BRENDA JAEWON MYUNG

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ACADEMIC EMPLOYMENT

SANTA CLARA UNIVERSITY *Santa Clara, CA, U.S.A.* Sep 2026 – Present
Assistant Professor of Management and Entrepreneurship

EDUCATION

UNIVERSITY OF MICHIGAN *Ann Arbor, MI, U.S.A.* 2020 – 2026
Ph.D. in Business Administration, Strategy
Committee: Christopher I. Rider (chair), Jim Westphal, Justin Frake, Scott Page, Erin Cech
Dissertation: A Theory of Performatization: The Evolution of Performance through Societal Aspirations

SEOUL NATIONAL UNIVERSITY *Seoul, Korea* 2020
M.S. in Strategy and International Management
Advisor: Jaeyong Song

CORNELL UNIVERSITY *Ithaca, NY, U.S.A.* 2016
B.S. in Human Development, Minor in Business

RESEARCH INTERESTS

Behavioral Strategy, Organizational Theory, Nonmarket Strategy, Organizational Goals, Stakeholder Theory, Entrepreneurship

PUBLICATIONS

Rider, Christopher I., Susie Choe, **Brenda Jaewon Myung,** & Kyle McCullers**.** (2023). "Entrepreneurship and social mobility: Three status metaphors for future research." *Research in Organizational Behavior*, 43 (Link)

WORK IN PROGRESS

Brenda J. Myung. Raising the Bar: Organizational Alignment Driven by Societal Aspirations (*Preparing for Submission to Administrative Science Quarterly*)

- Emeritus Award for Best Second Year Paper, Ross School of Business ($4000), May 2022
- ICOS Dissertation Poster Session, University of Michigan, April 2022
- CCC Doctoral Student Colloquium, Harvard Business School, June 2025
- 2025 Equitable Opportunity Conference, MIT, June 2025

Christopher I. Rider & **Brenda J. Myung.** Competitive Position and Performance Differentials: Superior Capabilities or Superior Opportunities? *(Preparing for Resubmission to Management Science)*

- 16th People & Organizations (P&O) Conference at the Wharton School, September 2023
- 2024 European Group for Organizational Studies (EGOS) Sub-Theme "The Impact of Organizational Practices on Workplace Inequality and Diversity", July 2024
- 2025 Equitable Opportunity Conference, Ross School of Business, June 2025

Brenda J. Myung. The Paradox of Certified Women-Owned Businesses: Examining the effect of certification on the performance of women-owned businesses *(Data Collection)*

- 2023 Smith Entrepreneurship Research Conference, May 2023

Brenda J. Myung & Jaeyong Song. The Impact of Non-Family CEOs on Family Firm R&D. *(1st Draft Complete)*

- 2019 Academy of Management

AWARDS, GRANTS, & FELLOWSHIPS

2024 University of Michigan, Ross School of Business, Ruth and Gilbert Whitaker Doctoral Fellowship
2023 University of Michigan, Ross School of Business, Best Second Year Paper Award ($4000)
2023 University of Michigan, Ross School of Business, Equitable Opportunity Lab grant ($3000)
2022 University of Michigan, Ross School of Business, Ross Early Candidacy Award ($1000)

EXTRACURRICULAR TRAINING

Feb 2024 – May 2024 Using AI for Research in Organization Science
Sep 2023 – May 2024 Virtual PhD Seminar on Nonmarket Strategy

TEACHING

Primary Instructor - University of Michigan, Ann Arbor, MI

2023 Strategy 290: *Business Strategy*, BBA Core
- Teaching Evaluation **4.9/5.0**
- 82 BBA students
- *"[Professor] Myung's teaching style is not only engaging but also makes the content very clear. She brought just the right amount of energy to class and made students feel comfortable and happy to be in class."*
- "*Professor Myung is amazing; she is very respectful and treats every student's thoughts with value while helping us to grow*."
- *"Professor Myung was always willing and able to answer questions."*

Teaching Assistant - University of Michigan, Ann Arbor, MI

2024 – 2022 Strategy 615: *Equity Analytics*, MBA Elective (Professor Chris Rider)
Strategy 615: *Equity Analytics*, BBA Elective (Professor Chris Rider)
ES 212: *Entrepreneurial Business Basis*, BBA Elective (Professor Chris Rider)

Teaching Assistant – Seoul National University, Seoul, Korea

2018 *Entrepreneurship*, Global MBA Core (Professor Atul Nerkar)
2017 – 2019 *Strategy*, MBA Core (Professor Jaeyong Song)
2017 – 2019 *International Business*, MBA Core (Professor Jaeyong Song)

ACADEMIC SERVICE

2019 – 2025 Reviewer, *Academy of Management Annual Meeting* (STR, OMT)
2025 – 2026 Ad hoc Reviewer, *Organization Science, Organization Studies*

PROFESSIONAL SERVICE

2024 – 2025 University of Michigan, Ross PhD forum, Diversity Equity & Inclusion Ally and Facilities Chair
2023 – 2024 University of Michigan, Ross PhD forum, Social Committee Chair
2022 – 2023 University of Michigan, Ross PhD forum, Well-Being and Productivity Committee Chair
2020 – 2021 University of Michigan, Ross PhD forum, First-Year Representative

INDUSTRY EXPERIENCE

2016 **The Laundress,** *Account Executive***,** New York, NY, USA
2015 **KPMG,** *Summer Consultant*, Seoul, Korea

OTHER INFORMATION

Citizenship: Dual Citizenship (USA & South Korea)
Languages: English (native) / Korean (native)
Data management and statistical software: R, Stata, Python, LaTeX

REFERENCES

Chris Rider
Thomas C. Kinnear Professor
Associate Professor of Entrepreneurial Studies
Email: riderci@umich.edu
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Primary Advisor; Dissertation Committee Chair

Jim Westphal
Harvey C. Fruehauf Professor of Business Administration
Professor of Strategy
Email: westjd@umich.edu
Phone: +1 (734) 936 2574
Dissertation Committee Member

Justin Frake
Assistant Professor of Strategy
University of Michigan
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Phone: +1 (734) 764 1230
Dissertation Committee Member

SELECTED ABSTRACTS

Brenda J. Myung. Raising the Bar: Organizational Alignment Driven by Societal Aspirations *(Preparing for Submission to Administrative Science Quarterly)*

I propose a novel theory of how external stakeholders influence organizations to pursue new goals. External stakeholders hold expectations for both the goals that organizations should pursue as well as aspirations for performance on these goals. I refer to such aspirations as societal aspirations and argue that when societal aspirations rise beyond current performance expectations, organizations adopt goals valued by external stakeholders and change their behaviors accordingly. I test this theory using data on corporate board appointments before and after the 2010 SEC Board Diversity Disclosure Rule, which required public firms to disclose how they consider diversity in selecting board candidates amidst calls from investors to "do more" for diversity; the rule did not implement a quota or regulated outcome. Analyzing S&P 1500 firms from 2007 to 2023, I find that after the rule, firms performing below their industry peers were more likely to appoint a woman or person of color. By contrast, high-performing firms—those already above industry peers in board diversity—were not more likely to appoint women or directors of color. I conclude by discussing implications for the behavioral theory of the firm, social movement theory, and new stakeholder theory.

Christopher I. Rider & **Brenda J. Myung.** Competitive Position and Performance Differentials: Superior Capabilities or Superior Opportunities? *(Preparing for Resubmission to Management Science)*

In markets, organizations are positioned vis-à-vis competitors and some positions are associated with greater performance than others, ostensibly due to their occupants' superior capabilities or opportunities. We propose an analytical framework for adjudicating these contrasting accounts of "positional advantage", featuring three distinct theoretical mechanisms: (1) access to superior opportunities; (2) superior selection capabilities; and (3) superior development capabilities. Analyzing over 50,000 deals by over 2,100 new U.S. venture capital firms between 2000 and 2021, we find evidence of access and selection, but not development. Firms whose members possess ascribed (i.e., gender, race) and achieved (i.e., prior education and employment) characteristics that are associated with high performance invest in observably high potential deals but do not systematically produce performance in excess of that predicted by deal observables. Assuming plausible deal access in supplementary analyses, we infer that access to high potential opportunities contributes more to performance differentials than do superior selection capabilities. We discuss framework applications and assumptions justifying merit versus privilege interpretations of positional advantage.