

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

Competition and Cooperation, Inter-Firm Relationships, Resource Allocation, Corporate Venture Capital, Platforms

RESEARCH

A. Publication

[1] Chung, H.D., Y.M. Zhou, **Choi, C** (2025). “When Uber Eats Its Own Business, and Its Competitors’ Too: Resource Exclusivity and Oscillation Following Platform Diversification” *Strategic Management Journal*, 46(2):411-435.

- SMS 2022 London Corporate Strategy Interest Group Best Proposal Winner (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)
- Media coverages: Platform Papers, Modern Delivery, Newswise, Phys.org

B. Submitted Papers

- [2] 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)
 - *2nd round Revise and Resubmit* at Strategic Management Journal
- [3] 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. Working papers

- [4] Strategic Response to Competitor Advancements: R&D Project Decisions and Resource Reallocation (with SH Park and MJ Kim)
- SMS 2025 San Francisco Corporate Strategy Interest Group Best Proposal Prize (2025)

D. Research in Progress

- [5] Unintended Consequences of Corporate Venture Capital: Employee Transitions to Portfolio Ventures (Data Analyses, with N. Asgari and D. Nayak)
- [6] Resource Characteristics and Alliance Formation (Data Analyses, with I. Guler and R. Khanna)

E. Other Publication

- [7] 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)

INVITED TALKS

2025-2026

- Whitman School of Management, Syracuse University

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 & internal seminar presentations)

Strategic Response to Competitor Advancements: R&D Project Decisions and Resource Reallocation

- Strategic Management Society Annual Conference, San Francisco, CA (2025)
- Academy of Management Annual Meeting, Copenhagen (2025)
- Strategy Science Conference, Barcelona (2025)
- Industry Studies Association, Boston, MA (2025)

Unintended Consequences of Corporate Venture Capital: Employee Transitions to Portfolio Ventures

- Strategic Management Society Annual Conference, San Francisco, CA (2025)

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

- European Digital Platform Research Network (EU-DPRN) Summit, Madrid (2025)
- Strategic Management Society Annual Conference, London (2022)
- Platform Strategy Research Symposium (Video), Boston, MA (2022)
- Academy of Management Annual Meeting, Virtual (2021)
- Consortium on Competitiveness and Cooperation (CCC), Virtual (2021)
- Wharton Innovation Doctoral Symposium, Virtual (2021)

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

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

AWARDS, GRANTS & SCHOLARSHIPS

SMS San Francisco Corporate Strategy Interest Group Best Proposal Prize (2025) (with SH Park and MJ Kim)

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 London Corporate Strategy Interest Group Best Proposal Winner (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 & 2025)

- 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

SMS Competitive Strategy Interest Group, Representative-at-Large (2025)

- Co-organizer of SMS Workshop (2025) “Your Tenure Package: How Do Letter Writers Read and Evaluate It?”
- Co-organizer of SMS Panel Session (2025) “Platform Ecosystems, Regulation, and AI”

PhD Dissertation Supervising

- Hilary Ahn (Committee Member, Expected Graduation 2025)

Ad-hoc Referee

- Strategic Management Journal (2022-present)
- Strategic Management Society San Francisco (2025)
- Strategic Management Society Toronto (2023)
- Strategic Management Society Special Conference in Hangzhou (2020)
- Academy of Management Annual Meeting (2019-2022, 2024, 2025)
- Strategic Entrepreneurship Journal (2019)

Academy of Management (AOM)

- Co-organizer of AOM Symposium (2025) “Interfirm Collaboration and Technological Advancements”
- 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)