

YOONJIN CHOI
yoonjin.choi@mason.wm.edu

ACADEMIC APPOINTMENTS

Mason School of Business, William and Mary
Assistant Professor of Organizational Behavior

2023- present

London Business School

Assistant Professor of Organisational Behaviour
(*Off the tenure clock in 2020 and 2022)

2018*- 2023

EDUCATION

Columbia Business School

New York, United States

PhD in Management (2018)

Dissertation: *Cultural Brokerage and Creativity: How Individuals' Bridging of Cultural Holes Affect Creativity*

Committee: Drs. Damon Phillips (chair), Paul Ingram (advisor), Eric Abrahamson, Sheena Iyengar, Sameer Srivastava

Yonsei University

Seoul, South Korea

M.S., Management (2011)

B.B.A., Business Administration and B.A., Economics (2009)

RESEARCH INTERESTS AND EXPERTISE

My research falls into three themes: (1) organizational culture; (2) future of work and the spread of remote work; and (3) organizational purpose and personal values. I examine these themes using various methodologies including field surveys and field experiments in organizations, lab experiments, social network analysis, and computational methods, such as machine learning and natural language processing.

PUBLICATIONS

Choi, Y., Ingram, P., & Han S. (2023) Cultural Breadth and Cultural Embeddedness: The Individual Adoption of Organizational Culture as a Determinant of Creativity. *Administrative Science Quarterly*
** Recipient of 2024 Administrative Science Quarterly Dissertation Award

Ingram, P., & **Choi, Y.** (2022) What Does Your Company Really Stand For? *Harvard Business Review* (featured on the [cover](#) of Nov-Dec issue)

Ingram, P., & **Choi, Y.** (2023) How it Starts is Not How it Ends: The Role of Value Homophily in the Dynamics of Business Friendships. *Academy of Management Discoveries*

SELECTED WORKS IN PROGRESS

Cho, S., Han, S., & **Choi, Y.** Unraveling Exit: The Role of Gendered Organizational Culture in Employee Turnover. *Writing (Target journal: Organization Science)*

Choi, Y., & Chan-Ahujia, S. Structural Antecedents of Belonging in Remote vs In-Person Work: A field experiment in India. *Writing (Target journal: Organization Science)*

O'Neill, M., & **Choi, Y.** A multi-method study on the negative consequences of an emotional culture of companionate love. *Writing. (Target journal: Administrative Science Quarterly)*

Choi, Y and S., Han. Growth Mindset Culture and Financial Performance. *Writing. (Target journal: Management Science)*

GRANTS, HONORS, AND AWARDS

2024 Administrative Science Quarterly Dissertation Award
2023 London Business School Leadership Institute Research Grant (GBP 12,600)
2022 Research Committee Service Award, OMT Division of the Academy of Management
2020 London Business School Leadership Institute Research Grant (GBP 4,900)
2017 Best Paper Award from the OMT Division of the Academy of Management for Ingram, P., & Choi, Y. From Affect to Instrumentality: the Dynamics of Values Homophily in Professional Networks
2017 Columbia Business School Sanford Bernstein & Co. Center for Leadership and Ethics, Doctoral Research Grant (\$1,000)

TEACHING EXPERIENCE

Mason School of Business, William and Mary

- Global Strategic Management (undergraduate) Spring 2024, Spring 2025

London Business School

- Negotiation and Bargaining (MBA elective course), Spring 2023- Summer 2019
- Values as a Culture and Leadership Shaping Tool (Custom Executive Teaching), Fall 2022, Spring 2023
- Leading with Values (Custom Executive Teaching), Summer 2021

SELECTED INVITED PRESENTATIONS (LAST 3 YEARS)

* denotes presenter

O'Neill, M.*, & **Choi, Y.** (January 2024). Love Hurts: The unintended consequences of emotional cultures of companionate love. Paper presented at the *Berkeley Culture Conference*, Berkeley, CA, USA

O'Neill, M.*, & **Choi, Y.** (August 2024). Love Hurts: The unintended consequences of emotional cultures of companionate love. Paper presented at the *Academy of Management Annual Meeting*, Chicago, IL, USA

Choi, Y.* (August 2023). Pride Contagion Between Leaders and Followers in Computer-mediated Communication. Paper presented at the *Academy of Management Annual Meeting*, Boston, MA, USA

Cho, S.*, Han, S., & **Choi, Y.** (September 2022). Impact of Masculine Organizational Culture on Performance: A Machine Learning Approach. Paper presented at the *Strategic Management Society Annual Conference*, London, UK

Cho, S., Han, S., & **Choi, Y.*** (August 2022). Impact of Masculine Organizational Culture on Performance: A Machine Learning Approach. Paper presented at the *Academy of Management Annual Meeting*, Seattle, WA, USA

Choi, Y.* (January 2022). Proud CEOs: How CEO's Display of Organizational Pride Influences Organizational Performance. Paper presented at the *Annual Berkeley Culture Conference*, Virtual

SERVICE AND MEMBERSHIPS

Academic

- AOM Reviewer for Annual Meeting, OMT division 2014- Present
- AOM Research Committee, OMT division 2018- 2022

University

- Leadership Incubator, *Speaker* March 2023
- Leadership Institute VIP event, *Speaker* June 2021
- Women in Business Club, *Speaker* January 2021

Ad Hoc Reviewer:

Academy of Management Discoveries, Academy of Management Perspectives, Administrative Science Quarterly, Management Science

SOFTWARE

Python, R, Stata, SQL/Teradata, and Unix