

Dana Jongyoun BAEK

danabaek@iu.edu

ACADEMIC APPOINTMENT

July 2025 - Present	Indiana University – Bloomington, Kelley School of Business Tenure Track Assistant Professor of Management and Entrepreneurship Department	Bloomington, IN, USA
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EDUCATION

2025	INSEAD PhD in Entrepreneurship and Family Enterprise	Singapore
2017	Seoul National University M.S. in Organizational Behavior and Human Resources Management	Seoul, Korea
2015	University of Seoul Bachelor of Business Administration, Minor in Urban Sociology	Seoul, Korea
2012-2013	University of California, Berkeley , Exchange Student	CA, USA

RESEARCH INTERESTS

Innovation and Technology, Incumbent Firms' Adaptation to Technological Discontinuities through Strategic Alliances, Automotive Industry, Corporate Venture Capital Investment

RESEARCH

- Dana Jongyoun Baek, Andrew Shipilov, and Nathan Furr. "Multiplex Networks and Firms' Adaptation to Technological Discontinuities" (*Revise and Resubmit*)
- Dana Jongyoun Baek, The Interplay of Alliance and Knowledge Networks in Strategic Value Creation (*Under Review, Received Will Mitchell Dissertation Research Grant, Strategic Management Society, 2024-2025*)
- Dana Jongyoun Baek, Andrew Shipilov, and Nathan Furr. "From Gasoline to Electric: How Incumbents Leverage Their Old Network to Cope with Technological Discontinuities in the Automotive Industry" (*Preparing for Submission*)
- Dana Jongyoun Baek and Martin Gargiulo. "The Unintended Consequences of Strategic Alliances on the Stability of Supply Relationships in the Automotive Industry" (*Preparing for Submission*)
- Dana Jongyoun Baek and Daniel Wilde. "How Corporate Venture Capital Investment Affects Incumbents' Intra-firm Cognitive Variations on Emerging Technology" (*Data Analysis Stage*)

INVITED CONFERENCE PRESENTATION (* denotes co-author presentations)

Technological Interdependence and Partnership Networks: Shaping Incumbents' Innovation through the Alliance Portfolio Design

2025 | Academy of Management (Copenhagen)

2024 | CCC Doctoral Student Colloquium (Saint Louis), Academy of Management (Chicago), Strategic Management Society (Istanbul)

2023 | Wharton-INSEAD Doctoral Consortium (Singapore)

How Brokerage in Buyer-Supplier Networks Affects Incumbents' Adaptation to Technological Discontinuities

2024 | Reputation Symposium (London)

2023 | Network Evolution Conference (Fontainebleau), Strategic Management Society (Toronto)*, Academy of Management (Boston)

The Unintended Consequences of Strategic Alliances on the Stability of Supply Relationships in the Automotive Industry

2024 | ESMT Research Seminar (Berlin)*

2023 | Academy of Management (Boston), Trans-Atlantic Doctoral Conference (London)

2022 | Wharton-INSEAD Doctoral Consortium (Fontainebleau)

How Corporate Venture Capital Investment Affects Incumbents' Intra-firm Cognitive Variations on Emerging Technology

2023 | INSEAD Doriot Entrepreneurship Conference (Singapore), Strategic Management Society (Toronto)

AWARDS & FELLOWSHIPS

Best Student Paper Finalist in TIM division, Academy of Management, 2025

Will Mitchell Dissertation Research Grant, Strategic Management Society, 2024-2025

PhD Award, Rudolf and Valeria Maag Scholarship in Entrepreneurship, 2023-2025

INSEAD Doctoral Fellowship, 2018-2024

Seoul National University TA Fellowship 2016-2017

TEACHING

2020, 2023 TA for Social Network Analysis (PhD course at INSEAD, taught empirical analysis using Python NetworkX)

2021, 2022 Introduction to Programming Language with Python (Python Bootcamp for Incoming PhD students at INSEAD)

REFERENCE

Prof. Andrew Shipilov (Advisor)

INSEAD | andrew.shipilov@insead.edu

Prof. Martin Gargiulo (Advisor)

INSEAD | martin.gargiulo@insead.edu

Prof. Nathan Furr

INSEAD | nathan.furr@insead.edu

Prof. Melissa Schilling

New York University | mas28@stern.nyu.edu