

Christine Choi

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ACADEMIC APPOINTMENT

University of North Carolina at Chapel Hill (UNC)

- Assistant Professor, Kenan-Flagler Business School 2023 - Present
 - *Parental clock extension 2023-24*
- Instructor with Provisions, Kenan-Flagler Business School 2022 - 2023

EDUCATION

University of Michigan (UM)

2023

- PhD in Strategy, Ross School of Business
- Committee: Yue Maggie Zhou (chair), Brian Wu, Justin Frake, S Sriram, Lionel Robert

Seoul National University (SNU)

2016

- Master of Science in Business Administration, Graduate School of Business

University of Illinois at Urbana-Champaign (UIUC)

2012

- Bachelor of Arts in Liberal Arts and Sciences
- Major: Economics; Minor: Statistics

RESEARCH INTERESTS

Inter-firm relationships, Cooperation and competition, Corporate scope, Corporate venture capital, Platforms

RESEARCH

A. Publication

- [1] Chai, D. H., **Choi, Y. Y.**, E. Huh (2014). Open Innovation in Venture Firms: The Impact of External Search Strategy on Innovation Performance of Korean Manufacturing Firms. *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, 9 (1), 1-13.
 - Best Research Paper Award, The Korean Society of Business Venturing (2014)
- [2] Chung, H.D., Y.M. Zhou, Choi, C. "When Uber Eats Its Own Business, and Its Competitors' Too: Resource Exclusivity and Oscillation Following Platform Diversification" *Strategic Management Journal*, forthcoming
 - SMS 2022 London Corporate Strategy Interest Group Best Paper Award (2022)
 - AOM Best Paper Proceedings (STR Division), Academy of Management (2022)
 - Distinguished Paper Award in Corporate and International Strategy Track, STR Division, Academy of Management (2022)

B. Submitted Papers

- [3] Choi, C. "Joining the Shark Tank: How Does Competition for External Knowledge Influence Corporate Venture Capital Investments?"
 - Nominee, Strategic Management Society PhD Paper Prize (2020)
 - *Revise and Resubmit* at Strategic Management Journal

- [4] Choi, C. "To Be or Not To Be on a Platform: Offline Complementors' Decision to Join an Entrant Platform"
- *Reject and resubmit* at Strategic Management Journal

C. Research in Progress

- [5] The effect of competitor success on project selection decisions (Data Analyses, with SH Park and MJ Kim)

INVITED TALKS

2022-2023

- Korea University Business School, Korea University

2021-2022

- Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- Department of Management and Technology, Bocconi University
- Wharton School, University of Pennsylvania

PRESENTATIONS (excluding coauthor presentations)

To Be or Not To Be on a Platform: Offline Complementors' Decision to Join an Entrant Platform

- Strategic Management Society Annual Conference, London (2022)
- Platform Strategy Research Symposium, Boston, MA (2022)
- Academy of Management Annual Meeting, Virtual (2021)
- Consortium on Competitiveness and Cooperation (CCC), Virtual (2021)
- Wharton Innovation Doctoral Symposium, Virtual (2021)
- Strategy Brown Bag, UM Ross School of Business, Virtual (2021)

Joining the Shark Tank: How Does Competition for External Knowledge Influence Corporate Venture Capital Investments?

- Strategic Management Society Annual Conference, Virtual (2020)
- Strategy Brown Bag, UM Ross School of Business, Virtual (2020)
- Academy of Management Annual Meeting, Boston, MA (2019)
- Wharton Corporate Strategy and Innovation Conference (Poster presentation), Philadelphia, PA (2019)

M&A: Substitutes or Steppingstones to Future Innovation? The Effects of Global Financial Crisis Using Triple Difference Estimator and Propensity Score Matching

- INFORMS Annual Meeting, Philadelphia, PA (2015)

Behavioral Motivation for Diversification: A Linkage Between Aspiration and Environment

- Strategic Management Society Annual Meeting, Denver, CO (2015)
- INFORMS Annual Meeting, Philadelphia, PA (2015)

INVITED CONSORTIA AND WORKSHOPS

UNC/TIM Emergence Workshop (2021)

Academy of Management STR Dissertation Consortium (2021)

Smith Entrepreneurship Research Conference (SERC) Consortium (2021)

Strategic Management Society Doctoral Workshop (2020)

Academy of Management TIM Doctoral Consortium (2020)

Academy of Management ENT Doctoral Consortium (2020)

Academy of Management TIM Doctoral Research Development Workshop (2020)

Smith Entrepreneurship Research Conference (SERC) Consortium (canceled due to Covid-19)

AWARDS, GRANTS & SCHOLARSHIPS

Outstanding Reviewer Award, STR Division, Academy of Management (2024)
Ross Doctoral Research Grant (\$4,000), UM Ross School of Business (2022)
Rackham Graduate Student Research Grant (\$3,000), UM Rackham Graduate School (2022)
Distinguished Paper Award in Corporate and International Strategy Track, STR Division, Academy of Management, (with Hyuck David Chung, Yue Maggie Zhou) (2022)
SMS 2022 London Corporate Strategy Interest Group Best Paper Award (with Hyuck David Chung, Yue Maggie Zhou) (2022)
Outstanding Reviewer Award, STR Division, Academy of Management (2022)
Outstanding Discussant Award, Wharton Innovation Doctoral Symposium (2021)
Spivey-Hall Award, UM Ross School of Business (2019)
Rackham Graduate Student Research Grant (\$1,500), UM Rackham Graduate School (2018)
Early PhD Candidacy Award, UM Ross School of Business (2018)
Best Research Paper Award, The Korean Society of Business Venturing (2014)
Lecture and Research Scholarship, SNU (2013 & 2015)
I4I (Illinois for Illinois) scholarship, UIUC (2010)
Dean's List – three semesters at UIUC

TEACHING

BUSINESS 412, Strategic Management in the Modern Corporation (Spring 2023 & 2024)

- UNC Kenan-Flagler Business School

STRATEGY 302 Business Strategy (Fall 2020)

- UM Ross School of Business

STRATEGY 290 Business Strategy (Winter 2019)

- UM Ross School of Business

Undergraduate Research Opportunity Program (UROP) (2018 summer-present)

- Mentored 17 UROP students, UM

SERVICES

PhD Dissertation Supervising

- Hilary Ahn (Committee Member, Expected Graduation 2025)

Ad-hoc Referee

- Strategic Management Society Toronto (2023)
- Strategic Management Journal (2022-2024)
- Strategic Management Society Special Conference in Hangzhou (2020)
- Academy of Management Annual Meeting (2019-2022, 2024)
- Strategic Entrepreneurship Journal (2019)

Academy of Management (AOM)

- Co-organizer of AOM Symposium (2024) “The Dynamics of Interfirm Collaboration: Formation, Evolution, and Interdependencies”
- Co-organizer of AOM Symposium (2021) “Platforms and Ecosystems: Building and Sustaining Competitive Advantages”

UM Ross School of Business PhD Forum

- Research Chair (2019-2020)
- Grants Committee Chair (2018-2019)
- Grants Committee Member (2017-2018)

REFERENCE

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