategy Research Community Doctoral Conference  
2020 Strategy Science Doctoral Workshop  
2020 NBER Entrepreneurship Research Boot Camp  
2020 The Medici Summer School in Management Studies  
2019 Innovation Growth Lab Winter Research Meeting, PhD Workshop, Amsterdam, The Netherlands  
2019 West Coast Research Symposium, Doctoral Consortium, Stanford University, Stanford, CA

## RESEARCH AFFILIATIONS

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**Innovation Growth Lab**, Research Affiliate 2019-Present

## TA & TEACHING EXPERIENCE

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Columbia Business School:

**Debevoise & Plimpton LLP Business Education Program**, TA for Jerry Kim (Exec Ed, 2022)

**Cross-Cultural Seminar**, Instructor (MBA, 2022)

**Technology Strategy**, TA for Dan Wang (MBA, 2022) and Jerry Kim (EMBA, 2023)

**Foundations of Entrepreneurship**, TA for Damon Phillips (MBA, 2020)

**Entrepreneurial Strategy**, TA for Jorge Guzman (MBA, 2020; EMBA, 2023)

- Guest lecturer on “Experimenting for Entrepreneurial Strategy”

**Leadership and Organizational Change**, TA for Paul Ingram (EMBA, 2018-2021)

**Power & Influence**, TA for Eric Abrahamson (EMBA, 2018-2020)

Seoul National University:

**Environmental Shifts & Strategic Innovation**, TA for Sun Hyun Park (EMBA, 2016)

**Research Methods in Strategic Management**, TA for Sun Hyun Park (MS/PhD, 2016)

**Strategic Management**, TA for Sun Hyun Park (Global MBA, 2016)

**STATA Seminar**, Instructor for Lab of Sun Hyun Park (MS, 2016)

## SCHOLARLY SERVICE

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2023 Co-organizer, AOM Annual Meeting Symposium on “Social Inequality in Entrepreneurship: Insights into the Evaluations of Underrepresented Founders”

2023 Co-organizer, AOM Annual Meeting PDW on “Social Class in Organizations: Bridging Macro and Micro Perspectives”

2022-2023 PhD Mentor, Columbia Undergraduate Business Scholar (CUBS) Program

2021- Ad hoc reviewer for *Management Science*, *Strategic Management Journal*, *Research Policy*

2020 Co-organizer, AOM Annual Meeting Symposium on “New Directions in Gender and Organizations: Closing the Gender Gap in Career Advancement”

2020 Contributor for ASQ Blog

2017- Reviewer for AOM Annual Meeting

## INDUSTRY EXPERIENCE

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**Golocat**, Co-founder & Developer Seoul, Korea, 2013-2014

- Online platform for independent filmmakers to search for film locations
- Won KRW 50M (USD \$42,000+) funding from Campus CEO Project by the Korean government’s Ministry of Science and ICT

**UBS Securities**, Intern, Investment Banking Division Seoul, Korea, 2013

**Barclays Capital**, Intern, Investment Banking Division Seoul, Korea, 2012

**The Boston Consulting Group**, Research Assistant Seoul, Korea, 2012

**Podotree** (EdTech startup, now Kakao Page), Editor (part-time) Seoul, Korea, 2010-2011

## OTHERS

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**Computer Skills** STATA, R, Python, LaTeX, HTML/CSS, Qualtrics, Gephi, Bloomberg Terminal

**Languages** English (fluent), Korean (fluent), French (basic)

**Interests** Dog training, Anti-gravity yoga, Electric guitar

## REFERENCES

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**Damon Phillips**  
 Robert Steinberg Professor  
 Wharton School, University of Pennsylvania  
[djphill@wharton.upenn.edu](mailto:djphill@wharton.upenn.edu)

**Jorge Guzman**  
 Gantcher Associate Professor of Business  
 Columbia Business School & NBER  
[jag2367@gsb.columbia.edu](mailto:jag2367@gsb.columbia.edu)

**Paul Ingram**  
 Kravis Professor of Business  
 Columbia Business School  
[pi17@gsb.columbia.edu](mailto:pi17@gsb.columbia.edu)

**Dan Wang**  
 Lambert Family Associate Professor of Social Enterprise in the Faculty of Business  
 Columbia Business School  
[djw2104@gsb.columbia.edu](mailto:djw2104@gsb.columbia.edu)

## SELECTED RESEARCH ABSTRACTS

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### **Oh. Privilege or Humble Beginnings? Founder Social Class Origins and Investor Response. (Job market paper)**

How do social class origins of founders and investors shape startup funding decisions? I perform a lab-in-the-field experiment with more than 500 angel and venture capital investors, who evaluate startups with varying founder class origins signaled by parental occupation. I find that social class origins operate differently across two investor decisions: (1) whether they invest with the potential prize money from the study (a small financial commitment), and (2) whether they ask for the founder's contact information after the study (a commitment of additional time and attention). In the decision to invest, I find that investors prefer founders from a dissimilar socioeconomic background, where investors from upper- and upper-middle class origins prefer the founder hailing from less privileged background, and vice versa for investors from lower- or lower-middle class origins. However, the opposite pattern emerges for the joint decision to both invest and receive contact information: Investors exhibited homophily, preferring founders from socioeconomically similar backgrounds. Together, these findings suggest a nuanced pattern of how founders' and investors' class origins interact to affect different investor decisions that involve a single arms-length investment vs. a commitment of their scarce time and attention that may lead to a valuable network or a more substantial investment for the founder.

### **Jorge, Oh, and Sen. 2020. What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment. *Management Science*, 66(10): 4808–4819.**

Entrepreneurial motivation is important to the process of economic growth. However, evidence on the motivations of innovative entrepreneurs, and how those motivations differ across fundamental characteristics, remains scant. We conduct three inter-related field experiments with the Massachusetts Institute of Technology Inclusive Innovation Challenge to study how innovative entrepreneurs respond to messages of money and social impact and how this varies across gender and culture. We find consistent evidence that women and individuals located in more altruistic cultures are more motivated by social-impact messages than money, whereas men and those in less altruistic cultures are more motivated by money than social impact. The estimates are not driven by differences in the type of company, its size, or other observable characteristics, but, instead, appear to come from differences in the underlying motivations of innovative entrepreneurs themselves.

### **Ingram and Oh. 2022. Mapping the Class Ceiling: The Social Class Disadvantage for Attaining Management Positions. *Academy of Management Discoveries*, 8(1): 56-76.**

It matters greatly for individuals, organizations and societies whether particular groups are disadvantaged for attaining management positions. Low social class origin is a likely candidate for such disadvantage, as it is associated with disadvantage on other measures of attainment, but there is a dearth of research relating social class to the attainment of management positions, particularly relative to other sources of disadvantage such as gender and race. We show that in the United States, individuals from lower social class origins are substantially less likely to be managers, and the disadvantage is comparable in magnitude to the disadvantage experienced by women and African

Americans. A key mechanism behind this social class disadvantage is education, but there are others, mostly relating to deficits of cultural capital associated with lower social class origins. We also examine the magnitude of social class disadvantage for attaining management positions around the world, and find that it is substantive in almost every country, and associated with indicators of national culture, such as individualism and materialism; with economic indicators, such as gross domestic product per capita and the unemployment rate; and with measures of human development, such as child mortality.

**Jorge, Oh, and Sen. 2023. Climate Change Framing and Innovator Attention: Evidence from an Email Field Experiment. *Proceedings of the National Academy of Sciences*, 120(3): e2213627120.**

Drawing the attention of innovators to climate change is important for green innovation. We report an email field experiment with MIT using messages about the impact of climate change to invite innovators (SBIR grantees) to apply to a technology competition. We vary our messages on the time frame and scale of the human cost of climate change across scientifically valid scenarios. Innovator attention (clicks) is sensitive to climate change messaging. These changes in clicks also predict higher application rates. The response varies by individual characteristics such as location-based exposure to climate change risks and whether innovators have climate-related innovations. Finally, using a structural model of innovator attention, we provide estimates of the implied discount rate of time and the elasticity of attention to lives at stake.