

# Eunice Y. Rhee

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## ACADEMIC POSITIONS

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### Albers School of Business and Economics, Seattle University

Associate Professor of Management	2020–present
Assistant Professor of Management	2014–2020

## EDUCATION

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### University of Southern California

PhD, Management and Organization	2014
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### Seoul National University, Seoul, Korea

MBA, International Business and Strategy	2006
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### Yonsei University, Seoul, Korea

BBA, Business Administration	2002
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## RESEARCH

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### Publications:

Lo, J. Y., Fiss, P. C., Rhee, E. Y., & Kennedy, M. T. 2020. Category viability: Balanced levels of coherence and distinctiveness. *Academy of Management Review*, 45(1): 85–108.

– *Finalist*, Best Article Award, Academy of Management Review, 2021

Rhee, E. Y., Lo, J. Y., Fiss, P. C. & Kennedy, M. T. 2017. Things that last? Category creation, imprinting, and durability. In R. Durand, N. Granqvist, & A. Tyllström (Eds.), *Research in the Sociology of Organizations* (Categories to Categorization: Studies in Sociology, Organizations, and Strategy at the Crossroads), vol. 51: 295–325. Bingley, UK: Emerald Group Publishing.

Rhee, E. Y., & Fiss, P. C. 2014. Framing controversial actions: Regulatory focus, source credibility, and stock market reaction to poison pill adoption. *Academy of Management Journal*, 57(6): 1734–1758.

### Selected research in progress:

Harmon, D., & Rhee, E. Y. Metrics in nascent markets.

Lo, J. Y., & Rhee, E. Y. Too much, too soon: A framework for understanding unintended consequences of cultural entrepreneurship on market emergence. Under review at the *Research in the Sociology of Organizations*.

Rhee, E. Y., Lo, J. Y., & Durand, R. The role of language, materiality, and practice in the emergence of plant-based meat.

Rhee, E. Y., & Lo, J. Y. When strategic categorization backfires: The wax and wane of the edutainment category.

Soublière, J-F., Lo, J. Y., & Rhee, E. Y. Cultural coherence and category dynamics.

Rhee, E. Y. Firm positioning and its impact on IPO performance in nascent markets.

Rhee, E. Y., & Lo, J. Y. Category mismatch and audience evaluation of newly public firms.

Rhee, E. Y., & Harmon, D. Level of strategic focus and stock market reaction: A case of failed M&A attempts.

Rhee, E. Y., & Lo, J. Y. How vegan are you? The impact of audience and organizational value orientation on the evaluation of vegan restaurants.

## **AWARDS AND HONORS**

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- Finalist, Best Article Award, Academy of Management Review, 2021
- Summer Faculty Fellowship, Seattle University, 2019
- Summer Research Grant, Albers School of Business and Economics, Seattle University, 2018
- Summer Research Grant, Albers School of Business and Economics, Seattle University, 2017
- Junior Faculty Professional Development Grant, Seattle University, 2017
- Winner, Best Faculty Proposal Award, Cognition in the Rough Workshop, Managerial and Organizational Cognition (MOC) Division, Academy of Management Meeting, 2016
- Winner, Past President's Best Paper Award, Western Academy of Management Conference, 2016
- Finalist, Wiley-Blackwell Outstanding Dissertation Award, Business Policy and Strategy (BPS) Division, Academy of Management Meeting, 2015
- Nominee, Louis Pondy Best Dissertation Paper Award, Organization and Management Theory (OMT) Division, Academy of Management Meeting, 2015
- Dean's Fellowship for Outstanding Researchers, Marshall School of Business, University of Southern California, 2012
- PhD Recognition, Marshall School of Business, University of Southern California, 2012
- Dissertation Grant, Strategy Research Foundation (\$10,000), 2011
- PhD Dissertation Fellowship, NASDAQ OMX Educational Foundation (\$15,000), 2011
- Doctoral Research Award, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business, University of Southern California (\$2,500), 2011

## **REFERRED CONFERENCE PRESENTATIONS**

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\*presented by co-author

Rhee, E. Y., & Lo, J. Y. The interplay of language, materiality, and practice in the emergence of plant-based meat. Symposium, New frontiers in categories research: The role of social practice, context, and materiality, Academy of Management Meeting, Virtual, 2021.

\*Harmon, D. & Rhee, E. Building plausibility in nascent markets: Entrepreneurial arguments, causal schema, and new metrics. Symposium, Co-construction of shared understandings under uncertainty: Computational linguistic approaches, Academy of Management Meeting, Virtual, 2020.

\*Harmon, D. & Rhee, E. Constructing new valuation metrics: Entrepreneurial arguments and stock market reactions in nascent markets.

- Symposium, Finance in organization theory: State of the art and future research agenda, Academy of Management Meeting, Boston, MA, 2019.
- European Group for Organizational Studies (EGOS) Colloquium, Edinburgh, Scotland, 2019.
  - *Nominee*, Best Paper Award (Sub-theme 29: Social evaluations)

Rhee, E. Y., & Lo, J. Y. How vegan are you? Identity congruence and evaluations of prosocial categories. Symposium, Identities and new market categories, Academy of Management Meeting, Chicago, IL, 2018.

- Rhee, E. Y., & Lo, J. Y. The impact of audience and organizational value orientation on evaluations: The case of vegan restaurants. European Group for Organizational Studies (EGOS) Colloquium, Tallinn, Estonia, 2018.
- Rhee, E. Y., & Hargrave, T. Clean technology or clean energy? Strategic categorization in the U.S. solar industry. Industry Studies Association Annual Conference, Seattle, WA, 2018.
- Rhee, E. Y., & Harmon, D. J. The level of strategic focus and stock market reaction: A case of failed M&A attempts.
- Strategic Management Society Conference, Houston, TX, 2017.
  - Symposium, Managing audience evaluations in financial markets: The role of strategic communication, Academy of Management Meeting, Anaheim, CA, 2016.
- \*Lo, J. Y., Fiss, P. C., Rhee, E. Y., & Kennedy, M. T. 2017. Categories in context: Exploring the determinants of category viability. Academy of Management Meeting, Atlanta, GA, 2017.
- Lo, J. Y., & Rhee, E. Y. The next big thing? A framework for understanding boom and bust in nascent industries. Academy of Management Meeting, Atlanta, GA, 2017.
- \*Rhee, E. Y., Lo, J. Y., Fiss, P. C., & Kennedy, M. T. Things that last? Category creation, imprinting, and durability. Academy of Management Meeting, Anaheim, CA, 2016.
- Rhee, E. Y., & Hargrave, T. Technology or energy? Strategic categorization of cleantech startups. Sustainability, Ethics, and Entrepreneurship (SEE) Conference, Denver, CO, 2016.
- Rhee, E. Y., & Lo, J. Y. The role of competing logics in the emergence and decline of a hybrid category: The case of edutainment. Western Academy of Management Conference, Portland, OR, 2016.
- *Winner*, Past President's Best Paper Award.
- Rhee, E. Y. Category mismatch and audience evaluation of newly public firms. Strategic Management Society Conference, Denver, CO, 2015.
- *Nominee*, Best Conference Paper Award.
- Rhee, E. Y., & Lo, J. Y. Category dynamics of a hybrid category: The rise and fall of edutainment.
- Strategic Management Society Conference, Denver, CO, 2015.
  - *Nominee*, Best Conference Paper Award.
  - Symposium, Category dynamics: Emergence, change, and dissolution, Academy of Management Meeting, Vancouver, BC, 2015.
- Rhee, E. Y. Strategic categorization: Vertical and horizontal changes in self-categorization. Academy of Management Meeting, Vancouver, BC, 2015.
- *Nominee*, Louis Pondy Best Dissertation Paper Award, Organization and Management Theory (OMT) Division.
- Rhee, E. Y. Hiring an unknown god: Framing the outsider CEO succession. Symposium, What can we learn from organizational communication, Academy of Management Meeting, Vancouver, BC, 2015.
- Rhee, E. Y. Managing categories: Firm positioning and its impact on IPO performance in nascent markets. Industry Studies Association Annual Conference, Portland, OR, 2014.
- Rhee, E. Y. The symbolic management of category affiliations: Sensegiving, sensemaking, and IPO performance in nascent markets.
- OMT-ASQ-INSEAD Conference, Singapore, 2013.
  - Strategic Management Society Conference, Prague, Czech Republic, 2012.

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

Rhee, E. Y., & Fiss, P. C. Framing the adoption of a controversial practice: Regulatory focus, source credibility, and stock market reaction. Academy of Management Meeting, Boston, MA, 2012.

Rhee, E. Y. Hiring an unknown god: Framing the outsider CEO succession. Strategic Management Society Conference, Miami, FL, 2011.

Rhee, E. Y., & Fiss, P. C. Symbolic creation of market value: Framing the adoption of a controversial practice.

– Reputation Institute Conference, New Orleans, LA, 2011.

– Strategic Management Society Conference, Rome, Italy, 2010.

– Symposium, Markets and symbols: Capturing value through meaning making, Academy of Management Meeting, Montréal, QC, 2010.

## **RESEARCH SYMPOSIA AND WORKSHOPS**

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Co-organizer (with Helen Etchanchu, Derek Harmon, & Hovig Tchalian). PDW, Language, meaning, and organizing: Exploring multi-level theorizing and analysis. Academy of Management Meeting, Virtual, 2021.

Co-organizer (with Derek Harmon & Hovig Tchalian). PDW, Language, meaning, and organizing: Linguistic theories and methods of organizing. Academy of Management Meeting, Virtual, 2020.

Co-organizer (with Jean-François Soublière & Jade Y. Lo), Symposium, Cultural entrepreneurship within, outside, between, and across categories, Academy of Management Meeting, Virtual, 2020.

Co-organizer (with Jade Y. Lo), Symposium, The duality of actors and structures in category studies. Academy of Management Meeting, Boston, MA, 2019.

Co-organizer (with Jade Y. Lo), Showcase Symposium, Identities and categories: Reflections, integration, and future directions. Academy of Management Meeting, Atlanta, GA, 2017.

– Nominee, Best Symposium Award, Organization and Management Theory (OMT) Division

Co-organizer (with Derek Harmon), Symposium, Managing audience evaluations in financial markets: The role of strategic communication. Academy of Management Meeting, Anaheim, CA, 2016.

Co-organizer (with Jade Y. Lo), Symposium, Institutional logics and categories: Reflections, integration, and future directions. Academy of Management Meeting, Anaheim, CA, 2016.

Co-organizer (with Peer C. Fiss & Jade Y. Lo), Showcase Symposium, Category dynamics: Emergence, change, and dissolution. Academy of Management Meeting, Vancouver, BC, 2015.

– Runner-up, Best Symposium Award, Organization and Management Theory (OMT) Division

Co-organizer (with Peer C. Fiss & Jo-Ellen Pozner), Showcase Symposium, Markets and symbols: Capturing value through meaning making. Academy of Management Meeting, Montréal, QC, 2010.

## **PROFESSIONAL DEVELOPMENT**

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– Mid-Career Consortium, Strategic Management (STR) Division, Academy of Management Meeting, Virtual, 2021.

– Eighth Annual Writing Workshop, University of Edinburgh Business School, Virtual, 2021.

- Administrative Science Quarterly Paper Development Workshop, Academy of Management Meeting, Atlanta, GA, 2017.
- Cognition in the Rough Workshop, Managerial and Organizational Cognition (MOC) Division, Academy of Management Meeting, Anaheim, CA, 2016.
- Professional Development Workshop, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, Denver, CO, 2016.
- Junior Faculty Consortium, Organization and Management Theory (OMT) Division, Academy of Management Meeting, Vancouver, BC, 2015.
- Paper Development Workshop, Industry Studies Association Annual Conference, Portland, OR, 2014.
- The Experiential Classroom XIV, Gainesville, FL, 2013.
- Dissertation Consortium, Business Policy and Strategy (BPS) Division, Academy of Management Meeting, 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.
- Doctoral Consortium, Business Policy and Strategy (BPS) Division, Academy of Management Meeting, Montréal, QC, 2010.
- Dissertation Workshop, Business Policy and Strategy (BPS) Division, Academy of Management Meeting, Chicago, IL, 2009.

## **TEACHING EXPERIENCE**

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Seattle University, Albers School of Business and Economics

- OMBA 5500, 2021-
- MGMT 4890: Strategic Management, 2014–
- MBA 5500: Competitive Strategy, 2019
- INBU 4860: International Management, 2017
- MBA 5250: Strategy and Innovation, 2017

University of Southern California, Marshall School of Business

- BUAD 497: Strategic Management, Instructor & Teaching Assistant, 2010
- MOR 492: Global Strategy, Teaching Assistant, 2010

Seoul National University, College of Business Administration

- Advanced Management Program (Executive Education), Teaching Assistant, 2005–2006
- Corporate Strategy, Teaching Assistant, 2005
- International Business, Teaching Assistant, 2004

## **SERVICE**

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### **To the Discipline:**

- Ad hoc book proposal & journal reviewer (in the past year): *Academy of Management Journal*, *De Gruyter*, *Journal of Management*, *Organization Science*, *Strategic Management Journal*, *Strategic Organization*
- Ad hoc conference reviewer: Academy of Management Meeting, Strategic Management Society Conference

- Discussant and panelist, Professional Development Workshop on Optimal Distinctiveness, Academy of Management Meeting, Virtual, 2021.
- Member, Membership Engagement Committee, Strategic Management (STR) Division, Academy of Management, 2019–present
- Social media chair, Organization and Management Theory (OMT) Division, Academy of Management, 2014–2018
- Facilitator, Cognition in the Rough Workshop, Managerial and Organizational Cognition (MOC) Division, Academy of Management Meeting, Atlanta, GA, 2017.
- Member, Cognition in the Rough Workshop Best Faculty Proposal Committee, Managerial and Organizational Cognition (MOC) Division, Academy of Management Meeting, Atlanta, GA, 2017.
- Panelist, Managing Your Dissertation Workshop, Business Policy and Strategy (BPS) Division, Academy of Management Meeting, Anaheim, CA, 2016.
- Panelist, Doctoral Workshop, Strategic Management Society Conference, Denver, CO, 2015.

**To Seattle University:**

- Chair, Summer Faculty Fellowship Review Committee, 2021–2022
- Member, Office of Sponsored Projects (OSP) Advisory Council, 2021-2022
- Member, Summer Faculty Fellowship Review Committee, 2020–2021
- Member, Fulbright Campus Review Committee, 2019
- Member, Provost’s Awards Committee, Seattle University, 2018

**To the Albers School of Business and Economics:**

- Member, LEMBA (Leadership Executive MBA) Program Review Committee, 2021
- Chair & Member, Albers Strategic Planning Team, Emerging Needs Task Force, 2018–2020
- Member, Albers Scholarship Research Committee, 2017–2020
- Guest instructor, Visiting Students from St. Joseph’s Institute of Management, 2018–2019
- Guest instructor, Albers Summer Business Institute, 2018
- Member, Albers Strategic Planning Team, Branding Task Force, 2017–2018
- Contributor, article titled “Effectiveness Strategy Implementation,” Albers InSIGHTS, 2017
- Member, Marketing Faculty Search Committee, 2016
- Co-organizer, Albers Scholarship Seminar Series, 2015–2017
- Member, International Business Program Review Committee, 2015

**To the Management Department:**

- Grader, Assessment of Learning (AOL), 2017–2019
- Representative, Accepted Student Open House, 2016–2019
- Representative, Fall Preview Day, 2015, 2019
- Guest speaker, BUAD 1000 Albers Business Integration, 2014–2020

**To the Community:**

- Expert reviewer, CODiE Awards, SIIA (Software & Information Industry Association), 2021

**PROFESSIONAL AFFILIATIONS**

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Academy of Management, B Academics (B Corp Academic Community), European Group for Organizational Studies, Strategic Management Society