

BRENDA JAEWON MYUNG

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EDUCATION

UNIVERSITY OF MICHIGAN *Ann Arbor, MI, U.S.A.* 2020 - Present

Ph.D. Student in Strategy

Advisor: Christopher I. Rider

SEOUL NATIONAL UNIVERSITY *Seoul, Korea* 2020

M.S. in Strategy and International Management

Advisor: Jaeyong Song

CORNELL UNIVERSITY *Ithaca, NY, U.S.A.* 2016

B.S. in Human Development, Minor in Business

RESEARCH INTERESTS

Stakeholders, Social Movements, Organizational Goals, Inequality, Entrepreneurship

PUBLICATIONS

Rider, Christopher I., Susie Choe, **Brenda Jaewon Myung** & Kyle McCullers. (2023). "Entrepreneurship and social mobility: Three status metaphors for future research." *Research in Organizational Behavior*, 43 ([Link](#))

WORK IN PROGRESS

Brenda J. Myung. The Performatization of Diversity: The Transformation of Diversity as a Means to an End

- 2024 Collective Impact Dissertation Workshop

Brenda J. Myung. Raising the Bar: Organizational Change Driven by External Stakeholders and Societal Aspirations

- Emeritus Award for Best Second Year Paper, Ross School of Business (\$4000)
- ICOS Dissertation Poster Session, University of Michigan, April 2022

Christopher I. Rider & **Brenda J. Myung.** Network Position and Performance: Advantage or Privilege?

- 16th People & Organizations (P&O) Conference at the Wharton School of the University of Pennsylvania, September 2023
- 2024 European Group for Organizational Studies (EGOS) Sub-Theme "The Impact of Organizational Practices on Workplace Inequality and Diversity"

Brenda J. Myung. The Paradox of Certified Women-Owned Businesses: Examining the effect of certification on the performance of women-owned businesses

- 2023 Smith Entrepreneurship Research Conference

AWARDS, GRANTS, & FELLOWSHIPS

2024 University of Michigan, Ross School of Business, Ruth and Gilbert Whitaker Doctoral Fellowship

2023 University of Michigan, Ross School of Business, Best Second Year Paper Award (\$4000)

2023 University of Michigan, Ross School of Business, Equitable Opportunity Lab grant (\$3000)

2022 University of Michigan, Ross School of Business, Ross Early Candidacy Award (\$1000)

EXTRACURRICULAR TRAINING

Feb 2024 – May 2024 Using AI for Research in Organization Science

Sep 2023 – May 2024 Virtual PhD Seminar on Nonmarket Strategy

TEACHING

Primary Instructor - University of Michigan, Ann Arbor, MI

2023 Strategy 290: *Business Strategy*, BBA Core

- Teaching Evaluation 4.9/5/0
- Students: 82 sophomore students at Ross School of Business

Teaching Assistant - University of Michigan, Ann Arbor, MI

2023 Strategy 615: *Equity Analytics*, MBA Elective (Professor Chris Rider)

Strategy 615: *Equity Analytics*, BBA Elective (Professor Chris Rider)

ES 212: *Entrepreneurial Business Basis*, BBA Elective (Professor Chris Rider)

2022 Strategy 615: *Equity Analytics*, MBA Elective (Professor Chris Rider)

Strategy 615: *Equity Analytics*, BBA Elective (Professor Chris Rider)

Teaching Assistant – Seoul National University, Seoul, Korea

2018 *Entrepreneurship*, Global MBA Core (Professor Atul Nerkar)

2017 – 2019 *Strategy*, MBA Core (Professor Jaeyong Song)

2017 – 2019 *International Business*, MBA Core (Professor Jaeyong Song)

ACADEMIC SERVICE

2024 – 2025 University of Michigan, Ross PhD forum, Diversity Equity & Inclusion Ally and Facilities Chair

2023 – 2024 University of Michigan, Ross PhD forum, Social Committee Chair

2022 – 2023 University of Michigan, Ross PhD forum, Well-Being and Productivity Committee Chair

2020 – 2021 University of Michigan, Ross PhD forum, First-Year Representative

INDUSTRY EXPERIENCE

2016 **The Laundress**, *Account Executive*, New York, NY, USA

2015 **KPMG**, *Summer Consultant*, Seoul, Korea

OTHER INFORMATION

Citizenship: USA, South Korea

Languages: English (native) / Korean (native)

Data management and statistical software: R, Stata, Python, LaTeX