

HARAM SEO

Mays Business School
Texas A&M University
220 Wehner Building, 4112 TAMU
College Station, TX 77843

(612) 222-2998
hrseo@tamu.edu
<https://sites.google.com/view/haram-seo/>

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 Philanthropy, Social Movement, Ideological Polarization, Corporate Political Activity

JOURNAL PUBLICATIONS

Haram Seo, Jiao Luo, & Aseem Kaul. 2021. Giving a Little to Many or a Lot to a Few? The Returns to 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. "Counter-Activism Against Ideological Opponents: Evidence Based on the Competitive Dynamics of Corporate Engagement in Advocacy Giving" *Under 3rd Round Review (Minor Revision)* 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)

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

SELECTED RESEARCH IN PROGRESS

Under review/ Finalizing manuscript

Eunkwang Seo, **Haram Seo**, & Junbeom Park. “Corporate Reputation Damage and Firm Innovation” *Under review*.

Hua Cheng, Kishore Gawande & **Haram Seo (alphabetical order)**. “Can Policy Influence Resource Allocation? Evidence from China’s Strategic Emerging Industry Initiative” *Finalizing manuscript*.

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

Haram Seo. “Navigating Ideological Tensions in Political Access: The Strategic Use of Charitable Donations as an Opaque Channel of Access.” *Finalizing manuscript*.

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

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)

Works-in-progress

Social impact in the beauty industry (with Natalie Carlson and May-Anne Very). *Data analysis*.

Exploring the black box of CSR–CPA integration: a human capital perspective (with Cathy Lu). *Data analysis*.

Climate shocks and green innovation: the role of ideology as a cognitive liability (with Narae Lee). *Data analysis*.

Donation scale insensitivity of stakeholders (with Madeline Ong, Nicholas Olson, and Connor Idso). *Data collection*.

Corporate engagement in abortion rights: navigating support and opposition (with Alessandro Piazza). *Data collection*.

Investigating the mechanisms behind the insurance effect of corporate philanthropy: evidence from the opioid industry (with David Tan). *Data collection*.

Decoupling between traditional and opaque channels of CPA (with Bo Yang). *Data collection*.

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*
 - *Journal of Management*

Organizer/Panelist/Discussant

- Co-organizer
 - 2024 SMS Stakeholder Strategy IG Sunday Panel Symposium (with Srividya Jandhyala and Aline Gatignon)
 - 2024 AOM Panel Symposium “Towards an Integrated Perspective” (with Zhao Li)
 - 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)
- Discussant
 - 2024 AOM Symposium “Workplace Sorting by Political Partisanship”
- 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”

Presented at Academy of Management Annual Meeting (Chicago, 2024)*

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

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

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)

*Presented by coauthor

TEACHING EXPERIENCE

Instructor, Strategic Management

Mays Business School, Texas A&M University

Spring 2022-

- Highest course evaluation in 2024: 4.8/ 5.0
- Highest course evaluation in 2023: 4.8/ 5.0
- Highest course evaluation in 2022: 4.8/ 5.0
(Department average: 4.04/ 5.0)

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