

LUKE S. RHEE

Strategy and Entrepreneurship Area • Paul Merage School of Business • University of California • Irvine, CA 92617
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RESEARCH INTERESTS

Behavioral Perspectives on Innovation and Organizational Learning
The Role of Attention and Algorithms in Organizational Hierarchies and Social Networks
Text Data Mining and Machine Learning as Research Methods

ACADEMIC EMPLOYMENT

2018–Present **University of California, Irvine**
Assistant Professor of Strategy and Entrepreneurship, *Paul Merage School of Business*
(Off Tenure Clock 2020-2021, 2022-2023)

2016–2018 **New York University**
Assistant Professor of Technology Management, *Tandon School of Engineering*

EDUCATION

2010–2016 **Northwestern University**
PhD in Management and Organizations, *Kellogg School of Management*
Dissertation: “Cognitive Advantage for Innovation: A Theoretical Formulation and Empirical Application in the Software Industry”

2007–2009 **University of California, Berkeley**
Master of Information Management and Systems, *School of Information*
Thesis: “CourseLand: A Standardized XML Model of Students for Extensibility”

2000–2007 **Seoul National University**
BS in Industrial Engineering, *College of Engineering* (Leave of Absence for Military Duty, 2003-2005)

PUBLICATIONS

Peer Reviewed Articles

Rhee, L. and Leonardi, P. 2024. Borrowing Networks for Innovation: The Role of Attention Allocation in Secondhand Brokerage. Forthcoming at *Strategic Management Journal*

Rhee, L. 2024. CEO Attentional Vigilance: Behavioral Implications for the Pursuit of Exploration. Forthcoming at *Academy of Management Journal*

Joseph, J., **Rhee, L.** and Wilson, A. 2023. Corporate Hierarchy and Organizational Learning: Member Turnover, Code Change, and Innovation in the Multiunit Firm. *Organization Science* 34(3): 1332-1352
- All authors contributed equally

Ocasio, W., **Rhee, L.** and Boynton, D. 2020. March and the Pursuit of Organizational Intelligence: The Interplay

Between Procedural Rationality and Sensible Foolishness. *Industrial and Corporate Change* 29(1): 225-239

Rhee, L., Ocasio, W., and Kim, T. 2019. Performance Feedback in Hierarchical Business Groups: The Cross-Level Effects of Cognitive Accessibility on R&D Search Behavior. *Organization Science* 30(1): 51-69

Rhee, L. and Leonardi, P. 2018. Which Pathway to Good Ideas? An Attention-Based View of Innovation in Social Networks. *Strategic Management Journal* 39(4): 1188-1215

Other Publications

Ocasio, W., **Rhee, L.** and Milner, D. 2020. Attention, Knowledge and Organizational Learning. In Linda Argote and John Levine (Eds.), *The Oxford Handbook on Group and Organizational Learning*. Oxford University Press

Leonardi, P. and **Rhee, L.** 2018. Finding New Ideas When You Don't Have a Broad Network. *Harvard Business Review* Online. March 16. <https://hbr.org/2018/03/finding-new-ideas-when-you-dont-have-a-broad-network>

Rhee, L. 2015. Cognitive Advantage: Effects of Holistic and Analytic Managerial Attention on Product Innovation. *Academy of Management Best Paper Proceedings*

Rhee, L. and Leonardi, P. 2014. Networks, Attention and Good Ideas: Taking Advantage of Social Structure. *Academy of Management Best Paper Proceedings*

Under Journal Review

Rhee, L. Organizational Cognition and the Adoption of Discontinuous Technologies. Under Revise and Resubmit at *Organization Science*

Rhee, L. Problemistic Search and Family CEOs in Business Groups. Under Revise and Resubmit at *Strategic Management Journal*

Csaszar, F. and **Rhee, L.** Organizations as Decision Boundaries: How Aggregation Structure Can Compensate for Flawed Mental Representations. Under Revise and Resubmit at *Strategy Science*

Yoon, D., Lee, J. and **Rhee, L.** Founder's Entry Strategy and Funding Performance in the Crowdfunding Industry: The Mediating Role of Founder's Attention. Under Revise and Resubmit at *Strategic Entrepreneurship Journal*

Zhang, L., **Rhee, L.**, Wang, X., and Tong, T. Exploitative and Explorative Learning from Others' Failure: Evidence from Peers' Product Recalls. Under Review

Ongoing Projects

Leonardi, P. and **Rhee, L.** Generative AI and organizations: Retheorizing March and Simon (1958).

Rhee, L. and Ocasio, W. Attention in interfirm collaboration networks: A topic modeling approach.

Rhee, L. and Leonardi, P. Physical location and network brokerage: A field experiment.

Rhee, L. Cognitive Advantage: A Behavioral Perspective for Cross-Cultural Variations in Innovation.

Park, J. and Rhee, L. An algorithmic tool and decision making under pressure: A quasi-natural experiment in Minor League Baseball.

PRESENTATIONS

Refereed Conferences

Academy of Management Annual Meeting, Boston, MA, August 2023

CEO Attentional Vigilance and the Pursuit of Exploration: Theory and Evidence

Academy of Management Annual Meeting, Seattle, WA, August 2022

Business Groups, Hierarchies and Risk Preferences: How Family CEOs Respond to Performance Shortfalls

Strategic Management Society Annual Conference, Online, September 2021

Concerns about My Family vs. Myself: How CEOs in Business Groups Respond to Performance Shortfalls

Strategic Management Society Annual Conference, Online, September 2021

Managerial Cognition for Opportunity Shaping: Integrative Complexity and Service Growth in Product Firms

Carnegie School of Organizational Learning Conference, Online, August 2021

Family Responsibility and Risk Preferences in Business Groups: How Family CEOs Respond to Performance Shortfalls

Academy of Management Annual Meeting, Online, August 2021

Organizations as Decision Boundaries: How Structure Can Compensate for Flawed Mental Representations

Carnegie School of Organizational Learning Conference, Online, August 2020

Learning within Hierarchies: Member Turnover, Code Change, and Recombinant Innovation in the Multiunit Firm

Carnegie Conference in Honor of Jim March, Pittsburgh, PA, October 2019

Organizational Learning within the Multiunit Firm: Member Turnover, Corporate Structure, and Recombinant Innovation

Academy of Management Annual Meeting, Boston, MA, August 2019

Cognitive Congruence in an Alliance Portfolio: A Topic Modeling Approach

Strategic Management Society Annual Conference, Paris, France, September 2018

Attention Biases in Social Networks: Normative Implications for Behavioral Strategy

Academy of Management Annual Meeting, Chicago, IL, August 2018

Learning within Hierarchies: An Empirical Test and Theoretical Extension of March (1991)

Strategic Management Society Annual Conference, Houston, TX, October 2017

Corporate Hierarchies and Organizational Learning: An Empirical Test and Extension of March (1991)

The 10th Annual People and Organizations Conference, Wharton School, Philadelphia, PA, October 2017

Attention and Social Networks: Implications for Performance Ratings

Academy of Management Annual Meeting, Atlanta, GA, August 2017

Attention Biases in Social Networks

Academy of Management Annual Meeting, Vancouver, British Columbia, Canada, August 2015

Cognitive Advantage: Effects of Holistic and Analytic Managerial Attention on Product Innovation

Strategic Management Society Annual Conference, Madrid, Spain, September 2014

Networks, Attention and Good Ideas: Taking Advantage and Overcoming the Liability of Social Structure

Academy of Management Annual Meeting, Philadelphia, PA, August 2014

Networks, Attention and Good Ideas: Taking Advantage of Social Structure

Academy of Management Annual Meeting, Philadelphia, PA, August 2014

Attention to Member Firm Performance in Hierarchical Business Groups: The Effects of Relevance on Problemistic Search

Strategic Management Society Special Conference on Micro-Foundations, Copenhagen, Denmark, June 2014

Holistic and Analytic Attention: A New Cognitive Mechanism on Organization Learning and Strategic Adaptation

The 2nd Annual Kellogg-Booth Symposium, Chicago, IL, April 2014

Networks, Attention and Good Ideas: Taking Advantage of Social Structure

Atlanta Competitive Advantage Conference, Atlanta, GA, May 2013

Attention to Member Firm Performance in Hierarchical Business Groups: The Effects of Relevance on Problemistic Search

Carnegie School of Organizational Learning Conference, Pacific Grove, CA, April 2013

The Relevance of Member Firm Performance to Hierarchical Business Groups

Colloquium Lectures/Brown Bag Seminars

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| 2023 | Max Planck Institute (Innovation and Entrepreneurship Department)
Korea University (Business School)
KAIST (College of Business)
Chinese University of Hong Kong, Shenzhen (School of Management and Economics) |
| 2021 | ETH Zurich (Management, Technology and Economics) |
| 2018 | New York University (Innovation Corps) |
| 2017 | IBM Research (Almaden Research Center)
University of California, Irvine (Paul Merage School of Business)
New York University (Stern School of Business) |
| 2016 | New York University (Tandon School of Engineering)
Seoul National University (Graduate School of Business)
Northwestern University (Kellogg School of Management)
University of California, Santa Barbara (Technology Management Program) |
| 2013 | University of Illinois at Urbana-Champaign (College of Business) |

TEACHING

Paul Merage School of Business, University of California at Irvine (*Course Instructor*)

2019–Present Lean Startup (Undergraduate, MIE & MBA)

2019–Present New Venture Management (Undergraduate & MBA)

Tandon School of Engineering, New York University (*Course Instructor*)

2017–2018 A Behavioral Approach to Innovation (MS MOT)

Kellogg School of Management, Northwestern University (*Teaching Assistant*)

2015–2016 Creating and Managing Strategic Alliances (MBA & Executive MBA)

2015–2016 Managing Organizations for Growth (MBA)

2014–2016 Power in Organizations: Sources, Strategies and Skills (MBA)

2011–2014 Leading the Strategic Change Process (MBA & Executive MBA)

HONORS AND AWARDS

2021 *Service Award, Editorial Board*
Organization Science

2016 *Winner, Art Stinchcombe Dissertation Prize*
Northwestern University

2015 *Finalist, Best Conference Paper*
Strategic Management Society

2014 *Winner, Best Conference PhD Paper*
Strategic Management Society

Finalist, Best Conference Paper
Strategic Management Society

Winner, Best Doctoral Student Paper
Samsung Economic Research Institute

2008 *Runner-up, “Big Ideas @ Berkeley” Contest*
University of California, Berkeley

INDUSTRY EXPERIENCE

2008–2009 Research Co-op, IBM Almaden Research, San Jose, CA

2003–2005 Software Developer, Handysoft Corporation, Seoul, South Korea (Military Service)

PROFESSIONAL SERVICE

Service to Academic Journals

Editorial Review Board, *Strategic Organization*, January 2024–Present

Editorial Review Board, *Organization Science*, May 2021–Present

Ad-hoc Reviewer for Academy of Management Journal, Academy of Management Review, Journal of Management Studies, Strategic Entrepreneurship Journal, Strategic Management Journal, Strategy Science

Service to Academic Conferences

Research Committee, Strategic Management (STR) Division, *Academy of Management*, August 2021–August 2023

Symposium Organizing Activities

Symposium Organizer, Academy of Management Annual Meeting, Boston, MA, August 2023
Hierarchy and the Changing Nature of Organizations

Symposium Organizer, Academy of Management Annual Meeting, Seattle, WA, August 2022
Behavioral Strategy and Microfoundations

Symposium Moderator, Strategic (STR) Division, Academy of Management, Online, April 2022
Meet a Theory: Attention-Based View

Symposium Moderator, Strategic (STR) Division, Academy of Management, Online, March 2022
The Behavioral Theory of the Firm at 10: The Neo-Carnegie Scholars' View

Symposium Organizer, Academy of Management Annual Meeting, Online, August 2021
New Frontiers in Behavioral Strategy

Symposium Organizer, Academy of Management Annual Meeting, Boston, MA, August 2019
Cognition in Contexts: Emergent Perspectives of Innovation and Adaptation

Symposium Organizer, Academy of Management Annual Meeting, Boston, MA, August 2019
Innovation and Adaptation within Corporate Hierarchies: Mechanisms and New Questions

Symposium Organizer, Academy of Management Annual Meeting, Atlanta, GA, August 2017
The Attention-Based View at 20: Conjectures and Dialogue on the ABV's Past, Present and Future

Symposium Organizer, Academy of Management Annual Meeting, Anaheim, CA, August 2016
Cognition in Firm Environments: A Topic Modeling Approach to Organizational Adaptation
- Showcase Symposium

Symposium Organizer, Academy of Management Annual Meeting, Philadelphia, PA, August 2014
A New Look at Corporate Parenting: Linking Structure and Cognition in the Multibusiness Firm

Service to University of California, Irvine

Academic Integrity Review Board, Academic Senate, September 2023–August 2026 (Three Year Term)

Service to Paul Merage School of Business

Undergraduate Program Committee, 2023–Present

Summer Support for Professors of Teaching Taskforce, 2022–2023

Masters' Program Committee, 2021–2022

Faculty Recruiting Committee, Strategy Area, 2019–Present

PhD Admissions Committee, Strategy Area, 2019–Present

Colloquium Organizer, Strategy Area, 2018–Present

Service to New York University

