

YOONKYUNG (YOON) JIN

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Hodge Hall 7202, Kelley School of Business, Indiana University

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(September 2026)

EDUCATION

Indiana University

Ph.D. Management & Entrepreneurship, Kelley School of Business

(Minor: Machine Learning and Causality in Management)

- Dissertation: Three Essays on the Internal Challenges of the Conformity-Differentiation Tension
- Committee: M.K. Chin (Co-chair), Eric Zhao (Co-chair; University of Oxford), Tomasz Obloj, Farhan Iqbal, Boyoung Seo

Expected 2027

Bloomington, IN

Yonsei University

M.S. Management, School of Business

2021

Seoul, Korea

Chung-ang University

B.S. Business Administration, College of Business & Economics

B.S. Psychology, College of Social Sciences

- Graduated with honors: magna cum laude

2018

Seoul, Korea

RESEARCH INTERESTS

Topics: Strategic Positioning, Optimal Distinctiveness, CEO, Categorization

Methods: Quantitative Methods, Machine Learning, Experiments

RESEARCH

Works in Progress

[1] **Yoonkyung Jin**, Eric Zhao, and M.K. Chin. [Topic: Gender Bias and Optimal Strategic Positioning]

- Revise and resubmit (2nd round) at *Organization Science*
- Dissertation Essay 1

[2] **Yoonkyung Jin**, Steffen Burkert, Aino Tenhiälä, M.K. Chin, and Jukka Partanen. [Topic: CEO Mental Health and Optimal Strategic Positioning]

- Revise and resubmit (1st round) at *Organization Science*

[3] **Yoonkyung Jin**, Eric Zhao, and M.K. Chin. “Optimal for Whom? The Hidden Costs of Moderate Strategic Distinctiveness for Employee Satisfaction.”

- Job market paper (Under review at *Academy of Management Journal*)
- Dissertation Essay 2

[4] Daniel Zhung, Luke Rhee, M.K. Chin, **Yoonkyung Jin**, and Haeyoung Koo. “Unintended Effect of Politically Active CEOs: Changing Strategies through CEO Attention.”

- Data analysis and writing

[5] **Yoonkyung Jin**. “Firm Positioning and CEO Approval in Crisis Situations.”

- Dissertation Essay 3

Research Assistance

<i>Research Assistant</i> for Professor M.K. Chin	2023-
<i>Research Assistant</i> for Professor Eric Zhao	2021-2023
<i>Research Assistant</i> for Professor Juan Bu and Professor Eric Zhao	2021
<i>Research Assistant</i> for Professor Mooweon Rhee (Yonsei University)	2018-2020

PRESENTATIONS

“Optimal for Whom? The Hidden Costs of Moderate Strategic Distinctiveness for Employee Satisfaction,” Academy of Management Annual Meeting, Philadelphia, PA.	2026
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“The Personal Cost of Optimal Distinctiveness: Strategic Positioning and CEOs’ Mental Health,” Academy of Management Annual Meeting, Philadelphia, PA.	2026
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“A Fair Face May Hide a Foul Heart: The Hidden Costs of Moderate Strategic Distinctiveness for Employee Satisfaction,” Strategic Management PhD Student Day, Purdue University.	2026
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“Beyond Bias: Harnessing the Strategic Advantage of Female CEOs in Challenging Gender Stereotypes and Optimizing Firm Performance,” Academy of Management Annual Meeting, Copenhagen, Denmark.	2025
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“Beyond Bias: Harnessing the Strategic Advantage of Female CEOs in Challenging Gender Stereotypes and Optimizing Firm Performance,” Developmental Research Seminar Series, Indiana University.	2025
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“Strategic Positioning and CEO Evaluation from Internal Stakeholders,” Idea in the Rough, Indiana University.	2025
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“Beyond Bias: Harnessing the Strategic Advantage of Female CEOs in Challenging Gender Stereotypes and Optimizing Firm Performance,” Professional Development Workshop, Strategic Management Society Annual Conference, Seoul, Korea.	2024
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“Unintended Benefits of Politically Active CEOs: Enhancing Firm Performance through CEO Attention,” European Institute for Advanced Studies in Management, Passau, Germany.	2024
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“Navigating Stigma: How Dismissed CEOs Dilute Stigma Through Entrepreneurship,”	2023
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Professional Development Workshop, Academy of Management Annual Meeting, Boston, MA.

“Stigma and Coping Strategy: Diesel Scandal in the Automotive Industry,” Professional Development Workshop, Academy of Management Annual Meeting, Virtual. 2020

“Does the organization benefit the more it conforms to institutions?” The Annual Meeting of the Exploratory Minds of Organization, Seoul, Korea. 2019

TEACHING

Instructor

Strategic Management J-375 (Indiana University) Fall 2024

- 6.06/7 (mean), 6.88/7 (median)

Strategic Management J-375 (Indiana University) Spring 2024

- 6.32/7 (mean), 6.5/7 (median)

Teaching Assistant

Teaching Assistant, Organization Management (Yonsei University) Fall 2020

Teaching Assistant, Organization Management (Yonsei University) Fall 2019

PROFESSIONAL ACTIVITIES

Consortia and Workshops

STR Doctoral Consortium, Academy of Management Annual Meeting. 2025

STR Dissertation Workshop, Academy of Management Annual Meeting. 2025

OMT Doctoral Consortium, Academy of Management Annual Meeting. 2024

Collective Impact Workshop, Mack Institute, the Wharton School, University of Pennsylvania. 2024

Program for Navigating Your First Years of the PhD, Academy of Management Annual Conference. 2023

YVIP (Yonsei Venture, Innovation and Startup Program), Yonsei University. 2018

Reviews

Reviewer for Academy of Management Annual Meeting 2025, 2026

HONORS AND AWARDS

Devault Fellowship, Kelley School of Business 2026

Hegarty Fund, Kelley School of Business 2024-2026

Baldwin Fund, Kelley School of Business 2025

Robert James Waller Doctoral Fellowship, Kelley School of Business 2024

Dalton Fund, Kelley School of Business 2024

Doctoral Program Fellowship, Kelley School of Business	2021-2026
Teaching Assistantships, Yonsei University	2018-2020
YVIP Global Scholarship, Yonsei University	2018
Department Secondary Honor Scholarship, Chung-ang University	2015, 2017
ACE Scholarship, Chung-ang University	2015

REFERENCES

M.K. Chin (Co-Chair)

- Associate Professor of Management and Entrepreneurship, Jerome Bess Faculty Fellow, Kelley School of Business, Indiana University
- Email: chinmk@iu.edu

Eric Zhao (Co-Chair)

- Professor of Strategy, Associate Dean for Research, Saïd Business School, University of Oxford
- Email: eric.zhao@sbs.ox.ac.uk

Tomasz Obloj

- Professor of Management and Entrepreneurship, David H. Jacobs Chair in Strategic Management, Kelley School of Business, Indiana University
- Email: tobloj@iu.edu