

HARAM SEO

Mays Business School
Texas A&M University
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EMPLOYMENT

Assistant Professor, Management department
Mays Business School, Texas A&M University August 2021-Present

EDUCATION

PhD, Strategic Management and Entrepreneurship
Carlson School of Management, University of Minnesota July 2021

M.S., Organization Theory
SNU Business School, Seoul National University Feb 2015

B.A., Graduated with *Cum Laude*
SNU Business School, Seoul National University Feb 2011

RESEARCH INTERESTS

Nonmarket Strategy, Corporate Social Responsibility, Corporate Philanthropy, Social Movement, Nonprofits

JOURNAL PUBLICATIONS

Haram Seo, Jiao Luo, & Aseem Kaul. 2020. Giving a Little to Many or a Lot to a Few? The Benefits of Specialization and Variety in Corporate Philanthropy. *Strategic Management Journal*. 42(9), 1734-1764.

- Winner, Distinguished Paper Award, STR Division, 2018 Academy of Management Annual Meeting
- Winner, Outstanding Paper Award, 2018 Annual Conference of Alliance for Research on Corporate Sustainability (ARCS)
- Academy of Management 2018 Best Paper Proceedings (STR division)

Jiao Luo, Aseem Kaul, & **Haram Seo**. 2018. Winning Us with Trifles: Adverse Selection in the Use of Philanthropy as Insurance. *Strategic Management Journal*. 39(10), 2591-2617

- Lead article
- Finalist, the IACMR-RRBM Responsible Research in Management Award

PAPERS UNDER JOURNAL REVIEW & REVISION

Haram Seo. "Competitive Dynamics of Corporate Activism: Asymmetric Responses from Ideological Ally and Opponent" *Revise & Resubmit at Organization Science*.

- Finalist, William C. Frederick SIM Doctoral Dissertation Award, 2023 Academy of Management Annual Meeting
- Winner, Distinguished Paper Award, STR Division, 2022 Academy of Management Annual Meeting
- Academy of Management 2022 Best Paper Proceedings (STR division)
- Doctoral Dissertation Fellowship, University of Minnesota, 2020 (Awarded to PhD candidates who have shown the greatest academic potential across all departments at University of Minnesota, USD \$25,000)

Hua Cheng, Kishore Gawande & **Haram Seo** (*alphabetical order*). "Can Policy Influence Resource Allocation? Evidence from China's Strategic Emerging Industry Initiative" *Revise & Resubmit at Academy of Management Journal*.

- Nominated, Annual Best Conference Paper Prize, 2023 Strategic Management Society Annual Meeting

Aseem Kaul, Jiao Luo, & **Haram Seo** (*alphabetical order*). "Gotta Serve Somebody: The Elitist Nature of U.S. Corporate Philanthropy" *Revise & Resubmit at Administrative Science Quarterly*.

SELECTED RESEARCH IN PROGRESS

Haram Seo. “Corporate Philanthropy as a Strategic Tool for Advocacy” *Finalizing manuscript.*

- Winner, Robert J. Litschert Award, STR Division, 2019 Academy of Management Annual Meeting
- Finalist, Best Conference PhD Paper Prize, 2019 Strategic Management Society Annual Meeting
- Academy of Management 2019 Best Paper Proceedings (STR division)
- Doctoral Dissertation Fellowship, Carlson School of Management, 2019

Eunkwang Seo, **Haram Seo**, & Junbeom Park. “Corporate Reputation Damage and Firm Innovation” *Manuscript writing in progress.*

Paruchuri Srikanth & **Haram Seo (alphabetical order).** “Does Bystander Corporate Giving Change in the Aftermath of a Scandal” *Finalizing manuscript.*

Kate Odziemkowska & **Haram Seo (alphabetical order).** “Paying for Silence: Activist Attacks and Corporate Giving” *Data analysis.*

AWARDS AND HONORS

- Finalist, William C. Frederick SIM Doctoral Dissertation Award, 2023 Academy of Management Annual Meeting
- Nominated, Best Conference Paper Prize, 2023 Strategic Management Society Annual Meeting
- Distinguished Paper Award, STR Division, 2022 Academy of Management Annual Meeting
- Best Paper Proceedings, STR Division, 2022 Academy of Management Annual Meeting
- Robert J. Litschert Best Student Paper Award, STR Division, 2019 Academy of Management Annual Meeting
- Finalist, Best Conference PhD Paper Prize, 2019 Strategic Management Society Annual Meeting
- Finalist, 2019 IACMR-RRBM Responsible Research in Management Award
- Best Paper Proceedings, STR Division, 2019 Academy of Management Annual Meeting
- Distinguished Paper Award, STR Division, 2018 Academy of Management Annual Meeting
- Outstanding Paper Award, 2018 Annual Conference of Alliance for Research on Corporate Sustainability
- Nominated, Best Conference Paper Award, 2018 Strategic Management Society Annual Meeting
- Best Paper Proceedings, STR Division, 2018 Academy of Management Annual Meeting
- Best Paper Proceedings, BPS Division, 2015 Academy of Management Annual Meeting
- Doctoral Dissertation Fellowship, 2020-2021, University of Minnesota
- Doctoral Dissertation Fellowship, 2019-2020, Carlson School of Management
- PhD Student Travel Fellowship, 2015-2019, Carlson School of Management
- Scholarship for Superior Academic Performance, Seoul National University

PROFESSIONAL ACTIVITIES & SERVICES

Leadership

- Representative-at-Large (*elected*), Strategic Management Society’s Stakeholder Strategy Interest Group (2023–24)

Reviewer

- Editorial Review Board for *Strategic Management Journal*, 2022–Present
- Ad-hoc Reviewer
 - *Organization Science*
 - *Administrative Science Quarterly*
 - *Academy of Management Journal*
 - *Management Science*

Organizer/Panelist

- Co-organizer
 - 2023 SMS Stakeholder Strategy PDW (with Srividya Jandhyala and Aline Gatignon)
 - 2023 AOM PDW “Research Frontiers in Nonmarket Strategy” (with Ishva Minefee and Julie Yen)
 - 2021 AOM symposium “Corporate Social and Political Activism” (with Steve Kofford and Kate Odziemkowska)

- Panelist for 2019 SMS Stakeholder Strategy IG Session “Out-of-the-spotlight Stakeholder Strategies”

SELECTED CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

“Corporate Reputation Damage and Firm Innovation”

Scheduled to be Presented at Strategic Management Society Conference (Toronto, 2023)*

“Can Policy Influence Resource Allocation? Evidence from China’s Strategic Emerging Industry Initiative”

Scheduled to be Presented at Strategic Management Society Conference (Toronto, 2023)

“Competitive Dynamics of Corporate Activism: Asymmetric Responses from Ideological Ally and Opponent.”

Presented at Academy of Management Annual Meeting (Seattle, 2022)

Presented at Strategy Science Conference (New York, 2022)

Presented at Harvard Business School (Boston, 2020; Virtual)

Presented at Columbia Business School (New York, 2020; Virtual)

Presented at Penn State University (University Park, 2020; Virtual)

Presented at Texas A&M University (College Station, 2020; Virtual)

Presented at University of Utah (Salt Lake City, 2020; Virtual)

Presented at Consortium for Competitiveness and Cooperation (Toronto, 2020; Virtual)

Presented at Strategic Management Society Conference (London, 2020; Virtual)

Presented at Annual Economic Sociology Conference (Carnegie Mellon, 2020; Virtual)

“Corporate Philanthropy as a Strategic Tool for Advocacy.”

Presented at Alliance for Research on Corporate Sustainability Conference (UNC, 2019)

Presented at Academy of Management Annual Meeting (Boston, 2019)

Presented at Strategic Management Society Conference (Minneapolis, 2019)

“Giving a Little to Many or a Lot to a Few? The Benefits of Specialization and Variety in Corporate Philanthropy.”

Presented at University of Texas at Austin (Austin, 2019)*

Presented at INSEAD (Singapore, 2018)*

Presented at Strategic Management Society Conference (Paris, 2018)

Presented at Purdue University (West Lafayette, 2018)*

Presented at Academy of Management Annual Meeting (Chicago, 2018)

Presented at Alliance for Research on Corporate Sustainability Conference (MIT, 2018)

Presented at Annual Strategy and the Business Environment Conference (Wharton, 2018)*

Presented at Singapore Management University (Singapore, 2018)*

“Winning Us with Trifles: Adverse Selection in the Use of Philanthropy as Insurance.”

Presented at Cornell University (Ithaca, 2018)*

Presented at Purdue University (West Lafayette, 2018)*

Presented at Nanyang Technological University (Nanyang, 2018)*

Presented at National University of Singapore (Singapore, 2018)*

Presented at University of Florida (Gainesville, 2017)*

Presented at Academy of Management Annual Meeting (Atlanta, 2017)*

Presented at Strategic Management Society Conference (Berlin, 2016)*

“Who Benefits from Destructive Creation?: Evidence from R&D Investment after 9/11 Attack.”

Presented at Strategic Management Society Conference (Houston, 2016)

Presented at Academy of Management Annual Meeting (Vancouver, 2015)

“Categorical Performance Feedback and New Product Development: A Case of U.S. Film Industry.”

Presented at Academy of Management Annual Meeting (Anaheim, 2016)

Presented at Strategic Management Society Conference (Denver, 2015)

*Presented by coauthor

TEACHING EXPERIENCE

Instructor, Strategic Management
Mays Business School, Texas A&M University Spring 2022-

Instructor, Fundamentals of Management
Carlson School of Management, University of Minnesota Fall 2017

Teaching Assistant

Complex and Cross-Cultural Negotiations, Teaching Assistant, University of Minnesota (Spring 2019)

MBA and JD joint course in negotiation strategies. Professor: Dr. Paul Vaaler

Ethical Environment of Business, Teaching Assistant, University of Minnesota (Spring 2018)

MBA course in management of ethical and social issues. Professor: Dr. Jeffrey Kaufmann

Business Strategy, Teaching Assistant, University of Minnesota (Spring 2017)

Undergraduate core course in business strategy development. Professor: Dr. Mary Benner

Strategic Management, Teaching Assistant, University of Minnesota (Fall, Spring 2016)

Executive MBA course in strategic management. Professor: Dr. Alfred Marcus

International Business, Teaching Assistant, University of Minnesota (Spring 2016)

Undergraduate course in international business. Professor: Dr. Gurneeta Singh

Organizational Behavior, Teaching Assistant, Seoul National University (Fall 2014)

Undergraduate course in organizational behavior. Professor: Dr. Jonghoon Bae

INDUSTRY EXPERIENCE

Business Analyst, A.T.Kearney, Seoul office 2011-2013

Internships

S-Oil, Corporate Strategy division 2010

LG Electronics, New Product Development Team, Mobile Business department 2009

Shinhan Bank, Investment Banking 2008

SOCIETAL IMPACT STATEMENT

All of my research is motivated by my interests in the impact of corporate nonmarket strategies, especially corporate philanthropy, on not just the firm and but also society. Corporate philanthropy is traditionally understood as the way in which firms give back to society, scholars have shown that giving back can also benefit firms' financial performance (i.e., firms can do well by doing good). Yet, this doesn't necessarily mean that corporate giving is always beneficial for society, which is why I examine the social impact of giving separate from its impact on firms, highlighting the conditions under which corporate giving that is strategically beneficial may not always be socially beneficial.