Sungyong Chang

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Academic Position

Cornell University, SC Johnson Graduate School of Management
Assistant Professor of Management and Organizations 2024–
Interim Academic Director, Smith Family Business Initiative 2025–2026
Affiliations: Cornell Atkinson Center for Sustainability, Health Policy Center, Center for the Study of Inequality, Cornell Center for Social Sciences

London Business School
Assistant Professor of Strategy and Entrepreneurship 2017–2024

Education

Columbia University, Columbia Business School
Ph.D., Management 2018

Seoul National University, Business School and College of Social Sciences
M.S., Strategy and International Business 2011
B.A., Business and Economics (*Valedictorian*) 2007

Interests

Innovation and Entrepreneurship, Computational Social Science

Publications

(1) Sukhun Kang, Ivan Lin, Sungyong Chang, 2026, Uncovering seeding trials: Examining non-scientific purposes in clinical trials, *BMJ Evidence-Based Medicine*, published online April 8, 2026.
- Featured in The Conversation, republished by Yahoo! News, Seattle Post-Intelligencer, MedicalXpress, and others

(2) Alice J. Lee, Tae-Youn Park, Sungyong Chang, 2026, The implications of pay range transparency on job application preferences and negotiations, *Journal of Applied Psychology*, 111(11): 1484–1504.
- Featured in Forbes, Harvard Business Review, Psychology Today, The Persistent, HR Brew, HR Dive, Marketplace, Cornell Chronicle

(3) Sungyong Chang, 2025, Artificial intelligence and organization modeling, *Oxford Bibliographies in Management*, (Ed. Ricky Griffin), New York: Oxford University Press.

(4) Sungyong Chang, Hyunseob Kim, Jaeyong Song, Keun Lee, 2024, Dynamics of imitation versus innovation in technological leadership change: Latecomers' catch-up strategies in diverse technological regimes, *Research Policy*, 53(9): 105056.

(5) Sungyong Chang, Jeho Lee, Jaeyong Song, 2023, Giant cluster formation and integrating role of bridges in social diffusion, *Strategic Management Journal*, 44(12): 2950–2985.

(6) Sungyong Chang, 2023, Two faces of decomposability in organizational search: Evidence from singles vs. albums in the music industry 1995–2015, *Strategic Management Journal*, 44(17): 1616–1652.
- 2018 *Academy of Management Best Paper Proceedings*

(7) Sungyong Chang, JP Eggers, Daniel Keum, 2022, Bottleneck resources, market relatedness, and the dynamics of organizational growth, *Organization Science*, 33(3): 1049–1067.

(8) Sukhun Kang, Sungyong Chang, Joseph Ross, Jennifer E. Miller, 2021, Implementation of 21st Century Cures Act expanded access policies requirements, *Clinical Pharmacology & Therapeutics*, 110(6): 1579–1584.

(9) Sungyong Chang, Bruce Kogut, Jae-Suk Yang, 2016, Global diversification discount and its discontents: A bit of self-selection makes a world of difference, *Strategic Management Journal*, 37(11): 2254–2274.
- 2015 *Academy of Management Best Paper Proceedings*

Public Scholarship

(1) Sukhun Kang, Ivan Lin, Sungyong Chang, 2026, Clinical trials that are actually marketing ploys targeting doctors: how seeding trials put profit over patients, *The Conversation*.

(2) Alice J. Lee, Tae-Youn Park, Sungyong Chang, 2026, Posting a wide salary range can deter women from applying, *Harvard Business Review*.

(3) Sukhun Kang, Sungyong Chang, Sandra Barbosu, Frank David, 2025, Measuring biopharmaceutical innovation in the modern era, *The Incidental Economist*.

(4) Sungyong Chang, 2019, Essays on organization, creativity, and globalization, *AIB Insights*, 19(3): 3–6.

Working Papers

(1) Sungyong Chang, Sukhun Kang, When do firms provide early access? Evidence from expanded access in the oncology drug market 1990–2020, Revise and resubmit, *Strategic Management Journal*.

(2) Divya Saxena, Sungyong Chang, Sendil Ethiraj, Do firms differ in their capabilities for distant search? A study of wildcatters in oil exploration, Revise and resubmit, *Strategic Management Journal*.

(3) Sarath Balachandran, Sungyong Chang, Sukhun Kang, How do investors shape startups' response to new market opportunities?, Revise and resubmit, *Organization Science*.
- 2025 *Academy of Management Best Paper Proceedings*

(4) Sukhun Kang, Sandra Barbosu, Fan Ye, Sungyong Chang, Mind the gap in drug development: Understanding the whitespace between clinical trials, Revise and resubmit, *Clinical Pharmacology & Therapeutics*.

(5) Yue Li, Ran Tao, Derek Hommel, Yusuf Denizay Dönder, Sungyong Chang, David Mimno, Unso Eun Seo Jo, Agent Bain vs. Agent McKinsey: A new Text-to-SQL benchmark for the business domain, Under review, *Association of Computational Linguistics Rolling Review*.

(6) Sungyong Chang, Industry cyclicality and entrepreneurial firms' resource allocation strategy: Evidence from the DRAM industry 2005–2014.

(7) Sungyong Chang, Reexamination of ownership structure and R&D investment in family businesses: Evidence from Korean business groups.

Work in Progress

(1) (with Minji Lee) When do firms manufacture their products abroad? Evidence from the CDMO segment of the pharmaceutical industry (Writing)

(2) (with Forrest Briscoe and Jaewoo Lee) Founding team attributes in early access to investigational oncology drugs (Data analysis)

(3) (with Henning Piezunka) Dormant resources: A study of cover songs in the music industry (Writing)

(4) (with Siddhartha Komati) The impact of private equity acquisitions on healthcare companies (Data collection)

(5) (with Hisan Yang) A minority-game perspective on market entry and performance dynamics (Model development)

Teaching Awards & Honors

Teaching Honor Roll, Johnson Graduate School of Management, Cornell University (2025–2026)
Winner, London Business School Best Teacher Award MiM (2022, 2021, 2020, 2019)
Runner-up, London Business School Best Teacher Award MiM (2024, 2023)

Teaching

Cornell University

(MBA) Dilemmas in Founding New Ventures	2024–
(MBA) Family Enterprise Management and Governance	2025–
(Undergraduate) Entrepreneurial Management	2025–

London Business School

(PhD) Behavioural Foundation of Strategy	2018–2023
(EMBA) Strategic Management	2023–2024
(MBA) Business Project	2021–2022
(Masters in Management) Strategic Analysis, Strategy 1 & Strategy 2	2017–2024
(Masters in Analytics and Management) Business Strategy Analytics	2019–2023

Doctoral Thesis Committees

(1) Divya Saxena (LBS 2024), Co-advisor, Initial Placement: Tilburg University
(2) Liinus Hietaniemi (LBS 2023), Committee member, Initial Placement: IESE
(3) Sukhun Kang (LBS 2023), Committee member, Initial Placement: UC Santa Barbara

Invited Seminars, Workshops, Conferences

(2026; planned ones*) Carnegie School of Organizational Learning (CSOL) Academy, Hitotsubashi University*, AOM Conference*

(2025) Austin Technology and Entrepreneurship Conference, SMS San Francisco

(2024) ESMT Berlin, Cornell University, UNSW, University of Sydney, New York University Grossman Medical School, UC Santa Barbara, Hong Kong Polytechnic University, HKUST, Yonsei University, Dartmouth Strategy Junior Summer Workshop, SMS Washington DC, AOM Conference, AIB Conference

(2023) Columbia Management Division Research Day, Sungkyunkwan University (SKKU), UC Santa Barbara, Junior Faculty OT Conference, Theoretical Organization Models Annual Meeting, Wharton People & Organizations Conference, AOM Conference, SMS Toronto

(2022) Harvard-MIT Global Conference of Regulatory Science, New York University Grossman School of Medicine, University of Southern Denmark, Korea University, LBS Sumantra Ghoshal Conference, Theoretical Organization Models Conference, AOM Conference

(2021) KAIST, University of Texas Austin Technology & Entrepreneurship Conference, Seoul National University, LBS Sumantra Ghoshal Conference, AOM Conference

(2020) Seoul National University, Strategy Science Conference, AIB Conference

(2019) University of Surrey, Dartmouth Strategy Junior Summer Workshop, London50 Conference, AOM Conference

(2018) Dartmouth Strategy Junior Summer Workshop, AOM Conference

(2017) London Business School, University of Wisconsin-Madison, University of Connecticut, AOM Conference

(2016) Harvard Business School, New York University, INSEAD Strategy Unit, INSEAD EFE Unit, Bocconi University, Boston University, HEC Paris, HKUST, Ohio State University, University of Minnesota, University of North Carolina - Chapel Hill, University of Washington - Seattle, AOM Conference

Research Awards & Honors

Innovation and Entrepreneurship Best Paper Award, *Industry Studies Association* (2026)
Sumantra Ghoshal Research and Practice Award, *Academy of Management - Strategic Management (STR) Division* (2025)
Corporate and International Strategy Paper Award, *Academy of Management - STR Division* (2025)
MK-AKMS Young Scholar Award, *Association of Korean Management Scholars* (2023)
P. J. Buckley and M. Casson Dissertation Award, *Academy of International Business* (2019)
Nominee, William H. Newman Award for Best Paper Based on a Dissertation, *Academy of Management* (2018)
Distinguished Student Paper Award, *Academy of Management - STR Division* (2018)
Fundacao Dom Cabral Best Paper in Strategy/IB Theory Award, *Academy of Management - International Management (IM) Division* (2015)
"That's Interesting!" Award, *Academy of International Business* (2015)
Best Student Paper Award, *Academy of International Business Korea Chapter* (2015)
SERI Best Student Paper Award, *Association of Korean Management Scholars* (2014)
Best Paper Award, *Korean Society for Innovation Management and Economics* (2011)
Best Paper Award, *Korean Academic Society of Business Administration* (2007)
Best Case Research Award, *Seoul National University Business School* (2007)
Best Academic Achievement Award, *SNU College of Commerce Alumni Association* (2007)
Presidential Award, *Seoul National University* (2007)

Grants and Fellowships

Grant - Accelerating trustworthy AI, *Innovate UK (UK Research and Innovation)* (2024)
Grant - Regional Innovation Fund, *UK Research and Innovation* (2024)
Grant, *LBS Leadership Institute* (2023)
Grant, *LBS Alumni Case Development Fund* (2023)
Grant, *Wheeler Institute for Business and Development* (2023, 2020, 2019)
Grant, *LBS Institute of Innovation and Entrepreneurship* (2019)
Grant, *Columbia S. Bernstein Center for Leadership and Ethics* (2016)
Grant, *Columbia Center on Japanese Economy and Business* (2016, 2014)
Grant, *Columbia J. Chazen Institute of International Business* (2015)
Grant, *Columbia Center for International Business Education & Research* (2013)
Research Scholarship, *Seoul National University Alumni Association, New York* (2013)
Overseas Graduate Fellowship, *Korea Foundation for Advanced Studies* (2011–2017)
Brain Korea 21 Scholarship (2010, 2007)
Undergraduate Fellowship, *Gwanjung Educational Foundation* (2006–2007)
Undergraduate Scholar Research Grant, *Seoul National University* (2006)

Academic Merit Scholarship, *Seoul National University* (2002–2005)

Editorial Review Board

Strategic Management Journal (2019–)

Referee Service

Academy of Management Review, *Administrative Science Quarterly*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Research Policy*, *California Management Review*, *Technological Forecasting and Social Change*, *Journal of Management Studies*, *Academy of Management Discoveries*