

Jamie Seoyeon Song

Address

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

Phone: +49 30 212 31-1566
Email: seoyeon.song@esmt.org
Web Bio: <http://www.jamiesysong.com>

Current employment

Assistant Professor of Strategy, ESMT Berlin, Berlin, Germany, August 2021–Present.

Education

PhD, INSEAD, Singapore, Singapore, 2021.

Visiting PhD Student, Strategy and Management Group, Tuck School of Business, Dartmouth College, Hanover, NH, USA, September 2020–March 2021.

Visiting PhD Student, Management Department, The Wharton School, University of Pennsylvania, Philadelphia, PA, USA, 2016.

BA, Dartmouth College, Hanover, NH, USA, 2013.

Research interests

Entrepreneurship, Social Networks, Interpersonal Influence, Language, Cognition, Machine Learning

Referred articles

1. Greve, H., and **J. S. Song**. Amazon warrior: How a platform can restructure industry power and ecology. J. Furman, A. Gawer, B. Silverman, and S. Stern (Eds.), *Advances in Strategic Management* (Entrepreneurship, Innovation, and Platforms ed., vol. 37, pp. 299–335). Bingley: Emerald Publishing.
2. Bodner, J.*, **J. S. Song***, and G. Szulanski (2019). Heuristics to navigate uncertainties: Interview with Professor Kathleen M. Eisenhardt. *Journal of Management Inquiry* 28 (3): 359–365.

* Equal authorship

Working papers

3. **Song, J. S.** Mobilizing the Silent Majority: Discourse Broadening and Audience Support for Entrepreneurial Innovations (*1st round revise and resubmit at **Strategic Management Journal***)
4. **Song, J. S.**, and D. Harmon. Situating Language in Relationships: Discursive Robustness, Network Brokerage, and Audience Support for Innovations

5. Lee, Y. G.*, and **J. S. Song**.* Pivoting Discount: Glass Wall in the Careers of Female Serial Entrepreneurs
* Equal authorship
6. **Song, J. S.**, and M. Gargiulo. Does Controversy Trigger Engagement? The Contrasting Effects of Opinion Divergence on Exchanges in Online Networks (preparing for resubmission)
7. **Song, J. S.**, and J. Davis. What's in a Name? Cultural Ecology and Naming Dynamics of Entrepreneurial Innovations (preparing for resubmission)
8. **Song, J. S.**, and J. Choi. Learning from Qualitative Feedback: How Diversity of Community Responses Shapes Entrepreneurial Pivoting
9. Lee, Y. G., T. Chan, J. S. Song. The Dimensionality of an Idea Space and the Success of Familiar Ideas

Work in progress

10. How discursive robustness influence broader audience support for innovations (with Derek Harmon)
11. Strategic engagement and attention shift on Twitter (w/ Hallie Cho)

Teaching experience

Instructor, *Competitive and Corporate Strategy*, Master's in Management core strategy course, ESMT Berlin, 2021-2022.

Instructor, *Foundations of Strategic Management*, Master's in Management core strategy course, ESMT Berlin, 2023 –

Instructor, *Foundations of Strategic Management*, MBA core strategy course, ESMT Berlin, 2023 –

Teaching Assistant, *Principles of Network Analysis*, INSEAD, Singapore, Singapore, 2019.

Section Instructor, *Prices & Markets*, INSEAD, Singapore, Singapore, 2017.

Teaching Assistant, *Principles of Strategy Analysis*, INSEAD, Singapore, Singapore, 2016.

Research grants and fellowships

Research Grant, ESMT Berlin, 2022, 2023

Doctoral Fellowship, INSEAD, 2015–2020.

INSEAD Research Grant, INSEAD, 2019.

Honors and awards

Rudolf & Valeria Maag Scholarship in Entrepreneurship, INSEAD, 2020.

Dissertation Scholarship, Strategy Research Foundation (SRF), 2019.

Showcase Symposium, AOM Annual Conference, 2018.

James O. Freedman Presidential Scholar, Dartmouth College, 2013.

Hopkins 1901 Scholar, Dartmouth College, 2009.

Presentations

Situating language in relationships: How discursive robustness influence the audience support for innovations

- ESMT Brown Bag Seminar – Berlin, Germany, 2023
- Social Networks Society Conference – Exeter, UK, 2023

Amazon warrior: How a platform can restructure industry power and ecology

- Advances in Strategic Management Research Workshop – Boston, MA, 2016
- West Coast Research Symposium – Seattle, WA, 2016

Controversy sells? The effect of controversy in social media on the adoption of cultural products

- Berkeley Culture Conference – Berkeley, CA, 2020
- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- First Cut – Singapore, 2019
- Academy of Management Annual Conference – Chicago, IL, 2018

Divergent opinions in social media and the adoption of cultural products

- INSEAD Network Evolution Conference - Fontainebleau, France, 2022
- University of Exeter Research Seminar – Exeter, UK, 2022
- Academy of Management Annual Conference – Seattle, WA, 2022

Mobilizing the silent majority: Entrepreneurs' framing and the audience support for their innovations

- Emory University Research Seminar – Atlanta, 2022
- Strategic Management Society Annual Conference – London, 2022
- ESADE-Georgetown-INSEAD-ESMT Strategy workshop — Barcelona, 2022
- West Coast Research Symposium – Seattle, WA, 2021
- University of Texas Austin Research Seminar – Austin, TX, 2020
- Bocconi University Research Seminar – Milan, Italy, 2020
- University of Hong Kong Research Seminar – Hong Kong, 2020
- Santa Clara University Research Seminar – Santa Clara, CA, 2020
- ESMT Berlin Research Seminar – Berlin, Germany, 2020
- CCC Doctoral Conference – Toronto, Canada, 2020
- Virtual Strategy Student Conference – 2020
- Berkeley Culture Conference – Berkeley, CA, 2021

Stay together, win together: How coalitional delineations affect changes in organizational goals

- INSEAD-Wharton Doctoral Consortium – Philadelphia, PA, 2017

What's in a name? Categorical and idiosyncratic identity of new organizations in Nascent markets

- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- West Coast Research Symposium – San Francisco, CA, 2019
- Academy of Management Specialized Conference – Surrey, UK, 2018
- Academy of Management Annual Conference – Atlanta, GA, 2017
- Doriot Entrepreneurship Conference – Fontainebleau, France, 2017
- Kauffman Doctoral Consortium – College Park, MD, 2017
- INSEAD Entrepreneurship Workshop – Singapore, 2016

Professional service

PhD Area Representative, INSEAD, Fontainebleau, France, 2019–November 2020.

Session Chair, *Co-construction of shared understandings under uncertainty: Computational linguistic approaches*, Symposium, Academy of Management Annual Conference, Vancouver, Canada, August 2020.

Session Chair, *Online Community Interactions: Knowledge Communities, Network Dynamics, and Content Development*, Showcase Symposium, Academy of Management Annual Conference, Chicago, IL, USA, August 2018.

Reviewer services

Strategic Management Journal; Academy of Management; Academy of Management Specialized Conference on Big Data; INSEAD-Wharton PhD Exchange; Strategic Management Society.

Past employment

Analyst, Amazon.com, Seattle, WA, USA, 2013–2015.

Research Associate, McKinsey & Company, Seoul, South Korea, 2012.

Updated: March, 2024