

# NAJOUNG LIM

200 Leicester Street, Carlton, Victoria 3053, Australia  
n.lim@mbs.edu | najounglim.com

September 2024

## ACADEMIC APPOINTMENT

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**Melbourne Business School**, Carlton, Australia 2023 – present  
Assistant Professor of Strategy

## EDUCATION

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**University of Maryland, Robert H. Smith School of Business**, College Park, MD 2016 – 2022  
*Ph.D., Strategic Management and Entrepreneurship, Economics minor*  
(Committee: Rajshree Agarwal (Chair), Serguey Braguinsky, Brent Goldfarb, Mahka Moeen, David Sicilia) 2014 – 2016

**Seoul National University**, Seoul, Korea 2008 – 2013  
*M.S., Strategy and International Management*

**Korea University**, Seoul, Korea  
*B.S., Business Administration (Summa Cum Laude), February 2013*

## RESEARCH INTERESTS

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My research interest is in investigating how demand-side factors influence on ecosystem evolution and how firms adapt to changes both within and outside the ecosystem by adjusting their scope of activities.

## PUBLICATION

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**Lim, N.**, Kim, Seojin & Agarwal, Rajshree. (2022). Weathering a Demand Shock: The Impact of Prior Vertical Scope on Post-Shock Firm Response. *Strategic Management Journal*, 44(8), 1965–2004

## WORKING PAPERS

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**Lim, N.**, Ranganathan, Ram & Agarwal, Rajshree. Demand-led Standardization: How User Involvement Shapes Voluntary Standard Setting (manuscript in preparation for submission)

**Lim, N.** Seamless Experiences: Incumbents' Product Scope Adaptation in Response to Ecosystem Emergence (manuscript in preparation for submission)

**Lim, N.** & Kang, Jingoo. The Role of Resource Stakeholders in Mitigating Short-termism under Capital Market Pressure (manuscript in preparation for submission)

Healthcare organizations' talent acquisition after regulation change (with Seojin Kim, data analysis)

## CONFERENCE PRESENTATIONS

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**Lim, N.,** Ranganathan, Ram & Agarwal, Rajshree. Demand-led Standardization: How User Involvement Shapes Voluntary Standard Setting

- Strategic Management Society Annual Conference, Istanbul, October 2024
- IIR Innovation Research Workshop, Hitotsubashi University, Japan, August 2024
- Academy of Management Annual Conference, Chicago, August 2024

**Lim, N.** Seamless Experiences: Firms' Product Scope Adaptation in Response to Ecosystem Emergence

- Poster Session at Strategic Management Society Conference, London, September 2022
- Academy of Management Annual Conference, Virtual, August 2021
- Consortium on Competitiveness and Cooperation (CCC), Virtual, June 2021

**Lim, N.,** Kim, Seojin & Agarwal, Rajshree. Weathering a Demand Shock: The Impact of Vertical Integration on Firm Response

- Poster Session at Strategic Management Society Conference, London, September 2022
- Academy of Management Annual Conference, Virtual, August 2020

**Lim, N.,** Song, Jaeyong & Jin, Chuye. Managing Technological Diversity: Moderating Role of Intra-unit Network Structure in Innovation

- Academy of Management Annual Conference, Anaheim CA, August 2016

## **AWARDS AND GRANTS**

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- Melbourne Business School Internal Competitive Grant (A\$12,600), 2023-2024
- SRF Dissertation Research Grant (\$10,000), Strategy Research Foundation at Strategic Management Society, 2021-2022
- The Ed Snider Center Research Grant (\$1,500), University of Maryland, 2020-2021
- Graduate School Summer Research Fellowship (\$5,000), University of Maryland, 2020
- The Ed Snider Center Research Grant (\$1,500), University of Maryland, 2018-2019
- University Fellowship, Robert H. Smith School of Business, University of Maryland, 2016-2021

## **ACADEMIC SERVICE**

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- Ad-hoc Reviewer for Strategic Management Journal, Organization Science, Strategy Science
- Volunteer Reviewer for Academy of Management Annual Conferences, Strategic Management Society Annual and Special Conferences
- Organizer, Academy of Management Conference Symposium, Technology Standards in Ecosystem: Designers, Design Rules, and the Implications for Firm and Ecosystem Performance, Chicago, 2024
- Organizer, Academy of Management Conference Symposium, Ecosystem Design Rules: Identifying, Shaping, and Benefiting from Alignment Structure, Seattle, 2022

## **TEACHING EXPERIENCE**

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### ***Melbourne Business School***

- Business Strategy, Part-time MBA, 2023, 2024

### ***University of Maryland, Robert H. Smith School of Business***

- Strategic Management, Undergraduate, 2020
- Teaching assistant for Prof. Rajshree Agarwal, Strategic Management (Executive MBA), 2019
- Teaching assistant for Prof. Rajshree Agarwal, Innovation and Entrepreneurship (Executive MBA), 2019

## **INDUSTRY EXPERIENCE**

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PricewaterhouseCoopers, Seoul, Korea

*USCPA Audit Associate – Audit Division, 2013*

McKinsey & Company, Seoul, Korea

*Research Intern, 2010*