

YUN HA CHO

Ross School of Business, University of Michigan

yunhacho@umich.edu | yunha-cho.com

EDUCATION

University of Michigan, Ross School of Business , Ann Arbor, Michigan	2018-2024
University of Michigan, Department of Sociology , Ann Arbor, Michigan	(expected)
PhD Candidate in Business Administration (Strategy) and Sociology	
Dissertation: Essays on Workers' Meaning-Making of Algorithms – A Case of Content Creators on Social Media Platforms	
Committee: Derek Harmon (Strategy co-chair), Mark Mizruchi (Sociology co-chair), Jerry Davis, Jim Westphal, and Charlene Zietsma	
Seoul National University, College of Business , Seoul, South Korea	
Seoul National University, College of Social Sciences , Seoul, South Korea	
MS in Strategy/International Business (Advisor: Sun Hyun Park)	2016-2018
BA in Anthropology & BS in Business Administration	2011-2016
Université Paris Diderot, UFR Science Sociales , Paris, France	2013-2014
Exchange student, Focus on Cultural Anthropology	

RESEARCH INTEREST

Future of Work & Organizations, Entrepreneurship, (Social Media) Platforms, Cultural Narratives, Qualitative Methods

PUBLICATIONS

Harmon, D., Rhee, E., & Cho, Y. “Building a Bridge to the Future: Prospective Legitimation in Nascent Markets”

- Strategic Management Journal, Forthcoming ([Link](#))

RESEARCH IN PROGRESS

Cho, Y. “Platform Workers’ Imaginaries of Algorithms and the Preservation of Self-Worth – A Case of Content Creators on Social Media Platforms” (Job market paper)

Cho, Y., Hurst, R., & Jue-Rajasingh, D. “Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs”

- Supported by the Kauffman Knowledge Challenge Student Grant (\$21,750)

Cho, Y. “Maintaining the Dream: Symbolic Institutional Maintenance Through the American Dream Narrative of Immigrant Entrepreneurs”

- Nomination for Student Best Paper, European Group for Organizational Studies (Virtual, July 2021)

Cho, Y., & Park, S. H. “How Are Other Elites Doing?: Social Identity, Comparison, and Aspiration of CEOs in Firm Risk-Taking”

RESEARCH IN PROGRESS (CONTINUED)

Choe, S., Park, S. H., & Cho, Y. "Self-inflicted Struggles and Triumphs: Initiating Strategic Change Through Crisis Construction"

PAPER PRESENTATIONS

Platform Workers' Imaginaries of Algorithms and the Preservation of Self-Worth – A Case of Content Creators on Social Media Platforms

- Academy of Management Annual Meeting (Boston, Massachusetts) 2023
- Wharton People and Organizations Conference (Philadelphia, Pennsylvania) 2022
- Oxford Professional Development Workshop (Oxford, United Kingdom) 2023
- Academy of Management Annual Meeting (Seattle, Washington) 2022
- Global Perspective on Platforms and Cultural Production (Amsterdam, Netherlands) 2022
- Boston University Precarity Lab (Virtual) 2022

Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs

- Academy of Management Annual Meeting (Boston, Massachusetts) 2023

Maintaining the Dream: Symbolic Institutional Maintenance Through the American Dream Narrative of Immigrant Entrepreneurs

- European Group for Organizational Studies Colloquium (Virtual) 2020

How Are Other Elites Doing?: Social Identity, Comparison, and Aspiration of CEOs in Firm Risk-Taking

- Strategic Management Society Conference (Virtual) 2020
- Strategic Management Society Conference (Houston, Texas) 2017

Self-inflicted Struggles and Triumphs: Initiating Strategic Change Through Crisis Construction

- Academy of Management Annual Meeting (Chicago, Illinois) 2018

AWARDS, GRANTS, & FELLOWSHIPS

University of Michigan Ross School of Business Doctoral Research Grant (\$4,000) 2023

University of Michigan Rackham Professional Development Grant (\$400) 2022

Kauffman Knowledge Challenge Student Grant (with Diana Jue-Rajasingh and Reuben Hurst) (\$21,750) 2020

Flamholtz Award for Entrepreneurship Research 2020

University of Michigan Rackham Graduate Student Research Grant (\$1,500) 2020

Early Candidacy Grant, Ross School of Business, University of Michigan (\$1,000) 2020

Korea Foundation for Advanced Studies, Doctoral Study Abroad Program Scholarship 2018-2023

ORGANIZED CONFERENCE SESSIONS

Managing marginalized identities for entrepreneurial success 2023

- Symposium, Academy of Management Annual Meeting (Boston, Massachusetts), sponsored by ENT, OMT, and SIM

- Presenters: Diana Jue-Rajasingh, Ouafaa Hmaddi, Suntae Kim, Tiantian Yang, Peter Younkin, Martin Ruef (Discussant)

Putting the YouTuber Front and Center: Organizational Dynamics on Online Platforms 2023

- Symposium, Academy of Management Annual Meeting (Boston, Massachusetts), sponsored by MOC
- Nominated for the MOC Division Best Symposium Award
- Presenters: Jenna Song, Njoke Thomas, Matt Rafalow, Dan Wang (Discussant)

The Influencer Economy: Exploring the Work of Social Media Cultural Production 2022

- Symposium, Academy of Management Annual Meeting (Seattle, Washington; August 2022), sponsored by OMT
- Presenters: Njoke Thomas, Judith Clair, Julianna Pillemer, Farnaz Ghaedipour

CONFERENCE & WORKSHOP PARTICIPATION

Academy of Management STR Dissertation Consortium 2023

Academy of Management OMT Doctoral Consortium 2022

The Medici Summer School in Management Studies 2022

RESEARCH AFFILIATION

Prearity Lab, Boston University ([Link](#)) 2020-Present

PROFESSIONAL SERVICES

Administrative Science Quarterly Student Blog, organizing committee 2022-2023

University of Michigan Ross School of Business PhD Forum, social co-chair 2019-2020

Administrative Science Quarterly Student Blog, contributor 2019

Reviewer for Academy of Management Annual Meeting 2018, 2023

TEACHING & TA EXPERIENCES

Primary Instructor

Strategy 320: Business and Corporate Strategy Fall 2021

- Evaluation 4.6/5.0
- University of Michigan Ross School of Business, Ann Arbor, Michigan
- Undergraduate core course of 78 students, a full-semester course
- Designed the syllabus, selected cases, created assignments, and worked with an MBA-student grader and an undergraduate teaching assistant
- Virtual due to COVID-19

Teaching Assistant

Environmental Shifts and Strategic Innovation (Professor Sun Hyun Park) 2017

- Seoul National University, Seoul, South Korea
- Executive MBA

Strategic Management (Professor Sun Hyun Park) 2016

- Seoul National University, Seoul, South Korea
- Undergraduate core course

INDUSTRY EXPERIENCE

Boston Consulting Group, Seoul, South Korea 2015
Research Assistant

Deloitte Consulting, Seoul, South Korea 2014
Intern

UNESCO Asia-Pacific Center for International Understanding, Seoul, South Korea 2013
Intern

OTHER

Languages: English, Korean, French (DALF C2)

Programming: Stata