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EDUCATION

Ph.D.	<p>Institute of Business & Management, National Chiao Tung University (AACSB; ranked top 2 in Taiwan) (expected) 2020</p> <ul style="list-style-type: none">♦ Doctoral Candidate in Strategic Management, advised by Jin-Su Kang <p>Mays Business School, Texas A&M University Spring 2019</p> <ul style="list-style-type: none">♦ Visiting Ph.D. Student, invited by Albert Cannella <p>Gatton College of Business & Economics, University of Kentucky fall 2019</p> <ul style="list-style-type: none">♦ Visiting Ph.D. Student, invited by Walter Ferrier <p><i>Dissertation:</i> “Competitive Myopia: Redressing Blind Spots in Competitor Identification and Analysis”</p> <p>As markets and industries converge through unprecedented technology fungibility, scholars and practitioners face an unsettling question: How can firms avoid being blindsided by unexpected competition? Unlike disruptions that emerge from the low-end of the market, this question concerns <i>competitive myopia</i>—i.e., failure to anticipate threats and opportunities from seemingly unrelated domains—and it reveals an outstanding theory-practice gap in the research on competitive dynamics. In this dissertation, I explore the antecedents and consequences of competitive myopia and propose integrating network theory and methods into competitive dynamics to redress certain blind spots. The first essay focuses on awareness (the first construct in the Awareness-Motivation-Capability [AMC] framework) to develop a multilevel, relational <i>hostility profile</i> for identifying which <i>indirect competitors</i> may become tomorrow’s rivals. The second essay extends the analysis of indirect competitors into the context of multimarket contact (MMC), applying a systems approach to explain mutual forbearance in new entries vs. current market actions. Finally, the third essay nuances upstream vs. downstream competitive myopia by investigating how indirect competitors from product markets become direct rivals in factor markets when firms seek capability development for unrelated market entries.</p>
M.B.A.	<p>National Chiao Tung University (AACSB; ranked top 2 in Taiwan) 2012</p> <ul style="list-style-type: none">♦ Concentration: International Business Management
B.A.	<p>Tulane University 2008</p> <ul style="list-style-type: none">♦ Majors: International Relations, Philosophy; <i>magna cum laude</i>, departmental honors♦ Honors Thesis: An Impotent Hegemon: The post-9/11 decline of U.S. Influence

RESEARCH INTERESTS

Competitive dynamics – especially competitor identification, market entry and acquisitions

Interorganizational networks – exploring cross-industry encounters and multimarket interdependence

MANUSCRIPTS UNDER REVIEW

Downing, S., Kang, J.-S., & Markman, G. “What you don’t see can hurt you: Awareness cues to profile indirect competitors.”

- ♦ Conditional Accept, *Academy of Management Journal*
- ♦ Award: An earlier version received the Best Thesis Award, 11th annual Topco Scientific Co. Thesis Symposium, Taiwan (media summary in Chinese: <http://www.tmi.org.tw/2018/08/2018.html>)

WORKING PAPERS & RESEARCH IN PROGRESS

Kang, J.-S., Downing, S., & Markman, G. “How Buyer Engagement Influences Attacker-Target Dynamics.” *Submission preparation stage.*

Downing, S., Kang, J.-S., & Lee, H. “Multimarket Contact and Acquisitions: A Systems Approach.” *Data analysis stage.*

Downing, S., Yu, T., Cannella, A.A., & Kang, J.-S. “I vs. We: Collectivist Signals and Rivals’ Industry Assumptions” *Data analysis stage.*

Downing, S., Kang, J.-S., & Markman, G. “The Dual Embeddedness of Product and Factor Market Rivalry.” *Data analysis stage.*

Downing, S., Kang, J.-S., & Lee, H. “Multi-Category Contact (MCC): Status Asymmetry and Multiplex Learning in New Category Entries.” *Design stage.*

Kang, J.-S., & Downing, S. “Does Online Embeddedness Mobilize Offline Collective Action? Evidence from An E-Commerce Platform’s Social Network Experiment.” *Design stage.*

Kang, J.-S. & Downing, S. “Parsing Value from Unobserved Networks: Relational Inference from Non-Relational Data.” *Design stage.*

REFEREED PUBLICATIONS

Kang, J.-S., & Downing, S. (2015). “Keystone effect on entry into two-sided markets: An analysis of the market entry of WiMAX.” *Technological Forecasting & Social Change*, 94, 170–186.

Kang, J. S., Kholod, T., & Downing, S. (2015). “Analysis of Russia’s biofuel knowledge base: A comparison with Germany and China.” *Energy Policy*, 85, 182–193.

Kang, J. S., Chiang, C. F., Huangthanapan, K., & Downing, S. (2015). “Corporate social responsibility and sustainability balanced scorecard: The case study of family-owned hotels.” *International Journal of Hospitality Management*, 48, 124–134.

GRANTS & AWARDS

Ph.D. Student Research Abroad Program Grant	2019
♦ One-year international research and travel stipend from National Chiao Tung University and Taiwan Ministry of Education to visit Texas A&M and University of Kentucky	
Best Ph.D. Thesis Award	2018
♦ Top prize and monetary award, 11 th annual Topco Scientific Co. Thesis Symposium, Taiwan (media summary in Chinese: http://www.tmi.org.tw/2018/08/2018.html)	
Ph.D. Dissertation Research Grant	2016 - 2017
♦ Taiwan Ministry of Science & Technology, 105-2420-H-009-012-DR	
Management Research Grant	2015 - 2016
♦ Taiwan Ministry of Science & Technology, 104-2410-H-009-050, under J.-S. Kang	
Ph.D. Scholarship	2013 - 2016
♦ Taiwan Ministry of Education scholarship	

Dimerco Corp. M.B.A. Leader Award	2011
♦ Monetary award for ranking top 3 in MBA class	
Tulane Distinguished Scholar Award	2004 - 2008
♦ Undergraduate academic half-scholarship	

CONFERENCE PAPERS

- Downing, S., Kang, J.-S., & Markman, G. (2019) "Attacks, Buyer Engagement, and the Target Response-Nonresponse Spectrum." 79th Annual Meeting of the Academy of Management, Boston.
- Kang, J.-S., Downing, S., & Markman, G. (2019) "Strategic Nonresponse: The Mediating Role of Buyer Engagement." 39th Annual Strategic Management Society Conference, Minneapolis.
- Downing, S., Kang, J.-S., & Markman, G. (2019) "Nonresponse Asymmetry: How Buyer Engagement Influence Attacker-Target Dynamics." Global Strategy and Emerging Markets Conference, Dallas.
- Downing, S., Kang, J.-S., & Markman, G. (2017) "Emergent Awareness: Competitive dynamics beyond rivalry." 37th Annual Strategic Management Society Conference, Houston.
- Downing, S., Kang, J.-S., & Markman, G. (2017) "Competitive Dynamics: Of whom should you be aware?" 77th Annual Meeting of the Academy of Management, Atlanta.
- Downing, S., Kang, J.-S., & Hsu, C.L. (2016) "Network Risk: Assessing the threat of envelopment." 36th Annual Strategic Management Society Conference, Berlin.
- Downing, S. & Kang, J.-S. (2015) "Characteristics demand and platform competition: A game-theoretic argument for strategic CSR". 35th Annual Strategic Management Society Conference, Denver.
- ♦ Award: SMS best student paper award nominee

PUBLISHED TEACHING CASES

Kang, J.-S., and Downing, S. (2015). "Cconma.com in South Korea: An innovative e-commerce platform". Ivey ID: 9B15M020. Ivey Publishing.

TEACHING EXPERIENCE

National Chiao Tung University (AACSB; ranked top 2 in Taiwan)			Section Evaluation
2018 Summer	<i>TA</i> (Masters) Strategic Management 6157 (22 students)		4.81 / 5
2018 Spring	<i>Guest Lecturer</i> (Masters) Network Strategies: Methods and Applications 6167 "Introducing the R statistical computing language for network analysis"		n/a
2017 Fall	<i>Guest Lecturer</i> (Masters) Network Strategies: Methods and Applications 6167 "Introducing the R statistical computing language for network analysis"		n/a
Shih Chien University (Taiwan)			Section Evaluation
2017 Spring	<i>Guest Lecturer</i> (Masters) Digital Marketing		n/a
2017 Spring	<i>Guest Lecturer</i> (Undergrad) Research Methodology		n/a
2017 Spring	<i>Guest Lecturer</i> (Undergrad) International Business Management		n/a

ENTREPRENEURIAL & PROFESSIONAL EXPERIENCE

- Co-Founder & Data Science Lead, Choco.ly (Taipei; startup CEM SaaS platform) 2015 - 2018
- ♦ Designed and implemented analytics suite
 - ♦ Iterated customer interviews and user observations, testing hypotheses via lean startup
 - ♦ Collaborated in systems design and full-stack web development
- Co-Founder & B.D.M., Choco Design (Taipei; startup digital design agency) 2014 - 2015
- ♦ Managed new business development, account prospecting, negotiations
- Sales Account Manager, ACTi Corporation (Taipei; IP camera mfg.) 2012 - 2013
- ♦ Oversaw Nordic territory distributor sales during key product lines overhaul
 - ♦ Transitioned channel partners onto new policy terms, nurturing key accounts to accelerate growth while minimizing cannibalization
- Marketing Intern, PPG Industries (Shanghai & Taipei; fiberglass joint venture) 2011
- ♦ Completed analysis of Chinese fiberglass export data to inform APAC market development initiatives for the Pittsburgh Formosa Group joint venture
- Public Finance Consulting Intern, The PFM Group (New Orleans; public finance) 2007
- ♦ Drafted budgeting for outcomes and best practices recommendations for City of New Orleans revenue structure and generation
 - ♦ FY2008 budget results: Cut expenditures by \$8.1 million and eliminated \$48 million in unnecessary funding requests

QUANTITATIVE ANALYSIS COMPETENCIES

Experienced in data science and big data methods that advance management research by facilitating greater data granularity and scope, including the following software and technologies:

Methods:

- ♦ Network analysis (ERGM, REM, SAOM)
- ♦ Unsupervised learning and dimensionality reduction (topic models, tensor factorization)
- ♦ Agent-based modelling (discrete choice and game-theoretic simulations)
- ♦ Time series analysis (ARIMA, Markov switching models, Bayesian structural time series)
- ♦ Linear and generalized regression with extensions (OLS, GLM, HLM)

Software & Technologies:

- ♦ Scientific / statistical computing (R, Python, SAS, Matlab, LaTeX, SGE HPC shell scripting)
- ♦ Relational and non-relational databases (MySQL; AWS DynamoDB, MongoDB, Neo4j)
- ♦ Object oriented programming (Python, PHP)
- ♦ Full-stack web development (HTML, CSS, JS/jQuery, LAMP stack, PHP Yii2 framework)
- ♦ Cloud architecture (Amazon Web Services EC2, S3, RDS, Route53, SES, Lambda, etc.)
- ♦ Version control (Git)

PRESENTATIONS

Downing, S., Kang, J-S. & Markman, G.D. 2019. Attacks, Buyer Engagement and the Target Response-Nonresponse Spectrum. *Academy of Management Meeting*, Boston, MA.

Kang, J-S., Downing, S., & Markman, G.D. 2019. Strategic Nonresponse: The Mediating Role of Buyer Engagement. *Strategic Management Society*, Minneapolis, MN.

Downing, S., Kang, J.-S., & Markman, G. 2019. “Nonresponse Asymmetry: How Buyer Engagement Influences Attacker-Target Dynamics.” *Global Strategy and Emerging Markets Conference*, Dallas, TX.

Downing, S., Kang, J-S. & Markman, G.D. 2017. Competitive dynamics: Of whom should you be aware? *Academy of Management Meeting*, Atlanta, GA.

Downing, S., Kang, J-S. & Markman, G.D. 2017. Emergent awareness: Competitive dynamics beyond rivalry. *Strategic Management Society*, Houston, TX.

Downing, S., Kang, J-S. & Hsu, C.L. 2016. Network Risk: Assessing the threat of envelopment. *Strategic Management Society*, Berlin.

Downing, S., Kang, J-S. 2015. Characteristics demand and platform competition: A game-theoretic argument for strategic CSR. *Strategic Management Society*, Denver.

MEMBERSHIPS

Academy of Management	2016 – Pres.
Strategic Management Society	2016 – Pres.
Beta Gamma Sigma	2012 – Pres.

LANGUAGES

English: Native

Chinese (Mandarin): Intermediate