YUNJUNG PAK
Curriculum Vitae
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Alberta School of Business, University of Alberta, Edmonton, Alberta, Canada T6G 2R6
Email: yunjung@ualberta.ca

SUMMARY

My research examines the dynamic intersection of organizational theory and cultural entrepreneurship within technology-driven fields such as blockchain. My research primarily investigates the evolving relationships among institutions, organizations, and technologies, particularly focusing on governance mechanisms and the role of culture in reshaping socio-technical systems during periods of significant institutional change.

FIELDS OF INTEREST

Institutional Theory, Governance, Cultural Entrepreneurship, Interpretive Data Science, Blockchain

EDUCATION

2019-   Ph.D., in Strategic Management, Entrepreneurship, and Management, University of Alberta
  - Dissertation committee: Timothy R. Hannigan (supervisor), P. Devereaux Jennings (co-supervisor), Michael Lounsbury (member)

2012-2015   M.A., Sociology, Yonsei University
2004-2009   B.A., Sociology, Yonsei University

PUBLICATIONS

Journal Articles
Pak, Y, Kim, Y. , Song, M., & Kim, Y. (2015). "Shock Waves of Political Risk on the Stock Market: The Case of Korean Companies in the U.S." *Development and Society*, 44, 143-165.

Hannigan, T.R., Pak, Y., & Jennings, P.D. (2022). Mapping the Multiverse: A Cultural Cartographic Approach to Realizing Entrepreneurial Possibilities. *Advances in Cultural Entrepreneurship*, 80, 217-237.

Work in Progress
Hannigan, T.R., Pak, Y., Jennings, P.D., & Lounsbury, M. Transforming blockchain's technological affordances and community logic through prefigurative enrolling: From Proof-of-Work to Proof-of-Stake" 1st revise and resubmit at *Information and Organization*

Book
Pak, Y, Han, S, & Lee, J. 2008. *Beautiful Lies: Social Entrepreneurs in India and Bangladesh*. Paju: Booknomad

Case Study
Pak, Y. 2023. "60hertz: Can we subscribe to renewable energy?" *Asan Entrepreneurship Review*, 15.

Pak, Y. 2022. "Sovoro: A social venture's brand portfolio strategy" *Asan Entrepreneurship Review*, 14.

Pak, Y. 2021. "Gikuin Company: Innovation as a process of trial and error." *Asan Entrepreneurship Review*, 13.

Pak, Y. 2021. "Todoworks: An engineer's social innovation for a kid" *Asan Entrepreneurship Review*, 12.

Pak, Y. 2020. "Enuma: A way to talk about the value of an unrealized market" *Asan Entrepreneurship Review*, 11.

Pak, Y & Lee, H. 2018. "Tumblbug: A Crowdfunding Platform's Growth Strategy." *Asan Entrepreneurship Review*, 9.

SELECTED PRESENTATIONS

Pak, Y., Hannigan, T.R., Jennings, P.D. "Cultural Entrepreneurship and the Transformation of governance and technological affordances on the Blockchain: From proof-of-work to proof-of-stake"
• European Group for Organizational Studies, 2024, Milan.

Pak, Y, Kim, S, Lee, H, & Yoon, S. "Playing a Serious Game: North Korean Refugees' Journeys to Becoming Entrepreneurs in South Korea"
• Academy of Management Annual Meeting, 2024, Chicago.

Pak, Y., Hannigan, T.R., Jennings, P.D. "Crisis and institutional voids: The unintended normative consequence of multiverse moves in response to the ICO blockchain field hack"
• European Group for Organizational Studies, 2023, Cagliari.

Hannigan, T.R. & Pak, Y. "The Unintended Consequences of Bridging Institutional Voids: the Early Moments of the ICO Blockchain Field"
• Academy of Management Annual Meeting, 2022, Seattle.

Eng, N, Pak, Y, Hannigan, T.R. & Jennings, P.D. "A sociocultural approach to covid-19 contagion: Narratives around mask wearing and gatherings in two countries"
• European Group for Organizational Studies, 2021, Amsterdam.

GRANTS, AWARDS AND FELLOWSHIPS

2024	Doctoral Student Award for Professional Excellence, University of Alberta
2014	EXCELLENCE AWARD, "Opinion Analysis to Korean Corporate Social Responsibility Discourse 2003-2013." *UN Global Compact CSR Conference*
2013	National Research Scholarship, Korea Student Aid Foundation
2012-14	Brain Korea 21 Plus Scholarship, National Research Foundation of Korea

TEACHING

2024	Strategic Decision-Making with Data Analytics (Undergraduate)
	• *Teaching Assistant – blockchain using Python*
2024	Seminar in Quantitative Research Method (Graduate)
	• *Teaching Assistant – data analytics using Python*
2022-2023	Introduction to Strategic Management, Organization, and Entrepreneurship
	• *Instructor of Strategic Management*
2022-2024	Exploring Innovation and Entrepreneurship
	• *Teaching Assistant*

PROFESSIONAL EXPERIENCE

2017-19	DIRECTOR, Consulting, Purplex
2016-17	MANAGER, Venture, We All Govern Lab
2015-16	RESEARCHER, *Institute for Social Development and Policy Research*, Seoul National University
2009-12	LIEUTENANT, Republic of Korea Air Force

SKILLS

Programming Skills: Python, R, STATA
Language Skills: English (fluent), Korean (native)