

LUKE S. RHEE

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RESEARCH INTERESTS

Creativity and Innovation
Attention and Information in Social Networks
Behavioral Theory and Organizational Learning

EDUCATION

- 2010–2016 **Northwestern University**
PhD in Management and Organizations, *Kellogg School of Management*
Committee: William Ocasio (Chair), Paul Leonardi, Ned Smith, Edward Zajac
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, *The 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)

ACADEMIC EMPLOYMENT

- 2018–Present **University of California, Irvine**
Assistant Professor of Strategy, *Paul Merage School of Business*
- 2016–2018 **New York University**
Assistant Professor of Technology Management, *Tandon School of Engineering*
Affiliated Faculty of Management and Organizations, *Stern School of Business*

HONORS AND AWARDS

- 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

PUBLICATIONS

Journal Articles

Rhee, L., Ocasio, W., and Kim, T. 2018. Performance Feedback in Hierarchical Business Groups: The Cross-Level Effects of Cognitive Accessibility on R&D Search Behavior. *Organization Science*. Forthcoming

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

- Winner, Best Conference PhD Paper, Strategic Management Society, 2014
- Winner, Best Doctoral Student Paper, Samsung Economic Research Institute, 2014
- Finalist, Best Conference Paper, Strategic Management Society, 2014

Book Chapters, Conference Proceedings and Magazine Articles

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>

Ocasio, W. **Rhee, L.** and Milner, D. 2017. Attention, Knowledge and Organizational Learning. In Linda Argote and John Levine (Eds.), *The Oxford Handbook on Group and Organizational Learning*. Oxford University Press

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*

Articles Under Journal Review

Rhee, L., and Leonardi, P. Attention Biases in Social Networks: Behavioral Implications for Brokerage and Performance. Under Review and Resubmit at *Organization Science*

- Winner, Art Stinchcombe Dissertation Prize, Northwestern University, 2016

Working Papers and Research in Progress

Joseph, J., **Rhee, L.** and Wilson, A. Learning within Hierarchies: Organizational Structure, Turnover, and Innovation in the Multi-Unit Firm. Working paper

Rhee, L. Business Models and Attentional Capabilities: How Product Firms Increase Service Revenue in the Software Industry. Working paper

Rhee, L., Ocasio, W. and Zajac, E. Attentional similarity in an alliance portfolio: Implications for new product introductions. Working paper

- Finalist, Best Conference Paper, Strategic Management Society, 2015

Rhee, L. and Kim, T. Identity and performance feedback: How differently family CEOs and professional CEOs react to performance below aspiration levels in Korean business groups. Research in progress

PRESENTATIONS

Refereed Conferences

Strategic Management Society Annual Conference, Paris, France, September 2018 (scheduled)

Attention Biases in Social Networks: Normative Implications for Behavioral Strategy

Strategic Management Society Annual Conference, Paris, France, September 2018 (scheduled)

Adopting a Growth Mindset through Entrepreneurial Mentorship: Evidence from a Field Experiment

Academy of Management Annual Meeting, Chicago, IL, August 2018 (scheduled)

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

Frontiers in MOC-TIM Conference, ETH Zurich, Switzerland, June 2017

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

Academy of Management Annual Meeting, Anaheim, CA, August 2016 (Cancelled due to a family reason)

A Meeting of the Minds: Cognitive Congruence in an Alliance Portfolio and New Product Introductions

Social Interaction and Organizing Workshop (SION), Evanston, IL, June 2016

Attention Biases in Social Networks

Strategic Management Society Annual Conference, Denver, CO, October 2015

A Meeting of the Minds: Can Cognitive Congruence Predict Strategic Alliance Formation and/or Outcomes?

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

Research Development Workshop, 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

2017 IBM Almaden Research Center
Paul Merage School of Business, University of California at Irvine
Stern School of Business, New York University

2016 Tandon School of Engineering, New York University
Graduate School of Business, Seoul National University
Technology Management Program, University of California at Santa Barbara

2015 Kellogg School of Management, Northwestern University

2013 College of Business, University of Illinois at Urbana-Champaign

TEACHING

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

2017-2018 Capstone Project: 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)

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

Journal Review Service

Academy of Management Journal, Administrative Science Quarterly, Advances in Strategic Management, Journal of Management Studies, Organization Science

Conference Organizing Service

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 (BPS Division)

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 NYU

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