

# Tae-Ung Choi

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| <b>Employment</b>          | The Hong Kong University of Science and Technology (HKUST)<br>· Assistant Professor   | 2023-present |
| <b>Education</b>           | Northwestern University<br>· Ph.D. Management and Organizations   | 2023         |
|                            | Yonsei University<br>· B.B.A. and M.S. Organization Theory  | 2017         |
| <b>Research Areas</b>      | Non-Market Strategy; Social Movements; Organization Theory;<br>Disclosure and Transparency  |              |
| <b>Publications</b>        | <ol style="list-style-type: none"><li>2. Augustine, Grace, Leanne Hedberg, <b>Tae-Ung Choi</b>, &amp; Michael Lounsbury. 2024. Wasted? Exploring the Downstream Effects of Movement-Backed Occupations. (Accepted at <i>Administrative Science Quarterly</i>.)</li><li>1. <b>Tae-Ung Choi</b>, Grace Augustine, &amp; Brayden King. 2023. Have You Tried This? Field-Configuring Spaces and Implementing Moral Mandates. <i>Advances in Strategic Management</i>, 43: 47-89. <a href="#">Link</a>.</li></ol>  |              |
| <b>Working Papers</b>      | <ol style="list-style-type: none"><li>4. <b>Choi, Tae-Ung</b> &amp; <b>Minjae Kim</b>.<br/>•equal authorship<br/>Transparency and Accountability.<br/>(Title disguised; 1R R&amp;R at <i>Organization Science</i>.)<br/>· Winner of 2022 Samsung Global Research Award<br/>· Runner-up for 2022 OMT Best Paper on Environmental and Social Practices Award</li><li>3. <b>Choi, Tae-Ung</b><br/>A Model of Competition-Driven Differentiation of Corporate Philanthropy.</li><li>2. <b>Choi, Tae-Ung</b><br/>An Intentionality-Based Model of Non-Market Strategies.</li><li>1. Yeo, Yundong, <b>Tae-Ung Choi</b>, Seung-Hyun Lee, &amp; Pil-Seng Lee,<br/>Customer-Targeted Environmental Activism.</li></ol> |              |
| <b>Honors &amp; Awards</b> | Samsung Global Research Award, Assoc. of Korean Mgmt. Scholars  | 2022         |
|                            | Northwestern University Graduate Fellowship   | 2017-23      |
|                            | Kwanjeong Educational Foundation Fellowship   | 2017-22      |
|                            | Best Student Conference Paper Award, Assoc. of Korean Mgmt. Scholars  | 2016         |
| <b>Grants</b>              | Early Career Scheme, Research Grants Council of Hong Kong   | 2025-27      |

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| <b>Conferences &amp; Presentations</b>   | 7. Customer-Targeted Environmental Activism.<br>· Academy of Management, Chicago, IL  | 2024     |
|  | 6. A Model of Competition-Driven Differentiation of Corporate Philanthropy.<br>· SMJ Dissertation Paper Development Workshop, Istanbul, Türkiye   | 2024     |
|  | 5. An Intentionality-Based Model of Non-Market Strategies.<br>· The Hong Kong Univ. of Science and Technology, HK SAR   | 2022     |
|  | · Univ. of Illinois, Chicago, IL  | 2022     |
|  | 4. Does Police Transparency “Work”?<br>· Hong Kong Strategy Symposium, HK SAR   | 2023     |
|  | · Academy of Management, Seattle, WA  | 2022     |
|  | · American Sociological Association, Los Angeles, CA  | 2022     |
|  | · Alberta Institutions Conference, Edmonton, Canada   | 2022     |
|  | · Social Movements and Enterprise Workshop, Northwestern Univ.  | 2021     |
|  | 3. Wasted? Exploring the Downstream Effects of Movement-Backed Occupations.<br>· Qualitative Method Workshop, Northwestern Univ.  | 2021     |
| · Social Movements and Enterprise Workshop, Northwestern Univ.   | 2021  |          |
| 2. Have You Tried This? Field-Configuring Spaces and Implementing Moral Mandates.<br>· Alliance for Research on Corporate Sustainability, Milan, Italy | 2022  |          |
| · Academy of Management, Vancouver, Canada   | 2020  |          |
| · Social Movements and Enterprise Workshop, Northwestern Univ.   | 2020  |          |
| · MORS Graduate Research Symposium, Northwestern Univ.   | 2019  |          |
| · European Group for Organizational Studies, Edinburgh, UK   | 2019  |          |
| 1. Revisiting the Relationship Between Status and Uncertainty.<br>· Academy of Management, Anaheim, CA   | 2016  |          |
| <b>Teaching</b>  | The Hong Kong University of Science and Technology<br>· Business Ethics and Social Responsibility   | 2024-25  |
| <b>Professional Services</b>   | Ad hoc reviewer for <i>Organization Science</i> ; <i>Strategic Management Journal</i> ; <i>Business and Society</i> ; <i>Organization and Environment</i> ; <i>Asia Pacific Journal of Management</i> ; <i>Management and Organization Review</i> . |          |
|  | Organizer, Macro Student Workshop, Northwestern Univ.   | 2019–22  |
|  | Co-organizer, Kellogg–Booth Student Symposium   | 2019     |
|  | MORS Graduate Student Admissions Committee, Northwestern Univ.  | 2019, 22 |
| <b>References</b>  | Prof. Brayden King<br>Northwestern University<br>Max McGraw Chair in Management and the Environment   |          |
|  | Prof. Grace Augustine<br>University of Bath<br>Senior Lecturer (Associate Professor)  |          |