

Eunice Y. Rhee

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EDUCATION

University of Southern California, Marshall School of Business
Ph.D. Candidate, Management and Organization, 2013 (expected)
Dissertation proposal defended, June 2011

Seoul National University, College of Business Administration
Master of Business Administration, International Business and Strategy, 2006

Yonsei University, College of Business and Economics
Bachelor of Business Administration, 2002

University of Illinois at Urbana-Champaign, College of Business
Study Abroad Program, 2000-2001

DISSERTATION

Title: "Essays on the Symbolic Management of Category Affiliations."
Committee: Peer Fiss (Chair), Nandini Rajagopalan, Feng Zhu, Peter Monge
Status: Completed the first draft for Study 2. Preparing the first draft for Study 1.

Abstract: I study how firms strategically use market categories to position themselves within an industry as they prepare for an initial public offering (IPO). Specifically, I examine the performance consequences of different categorization strategies. I first explore why and under what conditions firms engage in the symbolic management of their market categories (Study 1). I then examine the different categorization strategies firms use to attract investors before and after the IPO, namely, for venture capitalists and institutional investors. I argue that adopting a more inclusive category and spanning a lower number of categories better resonate with institutional investors who are familiar with the existing industry classification system and will result in a more positive IPO performance. I also examine how the degree of consistency between a firm's categorization strategy and the media's accounts of the firm's business moderates the firm's IPO performance (Study 2). My dissertation contributes to strategic management by connecting categorization literature and symbolic management perspective to present how entrepreneurial firms can strategically manage their positioning and set the groundwork for their life as a public firm.

AWARDS AND GRANTS

2012 Dean's Fellowship, USC Marshall School of Business
2012 Ph.D. Recognition, Annual Marshall Awards, USC Marshall School of Business
2011 Ph.D. Dissertation Fellowship, NASDAQ OMX Educational Foundation (\$15,000)
(only Ph.D. student recipient in 2011)
2011 Dissertation Grant, Strategy Research Foundation (SRF) (\$10,000)
(one of the five inaugural SRF Dissertation Scholars)

- 2011 Doctoral Research Award, USC Lloyd Grief Center for Entrepreneurial Studies (\$2,500)
2009 Best Paper Award (2nd prize), Korean Association of Small Business Studies (\$2,500)
2008 Tuition Fellowship, PhD Seminar in Entrepreneurship, Kauffman Foundation
2008 Travel Grant, USC Center for International Business Education and Research (CIBER)
2008 Travel Grant, USC Lloyd Greif Center for Entrepreneurial Studies
2007- Doctoral Fellowship, Marshall School of Business, University of Southern California

PUBLICATIONS AND RESEARCH IN PROGRESS

Conference Proceedings

Rhee, E. Y. and Fiss, P. C. 2012. "Framing Controversial Practices: Frame Salience, Source Credibility, and Stock Market Reaction." *Academy of Management Annual Meetings Best Papers Proceedings*.

Under Review

Rhee, E. Y. and Fiss, P. C. 2012. "Framing the Adoption of a Controversial Practice: Regulatory Focus, Source Credibility, and Stock Market Reaction."; Status: Under review.

Working Papers and Research in Progress

"The Symbolic Management of Category Affiliations: Sensegiving, Sensemaking and IPO Performance in Nascent Markets." Working paper, Marshall School of Business, targeted at *Administrative Science Quarterly*

"The Unknown God: Framing Outsider CEO Succession." (with Nandini Rajagopalan) Working paper, Marshall School of Business, targeted at *Academy of Management Journal*

"Setting the Stage for a Public Life: Industry and Competitive Positioning."; Status: First draft in preparation.

"Competitive Positioning and New Market Entry of Newly Public Firms."; Status: Data collection in progress.

"The Symbolic Management of Technology." (with Edward J. Zajac and Razvan Lungeanu); Status: Data collection in progress.

"The First 100 Days: Finding the Missing Link Between CEO Succession and Performance."; Status: Data collection in progress.

"Why We Killed the King: CEO Dismissals under Changing Institutional Logics."; Status: Data collection in progress.

Korean Language Publications

Rhee, Y. and Song, J. 2007. A Study on the Factors Influencing Founder-CEO Turnover in KOSDAQ-listed Venture Firms. *Korean Venture Management Review*, 10(3): 1-21.

CONFERENCE PRESENTATIONS

Framing the Adoption of a Controversial Practice: Regulatory Focus, Source Credibility, and Stock Market Reaction. (with Peer C. Fiss)

- *Academy of Management Meetings*, Boston, MA, 2012 (to be presented)
- *European Theory Development Workshop in OMT**, Grenoble, France, 2012

Symbolic Creation of Market Value: Framing the Adoption of a Controversial Practice.” (with Peer C. Fiss)

- *Reputation Institute Conference*, New Orleans, LA, 2011
- *Strategic Management Society Conference*, Rome, Italy, 2010
- *Academy of Management Meetings*, Montreal, Canada, 2010

The Symbolic Management of Category Affiliations: Sensegiving, Sensemaking, and the IPO Performance in Nascent Markets.

- *Strategic Management Society Conference*, Prague, Czech Republic, 2012 (to be presented)
- *CCC Colloquium for Doctoral Student Research*, University of Maryland, College Park, 2012

Hiring an Unknown God: Framing the Outsider CEO Succession. (with Nandini Rajagopalan)

- *Strategic Management Society Conference*, Miami, FL, 2011
- *MOR Graduate Student Meeting*, University of Southern California, Los Angeles, CA, 2009

Diffusion of Social Media among Business Schools: Network Ties and Localized Competition.

- *USC/UCLA/UCI Management PhD Student Conference*, Los Angeles, CA, 2009

Why Do Entrepreneurial Firms Replace Founder-CEOs? An Event History Analysis of Founder Transitions in KOSDAQ-listed Venture Firms in Korea. (with Jaeyong Song)

- *Asia Academy of Management Conference*, Tokyo, Japan, 2006

* presented by co-author

INVITED PARTICIPATION

BPS Dissertation Consortium, Academy of Management Meetings, Boston, MA, 2012

CCC Colloquium for Doctoral Student Research, College Park, MD, 2012

Doctoral Student Workshop, Strategic Management Society Conference, Miami, FL, 2011

Doctoral Consortium, Reputation Institute Conference, New Orleans, LA, 2011

Doctoral Consortium, West Coast Research Symposium, Eugene, OR, 2010

BPS Doctoral Consortium, Academy of Management Meetings, Montréal, Canada, 2010

BPS Dissertation Workshop, Academy of Management Meetings, Chicago, IL, 2009

New Doctoral Student Consortium, Academy of Management Meetings, Anaheim, CA, 2008

Summer Intensive PhD Seminar in Entrepreneurship, Cleveland, OH, 2008

Doctoral Consortium on International Business Strategy, CIBER at Duke University, NC, 2008

TEACHING EXPERIENCE

University of Southern California, Marshall School of Business

- Instructor, Capstone Strategic Management, Summer 2010; rating 4.26/5.0
- Teaching Assistant, Strategic Management (for Professor Peer C. Fiss), Spring 2010
- Teaching Assistant, Global Strategy (for Professor Terance Wolfe), Spring 2010

Seoul National University, College of Business Administration

- Teaching Assistant, Corporate Strategy (for Professor Jaeyong Song), Spring/Fall 2005
- Teaching Assistant, International Business (for Professor Jaeyong Song), Fall 2004
- Teaching Assistant, Advanced Management Program (Executive Education), 2005-2006

WORK EXPERIENCE

Management Consultant, nPlatform, Seoul, Korea, 2003–2004
Account Executive, OgilvyOne Worldwide, Seoul, Korea, 2002
Accountant, Citibank, Seoul, Korea, 2001-2002

PROFESSIONAL SERVICE AND ACTIVITIES

Organizer

- Showcase Symposium, "Markets and Symbols: Capturing Value through Meaning Making." co-organized with Peer C. Fiss and Jo-Ellen Pozner, *Academy of Management Meetings*, Montréal, Canada, 2010

Reviewing

- Ad hoc Reviewer, *The Sociological Quarterly*, 2012-
- Ad hoc Reviewer, *Journal of Management Studies*, 2010-
- Reviewer, *Academy of Management Meetings* (BPS and OMT), 2008-

Mentor

- Adopt-A-Member Program, *Academy of Management Meetings*, 2012

Judge

- Students for the Advancement of Global Entrepreneurship (SAGE) Competition, 2012

Memberships

- Academy of Management (BPS, OMT)
- Strategic Management Society
- American Sociological Association

REFERENCES

Peer C. Fiss

McAlister Associate Professor of Business Administration
Marshall School of Business, University of Southern California
521 Hoffman Hall, Los Angeles, CA 90089-0808
Phone: (213) 821-1471 / E-mail: fiss@marshall.usc.edu

Nandini Rajagopalan

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Professor of Management and Organization
Marshall School of Business, University of Southern California
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Feng Zhu

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