

Jamie Seoyeon Song

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Current employment

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

Education

PhD, INSEAD, Singapore, Singapore, 2021.

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

Past employment

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.

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

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

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.**, and M. Gargiulo. Divergent Opinions in Social Media and the Adoption of Cultural Products. *Academy of Management Journal* (*Revise & Resubmit*)
4. **Song, J. S.** Going beyond conversational partners: Entrepreneurs' framing and audiences' support for their innovations in online platforms.

5. **Song, J. S.**, and J. Davis. What's in a Name? Name Similarity and Popularity of Entrepreneurial Innovation.
6. **Song, J. S.** Leveraging ambiguity: Entrepreneurs' linguistic ambiguity and audiences' support for their innovation.

Work in progress

7. Stay together, win together: How coalitional delineations affect changes in organizational goals.
8. Using Reddit and Twitter conversations to detect meaning formation (with H. Cho)
9. Female entrepreneurs' communication of their ventures (with T. Lluent)
10. Using word embedding to detect knowledge communities

Teaching experience

Instructor, *Competitive and Corporate Strategy*, MIM core strategy course, ESMT Berlin, 2021.

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

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

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

Going beyond conversational partners: Entrepreneurs' framing and audiences' support for their innovations in online platforms

- Strategic Management Society Annual Conference – Toronto, Canada, 2021
- University of Texas Austin Research Seminar – Austin, TX, 2021
- Bocconi University Research Seminar – Milan, Italy, 2021
- University of Hong Kong Research Seminar – Hong Kong, 2021
- Santa Clara University Research Seminar – Santa Clara, CA, 2021
- ESMT Berlin Research Seminar – Berlin, Germany, 2021
- 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 activities

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

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

Updated: November, 2021