

# Eunice Yunjin Rhee

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## ACADEMIC POSITIONS

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Seattle University, Albers School of Business and Economics	
Associate Professor of Management	2020–Present
Robert B. O’Brien Endowed Chair in Business	2022–2024
Assistant Professor of Management	2014–2020

## EDUCATION

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University of Southern California, Marshall School of Business, Los Angeles, CA.	2014
PhD, Management and Organization	
Seoul National University, College of Business Administration, Seoul, Korea.	2006
MBA, Strategy / International Business	
Yonsei University, School of Business, Seoul, Korea.	2002
BBA, Business Administration	

## RESEARCH

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Soublière, J-F., Lo, J. Y., & Rhee, E. Y. 2024. Coherence within and across Categories: The Dynamic Viability of Product Categories on Kickstarter. *Academy of Management Journal*, 67(1): 61–91.

- *Winner*, Best Entrepreneurship Paper Award, Organization and Management Theory (OMT) Division, 2022.
- *Runner-up*, Entrepreneurial Cognition Best Paper Award, Managerial and Organizational Cognition (MOC) Division, 2022.

Harmon, D., Rhee, E. Y., & Cho, Y. 2023. Building a bridge to the future: Prospective legitimation in nascent markets. *Strategic Management Journal*, 44(11): 2597–2633.

- *Nominee*, Best Paper (Sub-theme 29 Social Evaluations), EGOS Colloquium, 2019.

Lo, J. Y., & Rhee, E. Y. 2022. Too much, too soon: A framework for understanding unintended consequences of cultural entrepreneurship on market emergence. In C. Lockwood, & J-F. Soublière (Eds.), *Research in the Sociology of Organizations* (Advances in Cultural Entrepreneurship), 80: 157–178. Bingley, UK: Emerald

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), 51: 295–325. Bingley, UK: Emerald

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.

## **AWARDS AND HONORS**

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- Faculty Fellow, Center for Business Ethics, Seattle University, 2023–2024
- Winner, Best Entrepreneurship Paper Award, Organization and Management Theory (OMT) Division, Academy of Management Meeting, 2022
- Runner-up, Entrepreneurial Cognition Best Paper Award, Managerial and Organizational Cognition (MOC) Division, 2022.
- 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 Pandy 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. & Durand, R. Legitimizing new product categories and transmuting existing ones: The case of plant-based meat. European Group for Organizational Studies (EGOS) Colloquium, Milan, Italy, 2024.

Rhee, E. Y., Lo, J. Y. & Durand, R. What’s up? The rise of plant-based meat and the transmutation of the meat category. The McGill-Cornell Institutions & Entrepreneurship Conference, Montreal, Canada, 2023.

Krabbe, A. D., Rhee, E. Y., & Lo, J. Y. Incumbent Responses to Category Transformation in the U.S. Meat Market, 2010-2020.\* Strategic Management Society Conference, London, UK, 2022.

Soublière, J-F., Lo, J. Y., & Rhee, E. Y. Coherence within and across categories: The dynamic viability of product categories on Kickstarter.\*

- Academy of Management Meeting, Seattle, WA, 2022.
- European Group for Organizational Studies (EGOS) Colloquium, Vienna, Austria, 2022.
- West Coast Research Symposium, Seattle, WA, 2022.

Krabbe, A. D., Rhee, E. Y., & Lo, J. Y. Beef - it’s what’s for dinner: Incumbent responses to category transformation in the U.S. meat market.\*

- Symposium, Mind Your Category in a Shifting World: New Frontiers in Market Categories and Firm Strategy, Academy of Management Meeting, Seattle, WA, 2022.
- European Group for Organizational Studies (EGOS) Colloquium, Vienna, Austria, 2022.

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.

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.

Rhee, E. Y. Category mismatch and audience evaluation of newly public firms. Strategic Management Society Conference, Denver, CO, 2015.

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.

- 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.

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 Jade Y. Lo) Symposium, Advancing categories research: The heterogeneity and interplay of actors and audiences. Academy of Management Meeting, Chicago, IL, 2024.

Co-organizer (with Jade Y. Lo & Sarah Otner), PDW, Navigating the mid-career stage: Career advancement and impact in the OMT field. Academy of Management Meeting, Chicago, IL, 2024.

Co-organizer (with Derek Harmon), Symposium, Advancing scholarship through abductive reasoning and question- driven Research. Academy of Management Meeting, Chicago, IL, 2024.

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
- Annual Paper Development 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 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

- MGMT 5910: Strategies for Sustainability Management, 2024
- OMBA 5500: Competitive Strategy 2021–Present
- MGMT 4890: Strategic Management, 2014–Present
- MBA 5500: Competitive Strategy, 2019
- MBA 5250: Strategy and Innovation, 2017
- INBU 4860: International Management, 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:**

- Editorial review board, *Journal of Management Studies*, 2024–Present
- Editorial review board, *Strategic Organization*, 2022–Present
- Member, Research Committee, Organization and Management Theory (OMT) Division, Academy of Management, 2023–Present
- Member, Research Committee, Strategic Management (STR) Division, Academy of Management, 2022–2024
- Member, Membership Engagement Committee, Strategic Management (STR) Division, Academy of Management, 2019–2022
- Ad hoc reviewer (in the past year): *Journal of Business Venturing*, *Journal of Management Studies*, *Organization Science*, *Strategic Management Journal*, *Strategic Organization*
- Ad hoc conference reviewer: Academy of Management Meeting, Strategic Management Society Conference
- Panelist, New and Returning Member Networking and Research Forum, Organization and Management Theory (OMT) Division, Academy of Management, 2022
- Grant application reviewer: Strategy Research Foundation (SRF) Dissertation Grant, 2021, 2022
- Discussant and panelist, Professional Development Workshop on Optimal Distinctiveness, Academy of Management Meeting, Virtual, 2021
- 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, 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:**

- Member, Office of Sponsored Projects (OSP) Advisory Council, 2021–2022, 2023–present
- Chair, Summer Faculty Fellowship Review Committee, 2021
- Member, Summer Faculty Fellowship Review Committee, 2020
- Member, Fulbright Campus Review Committee, 2019
- Member, Provost’s Awards Committee, Seattle University, 2018

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

- Chair, Albers Summer Grant Review Committee, 2024
- Chair, Robert B. O’Brien Endowed Chair Award Committee, 2024
- Member, ADVANCE Taskforce, 2023–Present
- Member, Albers Strategic Planning Team, 2023–2024
- Member, ECMBA (Early Career MBA) Program Review Committee, 2023
- Member, Promotion and Tenure Committee, 2022
- 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
- Co-organizer, Albers Scholarship Seminar Series, 2015–2017
- Member, Marketing Department Faculty Search Committee, 2016
- Member, International Business Program Review Committee, 2015

**To the Management Department:**

- Member, Management Department Faculty Search Committee, 2021, 2022
- 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– Present

**To the Community:**

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

**PROFESSIONAL AFFILIATIONS**

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Academy of Management, Strategic Management Society, European Group for Organizational Studies