

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 Adaptation
Attention and Social Networks
AI and Organizational Learning
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*)

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

Yoon, D., Lee, J. and **Rhee, L.** 2025. Founder’s Entry Strategy and Funding Performance in the Crowdfunding Industry: The Mediating Role of Founder Attention. Conditionally Accepted at *Strategic Entrepreneurship Journal*

Rhee, L. and Leonardi, P. 2024. Borrowing Networks for Innovation: The Role of Attention Allocation in Secondhand Brokerage. *Strategic Management Journal* 45(7): 1326-1365

Rhee, L. 2024. CEO Attentional Vigilance: Behavioral Implications for the Pursuit of Exploration. Forthcoming at *Academy of Management Journal* 67(6): 1463-1487

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.

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

Csaszar, F. and **Rhee, L.** Compensating for Limited Mental Representations: The Role of Distributed Representations in Strategic Decision-Making. Under Second Revise and Resubmit at *Strategy Science*

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

Rhee, L. The Role of Generative AI in Enhancing Cross-Domain Attention in Organizations. Under Review

Ongoing Projects (in the order of most advanced)

Zhang, L., **Rhee, L.**, Wang, X., and Tong, T. How Peers' Product Recalls Affect Exploration and Exploitation: The Mediating Role of Inventor Turnover. Under Review

Rhee, L. Organizational Attention and the Commercialization of Discontinuous Technologies: Comparing the Effects of Within-Individual vs Between-Individual Attention Breadth. Creating manuscript

Rhee, L. Cognitive Advantage: A New Perspective on Cross-Cultural Variations in Innovation and Adaptation. Creating manuscript

Rhee, L. and Leonardi, P. Generative AI and Exploration Paradox: Embracing Foolishness to Achieve Ambidexterity. Creating manuscript

Leonardi, P. and **Rhee, L.** How Physical Space Shapes Individual Networks at Work. Analyzing data

Chin, MK., **Rhee, L.**, Koo, H. and Jin, Y. CEO Political Engagement as a Source of Strategic Change: An Attention-Based View. Collecting data

Park, J. and **Rhee, L.** Algorithms and decision making. Collecting data

PRESENTATIONS

Refereed Conferences

Academy of Management Annual Meeting, Boston, MA, August 2023
CEO Attentional Vigilance and the Pursuit of Exploration: Theory and Evidence

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

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

2025 Singapore Management University (Lee Kong Chian School of Business) (Scheduled)
National University of Singapore (NUS Business School) (Scheduled)
Carnegie Mellon University (Tepper School of Business) (Scheduled)
University of Colorado, Boulder (Leeds School of Business) (Scheduled)

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 Entrepreneurship (Undergraduate)

2022–Present New Venture Management (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

2024 *Faculty Research Award*
Paul Merage School of Business

2021 *Editorial Board Service Award*
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, *Strategy Science*, October 2024–Present

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 Perspective*, *Academy of Management Review*, *Journal of Management Studies*, *Journal of Organization Design*, *Strategic Entrepreneurship Journal*, *Strategic Management Journal*

Service to Academic Conferences

Track Organizer, Networks and Relational Strategies, Strategic Management (*STR*) Division, *Academy of Management*, November 2024–Present

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

Conference Organizing Activities

Symposium Organizer, Academy of Management Annual Meeting, Chicago, IL, August 2024
Algorithms and Bounded Rationality

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–Present (Three Year Term)

Service to Paul Merage School of Business

AI Task Force, 2024–Present

Masters’ Program Committee, 2021–2022, 2024–Present

Undergraduate Program Committee, 2023–2024

Summer Support for Professors of Teaching Taskforce, 2022–2023

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

Faculty Search Committee, Department of Technology Management and Innovation, Tandon School of Engineering, 2016–2018