

# HARAM SEO

**Address:** 321 19th avenue South, Minneapolis, MN 55455  
seoxx209@umn.edu • 612-222-2998 • <http://haramseo.com>

## EDUCATION

---

- Sep 2015-Current*     **University of Minnesota**  
*PhD Candidate* (Expected 2021), Carlson School of Management  
Concentration: Strategic Management and Entrepreneurship  
**NYU Stern School of Business**, Virtual Visiting Student, Strategy (2020-2021)
- Feb 2015*             **Seoul National University**  
*M.S.*, Organization Theory, SNU Business School
- Feb 2011*             **Seoul National University**  
*B.A.*, SNU Business School, Graduated with *Cum Laude*

## RESEARCH INTERESTS

---

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

## DISSERTATION

---

### “Corporate Philanthropy as a Strategic Tool for Advocacy”

**Committee:** Aseem Kaul (Co-advisor), Jiao Luo (Co-advisor), Myles Shaver (Chair), Carrie Oelberger

**Haram Seo.** 2020. Corporate Philanthropy as a Strategic Tool for Advocacy. *First Essay of Dissertation.*

- 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)
- Winner, Doctoral Dissertation Fellowship, Carlson School of Management, 2019

**Haram Seo.** 2020. Ideological Firms as Issue Entrepreneurs: Evidence from Corporate Giving to Contentious Issues. *Second Essay of Dissertation (Job Market Paper).*

- Winner, 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)

## JOURNAL PUBLICATION

---

**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*. Forthcoming.

- 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)
- Nominated, Best Conference Paper Award, 2018 Strategic Management Society Annual Meeting
- 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

## **WORK IN PROGRESS**

---

**Haram Seo.** “Who Benefits from Destructive Creation? Evidence from Innovation after 9/11 Attack” (Working paper)

- Academy of Management 2015 Best Paper Proceedings (BPS division)

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

**Haram Seo.** “Profiting from Contention: Performance Implications of Issue Counter-positioning” (Early stage)

## **HONORS & AWARDS**

---

Robert J. Litschert Best Doctoral 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

## **SELECTED CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS**

---

“Ideological Firms as Issue Entrepreneurs: Evidence from Corporate Giving to Contentious Issues.”

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)  
Presented at Academy of Management Annual Meeting (Vancouver, 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)  
– Invited Panelist for Stakeholder Strategy IG Session “Out-of-the-spotlight Stakeholder Strategies”

“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

## **PROFESSIONAL ACTIVITIES & SERVICES**

---

Ad-hoc reviewer for *Strategic Management Journal* (2018 – present), *Organization Science* (2020 – present),  
*Administrative Science Quarterly* (2021 – present)

Reviewer for Academy of Management Annual Meetings (OMT & STR: 2013 – Present)

Reviewer for Strategic Management Society (2013 – Present)

Session Chair for Academy of Management Annual Meeting (Atlanta, 2017; Vancouver, 2020)

## **TEACHING**

---

### **Instructor**

Fundamentals of Management, Instructor, University of Minnesota (Fall 2017)

Overall instructor rating: 5.5/6 (Class size: 60)

Undergraduate core course in strategic management. Solely responsible for developing syllabus, lecturing, leading case discussions, and grading.

### **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 EXPERIENCES**

---

Feb 2011-Feb 2013 **A.T.Kearney, Seoul, Korea**

*Business Analyst – Senior Business Analyst*

Apr 2009-Jun 2009 **LG Electronics, Seoul, Korea**

*Intern, New Product Development Team, Mobile Business Department*

## REFERENCES

---

### **Aseem Kaul**

Associate Professor, Carlson School of Management, University of Minnesota

Email: [akaul@umn.edu](mailto:akaul@umn.edu)

Address: 321 19<sup>th</sup> Avenue South, 3-412, Minneapolis, MN, 55455

Office: 612-625-8458

### **Jiao Luo**

Associate Professor, Carlson School of Management, University of Minnesota

Email: [luoj@umn.edu](mailto:luoj@umn.edu)

Address: 321 19<sup>th</sup> Avenue South, 3-416, Minneapolis, MN, 55455

Office: 612-626-1907

### **Myles Shaver**

Professor, Carlson School of Management, University of Minnesota

Email: [mshaver@umn.edu](mailto:mshaver@umn.edu)

Address: 321 19<sup>th</sup> Avenue South, 3-428, Minneapolis, MN, 55455

Office: 612-625-1824