

Bryan Hong

Henry W. Bloch School of Management
University of Missouri-Kansas City

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ACADEMIC APPOINTMENTS

- 2022-present **University of Missouri-Kansas City, Henry W. Bloch School of Management**
Associate Professor, Entrepreneurship and Management Department
- 2020-2022 **University of Missouri-Kansas City, Henry W. Bloch School of Management**
Assistant Professor, Entrepreneurship and Management Department
- 2017-2020 **New York University, Leonard N. Stern School of Business**
Visiting Assistant Professor, Management & Organizations Department
- 2016-2017 **University of Pennsylvania, The Wharton School**
Visiting Assistant Professor, Mack Institute for Innovation Management
- 2012-2018 **Western University, Ivey Business School**
Assistant Professor of Strategy (on leave 2016-2018)

EDUCATION

University of California - Berkeley, Haas School of Business, 2006-2012

Ph.D. in Business Administration, Business and Public Policy	2012
M.S., Business Administration	2008

Indiana University - Bloomington, Kelley School of Business, 1997-2001

B.S., Finance and International Studies. Minor in Mathematics; Science and Technology Specialization. Graduated with High Distinction.

RESEARCH INTERESTS

Strategic human capital
Incentive compensation
Effects of robots on employment and organizations
Strategy and firm performance

PUBLISHED PAPERS

Dixon J, Hong B, Wu L. (2021). The Robot Revolution: Managerial and Employment Consequences for Firms. *Management Science*, 67(9): 5301-5967.
<https://doi.org/10.1287/mnsc.2020.3812>.

Hong B. (2020). Power to the Outsiders: External hiring and decision authority allocation within organizations. *Strategic Management Journal*, 41(9): 1628-1652.
<https://doi.org/10.1002/smj.3182>

Flammer C, Hong B, Minor DB. (2019). Corporate Governance and the Rise of Integrating Corporate Social Responsibility Criteria in Executive Compensation: Effectiveness and Implications for Firm Outcomes, *Strategic Management Journal*, 40(7): 1097–1122. <https://doi.org/10.1002/smj.3018>

- Winner of the 2017 *Moskowitz Prize* for Best Paper in Sustainable and Responsible Investing (UC Berkeley).
- Winner of the 2017 *Fiegenbaum Best Paper Award*, Israel Strategy Conference.
- Winner of the 2017 *Distinguished Paper Award* of the Business Policy and Strategy (BPS) Division of the Academy of Management.
- Second Prize, 2017 *Investment for Impact Research Prize* for outstanding research pertaining to the social impact of capital (UC Berkeley).
- Honorable Mention, 2017 *Investor Responsibility Research Center (IRRC) Institute Research Award*.
- Selected for Best Paper Proceedings, Academy of Management, Business Policy and Strategy (BPS) Division (2017).

Hong B, Kueng L, Yang MJ. (2019). Complementarity of performance pay and task allocation. *Management Science*, 65(11): 5152-5170.
<https://doi.org/10.1287/mnsc.2018.3193>

Hong B, Li Z, Minor D. (2016) Corporate Governance and Executive Compensation for Corporate Social Responsibility. *Journal of Business Ethics*, 136(1): 199-213.

BOOK CHAPTERS

Wolfolds S, Taussig M, Hong B, Carlsson K. (2017) Tied up and Shocked: How Relational Contracting with Suppliers Constrains Global Buyers during an Economic Crisis. In Torben Pedersen, Timothy M. Devinney, Laszlo Tihanyi, Arnaldo Camuffo (ed.) *Breaking up the Global Value Chain* (Advances in International Management, Volume 30), Emerald Publishing Limited, pp. 157-188.

WORK IN PROGRESS

Hong B. (2022) “Does increased death awareness lead to career changes? Evidence from microdata”

Hong, B, Landay, K. (2022) “Passion at work and ethical behavior”

Hong, B, Landay, K, Recendes, T. (2022) “How passion leads to better performance”

Hong B, Wu L. (2022) “The Hollowing Out of the Firm: How IT investment leads to delayering within firms”

Yang MJ, Kueng L, Hong B. (2019) “Sources of Firm Life-Cycle Dynamics: Size vs. Age Effects”

TEACHING EXPERIENCE

University of Missouri-Kansas City, Henry W. Bloch School of Management

Strategic Management (Executive MBA strategy course)

Overall Effectiveness Rating: 5.0/5 (Fall 2022)

Strategic Management in the Globalized World (MBA core strategy course)

Overall Effectiveness Rating: 4.7/5 (Spring 2021), 4.7/5 (Spring 2022)

Strategic Management (Undergraduate strategy course)

Overall Effectiveness Rating: 4.5/5 (Spring 2021)

Leonard N. Stern School of Business, New York University

Strategy (MBA core strategy course)

Overall Effectiveness Rating: 4.6/5 (Fall 2018), 4.9/5 (Winter 2019), 4.5/5 (Fall 2019), 4.96/5 (Winter 2020)

Advanced Strategy Analysis (MBA strategy elective course)

Overall Effectiveness Rating: 6.6/7 (Spring 2018)

Strategic Analysis (Undergraduate strategy course)

Overall Effectiveness Rating: 6.6/7 (Spring 2018)

Ivey Business School

Advanced Competitive Strategy (Undergraduate strategy elective course)

Overall Effectiveness Rating: 6.7/7 (2016)

Strategic Analysis and Action (Undergraduate core strategy course)

Overall Effectiveness Rating: 6.3/7 (2013), 6.6/7 (2014), 6.8/7 (2015), 6.5/7 (2016)

University Student’s Council Teaching Honor Roll (2013-2014, 2014-2015, 2015-2016)

David G. Burgoyne Teaching Award for Outstanding Commitment to Student Development (2016)

Head Graduate Student Instructor (GSI), Haas School of Business
Reported directly to the Dean of Instruction, responsible for all issues related to graduate student instruction at Haas, overseeing approximately 200 Graduate Student Instructors each semester. Also responsible for teaching pedagogy courses for both Master's (MBA 300) and PhD (PhD 300) students. 2011-2012

Graduate Student Instructor (GSI), Haas School of Business
MBA 299: Competitive Strategy (MBA core strategy course) 2009
Recipient of UC Berkeley Outstanding Graduate Student Instructor Award
Overall Effectiveness Rating: 6.3/7

Facilitator for Haas@Work Program, Haas School of Business
Facilitated a team of MBA students over several weeks in developing recommendations to the CEO and executive team of a major semiconductor manufacturer 2009

CASES

Hong B, Lee, Ji-Hwan, Kim, Kevin. "Paris Baguette: The Expansion Question." Ivey Business School Case, March 2015.

Hong, Bryan, Dave Tang. "Rocket Internet: Rise of the German Silicon Valley?" Ivey Business School Case, October 2015.

Hong, Bryan, Stacey Clark, Charlotte Zhen. "The Asylum: Mocking Their Way Through Hollywood." Ivey Business School Case, November 2015.

Hong, Bryan, Damian Lu. "YG Entertainment: Inside The Korean Pop Music Factory." Ivey Business School Case, February 2016.

- 1st Place, World Asian Case Competition.

Hong, Bryan, Sara Guo. "Yoyo: Winning the Global Payment Processing Market." Ivey Business School Case, July 2016.

MEDIA ARTICLES

Hong B. (2017, June 2) "Industry Disruption Is Creating A Minefield Of Value Traps For Investors." ValueWalk.com, <https://www.valuewalk.com/2017/06/industry-disruption-is-creating-a-minefield-of-value-traps-for-investors/>.

Hong B. (2017, July 14) "How Ecosystems Can Defend Against Technological Disruption." ValueWalk.com, <https://www.valuewalk.com/2017/07/technological-disruption-incumbent-firms/>.

INVITED AND CONFERENCE PRESENTATIONS

Latam Symposium in Business Economics	
Universidad del Desarrollo, Chile	2020
China Europe International Business School	2019
Beedie School of Business, Simon Fraser University	2019
Bloch School of Management, University of Missouri-Kansas City	2019
Wharton People and Organizations Conference, Philadelphia	2019
Wharton People and Organizations Conference, Philadelphia	2018
Academy of Management, Chicago	2018
Duke Strategy Conference, Durham	2017
Wharton People and Organizations Conference, Philadelphia	2017
Academy of Management, Atlanta	2017
Strategic Management Society Conference, Milan, Italy	2017
Wharton People and Organizations Conference, Philadelphia	2016
World Asian Case Competition, Sungkyunkwan University	2016
Academy of Management, Anaheim	2016
Sumantra Ghoshal Conference, London Business School	2016
Socio-Economic Workshop, Statistics Canada	2016
Academy of Management, Vancouver	2015
Strategy and the Business Environment (SBE) Conference, Harvard Business School	2015
Strategic Management Society Conference, Madrid, Spain	2014
Academy of Management, Philadelphia	2014
Canadian Centre for Data Development and Economic Research, Statistics Canada	2013
Strategy and the Business Environment (SBE) Conference, University of Texas at Austin	2013
Alliance for Research on Corporate Sustainability (ARCS) Research Conference, University of California-Berkeley	2013
Ivey Business School, Western University	2012
Indian School of Business	2012
Korea Advanced Institute of Science and Technology (KAIST)	2012
Innovation and Institutions Conference, Harvard Business School	2011
School of Management, Boston University	2011
Ross School of Business, University of Michigan	2011
R. H. Smith School of Business, University of Maryland	2010
Olin Business School, Washington University in St. Louis	2010
Oliver E. Williamson Seminar on Institutional Analysis	2010
Consortium of Cooperation and Competition (CCC), U. of Michigan	2010
Transatlantic Doctoral Conference, London Business School	2010
UC Berkeley Economics Department Innovation / Industrial Organization Seminar, Berkeley, CA	2010

FELLOWSHIPS AND AWARDS

Canadian Social Sciences and Humanities Research Council (SSHRC) Partnership Grant for “Productivity, firms and incomes,” \$2.5 million, Collaborator	2015-2021
Peter T. Jones Research Fellowship	2011
<i>California Management Review</i> Fellowship, Haas School of Business UC-Berkeley Institute of Business and Economic Research (IBER)	2010-2011
Dissertation Research Grant	2008-2009
Bradley Foundation Fellowship	2007-2008
Sasakawa Doctoral Fellowship	2007
Summer Research Fellowship, Helsinki University of Technology, BIT Research Centre	2007

OTHER PROFESSIONAL EXPERIENCE

Previous experience includes investment banking (Citigroup), corporate strategic planning (Burger King), and strategy consulting (Bain and Company).

ADDITIONAL

Passed Level I CFA Exam, June 2004

PERSONAL

Citizenship: USA