

Sungyong Chang

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- ACADEMIC POSITION **Cornell University, SC Johnson Graduate School of Management**
Assistant Professor of Management and Organizations, 2024-
London Business School
Assistant Professor of Strategy and Entrepreneurship, 2017-2024
- EDUCATION **Columbia University, Columbia Business School**
Ph.D., Management, 2018
Seoul National University, Business School and College of Social Sciences
M.S., Strategy and International Business, 2011
B.A., Business and Economics (*Valedictorian, Summa Cum Laude*), 2007
- PUBLICATIONS (1) Sungyong Chang, Hyunseob Kim, Jaeyong Song, Keun Lee, 2024, [Dynamics of imitation versus innovation in technological leadership change: Latecomers' catch-up strategies in diverse technological regimes](#), *Research Policy*, 53(9): 105056.
- (2) Sungyong Chang, Jeho Lee, Jaeyong Song, 2023, [Giant cluster formation and integrating role of bridges in social diffusion](#), *Strategic Management Journal*, 44(12): 2950-2985.
- (3) Sungyong Chang, 2023, [Two faces of decomposability in organizational search: Evidence from singles vs. albums in the music industry 1995-2015](#), *Strategic Management Journal*, 44(17): 1616-1652.
- 2018 *Academy of Management Best Paper Proceedings*
- (4) Sungyong Chang, JP Eggers, Daniel Keum, 2022, [Bottleneck resources, market relatedness, and the dynamics of organizational growth](#), *Organization Science*, 33(3): 1049-1067.
- (5) Sukhun Kang, Sungyong Chang, Joseph Ross, Jennifer E. Miller, 2021, [Implementation of 21st Century Cures Act expanded access policies requirements](#), *Clinical Pharmacology & Therapeutics*, 110(6): 1579-1584.
- (6) Sungyong Chang, [Essays on organization, creativity, and globalization](#), *AIB Insights*, 19(3): 3-6.
- (7) Sungyong Chang, Bruce Kogut, Jae-Suk Yang, 2016, [Global diversification discount and its discontents: A bit of self-selection makes a world of difference](#), *Strategic Management Journal*, 37(11): 2254-2274.
- 2015 *Academy of Management Best Paper Proceedings*
- WORKING PAPERS (1) Sungyong Chang, Sukhun Kang, [When do firms provide early access? Evidence from expanded access in the oncology drug market 1990-2020](#), Revise and Resubmit, *Strategic Management Journal*.
- (2) Sarath Balachandran, Sungyong Chang, Sukhun Kang, [How do investors shape startups' response to new market opportunities?](#), Under review, *Management Science*.
- (3) Alice J. Lee, Tae-Youn Park, Sungyong Chang, [The implications of pay range transparency on job application preferences and negotiations](#), Under review, *Journal of Applied Psychology*.
- (4) Sanghyun Park, Sungyong Chang, [Cross-Border network Effects: A demand-Side perspective on early internationalization of latecomers](#), Under review, *Management Science*.
- (5) Sungyong Chang, [Artificial intelligence and organization modeling](#), Under review, *Oxford Bibliographies* [invited manuscript].

	(6) Divya Saxena, Sungyong Chang, Sendil Ethiraj, Does the motivation for distant search stem from capabilities or incentives? Evidence from the wildcatters in the petroleum industry.
	(7) Sungyong Chang, Industry cyclicality and entrepreneurial firms' resource allocation strategy: Evidence from the DRAM industry 2005-2014.
	(8) Sungyong Chang, Hyunseob Kim, Jaeyong Song, Keun Lee, Role of latecomers' imitation in overtaking industry leaders: A resource allocation perspective.
	(9) Sungyong Chang, Hyunseob Kim, The impact of decomposability on organizational hierarchy in entrepreneurial firms: Evidence from the game engine and video game industry 1990-2019.
	(10) Sungyong Chang, Reexamination of ownership structure and R&D investment in family businesses: Evidence from Korean business groups.
WORK IN PROGRESS	(1) (with Ivan Lin, Sukhun Kang) The seeding trials: Examining non-scientific purposes in clinical trials (Writing a draft)
	(2) (with Sukhun Kang, Sandra Barbosu, Frank David) Measuring biopharmaceutical innovation: A proposed rubric (Writing a draft)
	(3) (with Henning Piezunka) Dormant resources: A study of cover songs in the music industry (Data analysis)
	(4) (with Olenka Kacperczyk, Divya Saxena) Unemployment insurance and firm innovation: Evidence from the recorded music industry (Data analysis)
	(5) (with Liinus Hietaniemi) Distribution and persistence of the firm growth rate: Evidence from the population of Finnish firms (Data analysis)
TEACHING AWARDS	Winner, London Business School Best Teacher Award MiM (2022, 2021, 2020, 2019) Runner-up, London Business School Best Teacher Award MiM (2024, 2023)
TEACHING	Cornell University (MBA) Dilemmas in Founding New Ventures, 2024- (MBA) Managing Family and Privately Held Firms, 2025-
	London Business School (EMBA) Strategic Management, 2023-2024 (MBA) Business Project, 2021-2022 (Masters in Management) Strategic Analysis, Strategy 1 & Strategy 2, 2017-2024 (Masters in Analytics and Management) Business Strategy Analytics, 2019-2023 (PhD) Behavioural Foundation of Strategy, 2018-
DOCTORAL THESIS COMMITTEES	(1) Divya Saxena (LBS 2024), Co-advisor, Initial Placement: Tilburg University (2) Liinus Hietaniemi (LBS 2023), Committee member, Initial Placement: IESE (3) Sukhun Kang (LBS 2023), Committee member, Initial Placement: UC Santa Barbara
INVITED SEMINARS, WORKSHOPS, CONFERENCES	(2025, incl. sched.) Austin Technology and Entrepreneurship Conference (2024) ESMT Berlin, Cornell University, UNSW, University of Sydney, New York University Grossman Medical School, UC Santa Barbara, Hong Kong Polytechnic University, HKUST, Yonsei University, Dartmouth Strategy Junior Summer Workshop, SMS Washington DC, AOM Conference, AIB Conference (2023) Columbia Management Division Research Day, Sungkyunkwan University (SKKU), UC Santa Barbara, Junior Faculty OT Conference, Theoretical Organization Models Annual Meeting, Wharton People & Organizations Conference, AOM Conference, SMS Toronto (2022) Harvard-MIT Global Conference of Regulatory Science Conference, New York University

Grossman School of Medicine, University of Southern Denmark, Korea University, LBS Sumantra Ghoshal Conference, Theoretical Organization Models Conference, AOM Conference (2021) KAIST, University of Texas Austin Technology & Entrepreneurship Conference, Seoul National University, LBS Sumantra Ghoshal Conference, AOM Conference (2020) Seoul National University, Strategy Science Conference, AIB Conference (2019) University of Surrey, Dartmouth Strategy Junior Summer Workshop, London50 Conference, AOM Conference (2018) Dartmouth Strategy Junior Summer Workshop, AOM Conference (2017) London Business School, University of Wisconsin-Madison, University of Connecticut, AOM Conference (2016) Harvard Business School, New York University, INSEAD Strategy Unit, INSEAD EFE Unit, Bocconi University, Boston University, HEC Paris, HKUST, Ohio State University, University of Minnesota, University of North Carolina - Chapel Hill, University of Washington - Seattle, AOM Conference

RESEARCH AWARDS & HONORS MK-AKMS Young Scholar Award, *Association of Korean Management Scholars* (2023)
P. J. Buckley and M. Casson Dissertation Award, *Academy of International Business* (2019)
Nominee, William H. Newman Award for Best Paper Based on a Dissertation, *Academy of Management* (2018)
Distinguished Student Paper Award, *Academy of Management - STR Division* (2018)
Fundacao Dom Cabral Best Paper in Strategy/IB Theory Award, *Academy of Management - International Management (IM) Division* (2015)
‘That’s Interesting!’ Award, *Academy of International Business* (2015)
Best Student Paper Award, *Academy of International Business Korea Chapter* (2015)
SERI Best Student Paper Award, *Association of Korean Management Scholars* (2014)
Best Paper Award, *Korean Society for Innovation Management and Economics* (2011)
Best Paper Award, *Korean Academic Society of Business Administration* (2007)
Best Case Research Award, *Seoul National University Business School* (2007)
Best Academic Achievement Award, *SNU College of Commerce Alumni Association* (2007)
Presidential Award, *Seoul National University* (2007)

GRANTS AND FELLOWSHIPS Grant - Accelerating trustworthy AI, *Innovate UK (UK Research and Innovation)* (2024)
Grant - Regional Innovation Fund, *UK Research and Innovation* (2024)
Grant, *LBS Leadership Institute* (2023)
Grant, *LBS Alumni Case Development Fund* (2023)
Grant, *Wheeler Institute for Business and Development* (2023, 2020, 2019)
Grant, *LBS Institute of Innovation and Entrepreneurship* (2019)
Grant, *Columbia S. Bernstein Center for Leadership and Ethics* (2016)
Grant, *Columbia Center on Japanese Economy and Business* (2016, 2014)
Grant, *Columbia J. Chazen Institute of International Business* (2015)
Grant, *Columbia Center for International Business Education & Research* (2013)
Research Scholarship, *Seoul National University Alumni Association, New York* (2013)
Overseas Graduate Fellowship, *Korea Foundation for Advanced Studies* (2011-2017)
Brain Korea 21 Scholarship (2010, 2007)
Undergraduate Fellowship, *Gwanjung Educational Foundation* (2006-2007)
Undergraduate Scholar Research Grant, *Seoul National University* (2006)
Academic Merit Scholarship, *Seoul National University* (2002-2005)

EDITORIAL REVIEW BOARD *Strategic Management Journal* (2019-)

REFeree SERVICE *Academy of Management Review, Administrative Science Quarterly, Management Science, Organization Science, Strategic Management Journal, Research Policy, California Management Review, Technological Forecasting and Social Change, Journal of Management Studies, Academy of Management Discoveries*