

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

Corporate strategy; resource allocation; inter-firm relationships, competition, technology and innovation

RESEARCH

A. Referred Journal Articles

[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. Journal Articles Under Peer Review

[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.,** Park, S.H., & Kim, M. J. “When to Let Go: Portfolio-Level Innovation Externalities and R&D Project Termination”

- SMS 2025 San Francisco Corporate Strategy Interest Group Best Proposal Prize (2025)
- *1st round 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] Connected or Constrained? How Internal Knowledge Structure Shapes Alliance Formation Decisions (*Data Analyses*, with I. Guler and R. Khanna)

[6] Unintended Consequences of Corporate Venture Capital: Employee Transitions to Portfolio Ventures (*Data Analyses*, with N. Asgari and D. Nayak)

D. Other Referred Journal Articles

[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)

PEER REVIEWED CONFERENCE & INVITED PRESENTATIONS (excluding coauthor presentations)

Connected or Constrained? How Internal Knowledge Structure Shapes Alliance Formation Decisions

- Strategic Management Society Annual Conference, Berlin (2026 scheduled)

When to Let Go: Portfolio-Level Innovation Externalities and R&D Project Termination

- Whitman School of Management, Syracuse University (2025)
- 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)

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)
- Korea University Business School, Korea University (2022)
- Platform Strategy Research Symposium, Boston, MA (2022)
- Kenan-Flagler Business School, University of North Carolina at Chapel Hill (2021)
- Department of Management and Technology, Bocconi University (2021)
- Wharton School, University of Pennsylvania (2021)
- Academy of Management Annual Meeting, Virtual (2021)
- Consortium on Competitiveness and Cooperation, Virtual (2021)
- Wharton Innovation Doctoral Symposium, Virtual (2021)

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

- Competitive Dynamics (CD-4) Conference, Charlottesville, VA (2026 scheduled)
- 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)

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

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

Resource Redeployment: A Literature Overview and Emerging Directions

- Dartmouth Tuck School of Business Strategy Summer Camp, Hanover (2025)

Corporate Venture Capital

- Dartmouth Tuck School of Business Strategy Summer Camp, Hanover (2024)

CONFERENCE & INVITED WORKSHOP PARTICIPATIONS

- Discussant, SMS Junior Scholar Paper Development Workshop (scheduled 2026)
- Presenter, AOM Presenter Symposium (scheduled 2026) “Great Idea, Now what? Dealing with the Challenges of Converting Inventions into Innovations”
- Co-organizer of SMS Workshop (2025 & 2026) “Your Tenure Package: How Do Letter Writers Read and Evaluate It?”
- Co-organizer, AOM Presenter Symposium (2025) “Interfirm Collaboration and Technological Advancements”
- Co-organizer of SMS Panel Session (2025) “Platform Ecosystems, Regulation, and AI”
- Co-organizer, AOM Presenter Symposium (2024) “The Dynamics of Interfirm Collaboration: Formation, Evolution, and Interdependencies”
- Co-organizer, AOM Presenter Symposium (2021) “Platforms and Ecosystems: Building and Sustaining Competitive Advantages”

- UNC/TIM Emergence Workshop (2021)
- Academy of Management STR Dissertation Consortium (2021)
- Consortium on Competitiveness and Cooperation, Virtual (2021)
- Smith Entrepreneurship Research Conference (SERC) Consortium (2021)
- Wharton Innovation Doctoral Symposium, Virtual (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

- SMS San Francisco Corporate Strategy Interest Group Best Proposal Prize (2025) (with So Hyun Park and Min Jung Kim)
- Outstanding Reviewer Award, STR Division, Academy of Management (2024)
- 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)
- Ross Doctoral Research Grant (\$4,000), UM Ross School of Business (2022)
- Rackham Graduate Student Research Grant (\$3,000), UM Rackham Graduate School (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-present)

- UNC Kenan-Flagler Business School
- Class size: 50 students

PhD Dissertation Supervising

- Hilary Ahn (Committee Member, “*Essays on Ventures’ Investment Signals and the Path to Venture Capital*”, Graduation Year: 2025)

STRATEGY 302 Business Strategy (Fall 2020)

- UM Ross School of Business
- Class size: 75 students

STRATEGY 290 Business Strategy (Winter 2019)

- UM Ross School of Business
- Class size: 70 students

Undergraduate Research Opportunity Program (UROP) (2018-2022)

- Mentored 17 UROP students, UM

ACADEMIC SERVICES

AOM Strategic Management Division Teaching Committee (2026-2028)

SMS Competitive Strategy Interest Group, Representative-at-Large (2025-2027)

Ad-hoc Referee

- Strategic Management Journal, Strategic Entrepreneurship Journal
- Strategic Management Society San Francisco, Strategic Management Society Toronto, Strategic Management Society Special Conference in Hangzhou, Academy of Management Annual Meetings
- AOM Trusted Reviewers for STR Division (2024 & 2025)

University of North Carolina, Kenan-Flagler Business School

- Strategic and Entrepreneurship Area Seminar Organizer (2024-2026)
- Undergraduate Business Program Course Redesign Committee (2024)

University of Michigan, Ross School of Business PhD Forum

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

CV Last updated: June 2026