

Eunice Yunjin Rhee

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ACADEMIC POSITIONS

Seattle University, Albers School of Business and Economics	
Associate Professor of Management	2020–Present
Robert B. O’Brien Endowed Chair in Business	2022–2024
Assistant Professor of Management	2014–2020

EDUCATION

University of Southern California, Marshall School of Business, Los Angeles, CA.	2014
PhD, Management and Organization	
Seoul National University, College of Business Administration, Seoul, Korea.	2006
MBA, Strategy and International Business	
Yonsei University, School of Business, Seoul, Korea.	2002
BBA, Business Administration	

RESEARCH

Rhee, E. Y., Lo, J. Y. & Durand, R. 2025. Meeting expectations: Category legitimation and transmutation. *Organization Science*, 36(5): 1980–2007.

Lo, J. Y., Rhee, E. Y., Kulkarni, A., 2025. Category dynamics in organization studies. *Oxford Research Encyclopedia of Business and Management*, <https://doi.org/10.1093/acrefore/9780190224851.013.488>.

Soublière, J-F., Lo, J. Y., & Rhee, E. Y. 2024. Coherence within and across Categories: The Dynamic Viability of Product Categories on Kickstarter. *Academy of Management Journal*, 67(1): 61–91.

- *Winner*, Best Entrepreneurship Paper Award, AOM OMT Division, 2022.
- *Runner-up*, Entrepreneurial Cognition Best Paper Award, AOM MOC Division, 2022.

Harmon, D., Rhee, E. Y., & Cho, Y. 2023. Building a bridge to the future: Prospective legitimation in nascent markets. *Strategic Management Journal*, 44(11): 2597–2633.

- *Nominee*, Best Paper (Sub-theme 29 Social Evaluations), EGOS Colloquium, 2019.

Lo, J. Y., & Rhee, E. Y. 2022. Too much, too soon: A framework for understanding unintended consequences of cultural entrepreneurship on market emergence. *Research in the Sociology of Organizations* (Advances in Cultural Entrepreneurship), 80: 157–178. Emerald Publishing Limited.

Lo, J. Y., Fiss, P. C., Rhee, E. Y., & Kennedy, M. T. 2020. Category viability: Balanced levels of coherence and distinctiveness. *Academy of Management Review*, 45(1): 85–108.

- *Finalist*, Best Article Award, Academy of Management Review, 2021.

Rhee, E. Y., Lo, J. Y., Fiss, P. C. & Kennedy, M. T. 2017. Things that last? Category creation, imprinting, and durability. *Research in the Sociology of Organizations* (From Categories to Categorization), 51: 295–325. Emerald Publishing Limited.

Rhee, E. Y., & Fiss, P. C. 2014. Framing controversial actions: Regulatory focus, source credibility, and stock market reaction to poison pill adoption. *Academy of Management Journal*, 57(6): 1734–1758.

REFERRED CONFERENCE PRESENTATIONS

**presented by co-author*

Rhee, E. Y., Harmon, D. & Lo, J. Y. Legitimizing the unknowable future: Navigating the validation void in the longevity field.

- Academy of Management Meeting, Copenhagen, Denmark, 2025.
- Nagymaros Conference, Cambridge, UK, 2025.
- Alberta Institutions Conference, Banff, Canada, 2025.

Rhee, E. Y., Lo, J. Y. & Durand, R. Meeting expectations: Legitimizing new product categories and transmuting existing ones.

- West Coast Research Symposium, Eugene, OR, 2024.
- European Group for Organizational Studies (EGOS) Colloquium, Milan, Italy, 2024.
- McGill-Cornell Institutions & Entrepreneurship Conference, Montreal, Canada, 2023.

Soublière, J-F., Lo, J. Y., & Rhee, E. Y. Coherence within and across categories: The dynamic viability of product categories on Kickstarter.*

- Academy of Management Meeting, Seattle, WA, 2022.
- European Group for Organizational Studies (EGOS) Colloquium, Vienna, Austria, 2022.
- West Coast Research Symposium, Seattle, WA, 2022.

Krabbe, A. D., Rhee, E. Y., & Lo, J. Y. Beef - it's what's for dinner: Incumbent responses to category transformation in the U.S. meat market.*

- Strategic Management Society Conference, London, UK, 2022.
- Academy of Management Meeting, Seattle, WA, 2022.
- European Group for Organizational Studies (EGOS) Colloquium, Vienna, Austria, 2022.

Rhee, E. Y., & Lo, J. Y. The interplay of language, materiality, and practice in the emergence of plant-based meat. Academy of Management Meeting, Virtual, 2021.

Harmon, D. & Rhee, E. Building plausibility in nascent markets: Entrepreneurial arguments, causal schema, and new metrics.*

- Academy of Management Meeting, Virtual, 2020.
- Academy of Management Meeting, Boston, MA, 2019.
- European Group for Organizational Studies (EGOS) Colloquium, Edinburgh, Scotland, 2019.

Rhee, E. Y., & Lo, J. Y. How vegan are you? Identity congruence and evaluations of prosocial categories.

- Academy of Management Meeting, Chicago, IL, 2018.
- European Group for Organizational Studies (EGOS) Colloquium, Tallinn, Estonia, 2018.

Rhee, E. Y., & Hargrave, T. Clean technology or clean energy? Strategic categorization in the U.S. solar industry.

- Industry Studies Association Annual Conference, Seattle, WA, 2018.
- Sustainability, Ethics, and Entrepreneurship (SEE) Conference, Denver, CO, 2016.

Rhee, E. Y., & Harmon, D. J. The level of strategic focus and stock market reaction: A case of failed M&A attempts.

- Strategic Management Society Conference, Houston, TX, 2017.
- Academy of Management Meeting, Anaheim, CA, 2016.

Lo, J. Y., Fiss, P. C., Rhee, E. Y., & Kennedy, M. T. 2017. Categories in context: Exploring the determinants of category viability.* Academy of Management Meeting, Atlanta, GA, 2017.

Lo, J. Y., & Rhee, E. Y. The next big thing? A framework for understanding boom and bust in nascent industries.* Academy of Management Meeting, Atlanta, GA, 2017.

Rhee, E. Y., Lo, J. Y., Fiss, P. C., & Kennedy, M. T. Things that last? Category creation, imprinting, and durability.* Academy of Management Meeting, Anaheim, CA, 2016.

Rhee, E. Y., & Lo, J. Y. The role of competing logics in the emergence and decline of a hybrid category: The case of edutainment.

- Western Academy of Management Conference, Portland, OR, 2016.
- Strategic Management Society Conference, Denver, CO, 2015.
- Academy of Management Meeting, Vancouver, BC, 2015.

Rhee, E. Y. Category mismatch and audience evaluation of newly public firms. Strategic Management Society Conference, Denver, CO, 2015.

Rhee, E. Y. Strategic categorization: Vertical and horizontal changes in self-categorization.

- Academy of Management Meeting, Vancouver, BC, 2015.
- Industry Studies Association Annual Conference, Portland, OR, 2014.
- OMT-ASQ-INSEAD Conference, Singapore, 2013.
- Strategic Management Society Conference, Prague, Czech Republic, 2012.
- CCC Colloquium for Doctoral Student Research, College Park, MD, 2012.

Rhee, E. Y. Hiring an unknown god: Framing the outsider CEO succession.

- Academy of Management Meeting, Vancouver, BC, 2015.
- Strategic Management Society Conference, Miami, FL, 2011.

Rhee, E. Y., & Fiss, P. C. Framing the adoption of a controversial practice: Regulatory focus, source credibility, and stock market reaction.

- Academy of Management Meeting, Boston, MA, 2012.
- Reputation Institute Conference, New Orleans, LA, 2011.
- Strategic Management Society Conference, Rome, Italy, 2010.
- Academy of Management Meeting, Montréal, QC, 2010.

RESEARCH SYMPOSIA AND WORKSHOPS

Co-organizer of “Advancing categories research: The heterogeneity and interplay of actors and audiences” symposium. Academy of Management Meeting, Chicago, IL, 2024.

Co-organizer of “Navigating the mid-career stage: Career advancement and impact in the OMT field” PDW. Academy of Management Meeting, Chicago, IL, 2024.

Co-organizer of “Advancing scholarship through abductive reasoning and question- driven Research” symposium. Academy of Management Meeting, Chicago, IL, 2024.

Co-organizer of “ Language, meaning, and organizing: Exploring multi-level theorizing and analysis” PDW. Academy of Management Meeting, Virtual, 2021.

Co-organizer of “ Language, meaning, and organizing: Linguistic theories and methods of organizing” PDW. Academy of Management Meeting, Virtual, 2020.

Co-organizer of “Cultural entrepreneurship within, outside, between, and across categories” symposium. Academy of Management Meeting, Virtual, 2020.

Co-organizer of “The duality of actors and structures in category studies” symposium. Academy of Management Meeting, Boston, MA, 2019.

Co-organizer of “Identities and categories: Reflections, integration, and future directions” Showcase symposium. Academy of Management Meeting, Atlanta, GA, 2017.

– *Nominee*, Best Symposium Award, Organization and Management Theory (OMT) Division.

Co-organizer of “Managing audience evaluations in financial markets: The role of strategic communication” symposium. Academy of Management Meeting, Anaheim, CA, 2016.

Co-organizer of “Institutional logics and categories: Reflections, integration, and future directions” symposium. Academy of Management Meeting, Anaheim, CA, 2016.

Co-organizer of “Category dynamics: Emergence, change, and dissolution” Showcase symposium. Academy of Management Meeting, Vancouver, BC, 2015.

– *Runner-up*, Best Symposium Award, Organization and Management Theory (OMT) Division.

Co-organizer of “Markets and symbols: Capturing value through meaning making” Showcase symposium. Academy of Management Meeting, Montréal, QC, 2010.

AWARDS AND HONORS

- Summer Research Grant, Albers School of Business and Economics, Seattle University, 2025
- Provost’s Grants for RRC Course Development, Seattle University, 2024
- Best Reviewer Award, AOM OMT Division, 2024
- Faculty Fellow, Center for Business Ethics, Seattle University, 2023–2024
- Winner, Best Entrepreneurship Paper Award, AOM OMT Division, 2022
- Runner-up, Entrepreneurial Cognition Best Paper Award, AOM MOC Division, 2022
- Finalist, Best Article Award, Academy of Management Review, 2021
- Summer Faculty Fellowship, Seattle University, 2019
- Summer Research Grant, Albers School of Business and Economics, Seattle University, 2018
- Summer Research Grant, Albers School of Business and Economics, Seattle University, 2017
- Junior Faculty Professional Development Grant, Seattle University, 2017
- Winner, Faculty Proposal Award, Cognition in the Rough Workshop, AOM MOC Division, 2016
- Winner, Past President’s Best Paper Award, Western Academy of Management Conference, 2016
- Finalist, Wiley-Blackwell Outstanding Dissertation Award, AOM BPS Division, 2015
- Nominee, Louis Pondy Best Dissertation Paper Award, AOM OMT Division, 2015
- Dean’s Fellowship for Outstanding Researchers, Marshall School of Business, USC, 2012
- PhD Recognition, Marshall School of Business, USC, 2012
- Dissertation Grant, Strategy Research Foundation (\$10,000), 2011
- PhD Dissertation Fellowship, NASDAQ OMX Educational Foundation (\$15,000), 2011
- Doctoral Research Award, Lloyd Greif Center for Entrepreneurial Studies, USC (\$2,500), 2011

PROFESSIONAL DEVELOPMENT

- AOM AMR/Annals Idea Development Workshop, Pepperdine University, CA, 2025
- Mid-Career PDW, OMT Division, Academy of Management Meeting, Chicago, IL, 2024
- Mid-Career Consortium, STR Division, Academy of Management Meeting, Virtual, 2021

- Annual Paper Development Workshop, University of Edinburgh Business School, Virtual, 2021
- ASQ Paper Development Workshop, Academy of Management Meeting, Atlanta, GA, 2017
- MOC Cognition in the Rough Workshop, Academy of Management Meeting, Anaheim, CA, 2016
- Professional Development Workshop, SEE Conference, Denver, CO, 2016
- Junior Faculty Consortium, OMT Division, Academy of Management, Vancouver, BC, 2015
- Paper Development Workshop, Industry Studies Association Conference, Portland, OR, 2014.
- The Experiential Classroom XIV, Gainesville, FL, 2013
- Dissertation Consortium, BPS Division, Academy of Management Meeting, Boston, MA, 2012
- CCC Colloquium for Doctoral Student Research, College Park, MD, 2012
- Doctoral Student Workshop, Strategic Management Society Conference, Miami, FL, 2011
- Doctoral Consortium, Reputation Institute Conference, New Orleans, LA, 2011
- Doctoral Consortium, West Coast Research Symposium, Eugene, OR, 2010
- Doctoral Consortium, BPS Division, Academy of Management Meeting, Montréal, QC, 2010
- Dissertation Workshop, BPS Division, Academy of Management Meeting, Chicago, IL, 2009

TEACHING

Seattle University, Albers School of Business and Economics

- MBA 5500: Competitive Strategy
- MGMT 5400: Sustainability Strategy
- MGMT 4910: Managerial Decisions with AI
- MGMT 4890: Strategic Management
- MBA 5250: Strategy and Innovation
- INBU 4860: International Management

SERVICE

Professional:

- Editorial review board, *Journal of Management Studies*, 2024–Present
- Editorial review board, *Strategic Organization*, 2022–Present
- Ad hoc reviewer (in the previous year): *Academy of Management Journal*, *Organization Science*, *Strategic Management Journal*, *Journal of Management Studies*, *Strategy Science*, *Academy of Management Discoveries*; *Academy of Management Meeting*, *Strategic Management Society Conference*
- Member, Research Committee, AOM OMT Division, 2023–Present
- Member, Research Committee, AOM STR Division, 2022–2024
- Faculty mentor, Doctoral Consortium, AOM OMT Division, 2025
- Faculty mentor, Doctoral Consortium, West Coast Research Symposium, 2024
- Member, Membership Engagement Committee, AOM STR Division, 2019–2022
- Panelist, New and Returning Member Forum, AOM OMT Division, 2022
- Reviewer, Strategy Research Foundation (SRF) Dissertation Grant, 2021, 2022, 2024
- Discussant, AOM PDW on Optimal Distinctiveness, Virtual, 2021
- Social media chair, AOM OMT Division, 2014–2018
- Facilitator, Cognition in the Rough Workshop, AOM MOC Division, 2017
- Panelist, Managing Your Dissertation Workshop, AOM BPS Division, 2016
- Panelist, Doctoral Workshop, Strategic Management Society Conference, 2015

Seattle University:

- Member, Office of Sponsored Projects (OSP) Advisory Council, 2021–2022, 2023–2025
- Member, Albers Brand/Reputation Taskforce, 2024–2025

- Member, Albers ADVANCE Taskforce, 2023–2024
- Chair, Albers Summer Grant Review Committee, 2024
- Chair, Albers Robert B. O’Brien Endowed Chair Award Committee, 2024
- Member, Albers Strategic Planning Team, 2017–2018, 2018–2020, 2023–2024
- Member, Albers Promotion and Tenure Committee, 2022
- Member, Management Department Faculty Search Committee, 2021, 2022
- Chair, Summer Faculty Fellowship Review Committee, 2021
- Member, Albers Scholarship Research Committee, 2017–2020
- Member, Summer Faculty Fellowship Review Committee, 2020
- Member, Provost’s Awards Committee, 2018
- Co-organizer, Albers Scholarship Seminar Series, 2015–2017
- Member, Marketing Department Faculty Search Committee, 2016

PROFESSIONAL AFFILIATIONS

Academy of Management, Strategic Management Society, European Group for Organizational Studies