

Emily W. Choi

Cox School of Business | Southern Methodist University
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CURRENT POSITIONS

Professor of Practice

Linda A. and Kenneth R. Morris Endowed Director, Caruth Institute for Entrepreneurship
Management, Strategy, and Entrepreneurship
Southern Methodist University, Cox School of Business, Jan. 2025 - present

POSITIONS HELD

Associate Professor of Instruction

Academic Program Director, Innovation and Entrepreneurship
Organizations, Strategy, and International Management (OSIM)
The University of Texas at Dallas, Jindal School of Management, 2022 – 2024

Assistant Professor

The University of Texas at Dallas, Jindal School of Management, 2011 – 2021

Innovation Facilitator

University of California, Berkeley, Institute for Business Innovation, 2008 – 2010

Graduate Researcher & Graduate Student Instructor, MBA leadership

University of California, Berkeley, Haas School of Business, 2005 – 2011

Senior Manager, New Product Operations

Apple Inc., Cupertino, CA, 2003 – 2004

Founding Team & Director of Supply Chain Solutions

E2open Inc., Redwood City, CA and Singapore, 2000 – 2003

Co-founder

Aurum Solutions, Ltd., Hong Kong SAR, China, 1999 – 2000

Manager, Procurement and Reengineering

Selected in Leadership (Development) Program in Procurement and Logistics
International Business Machines (IBM) Corp., Boulder, CO; Somers, NY; Shenzhen, China, 1997 – 2000

EDUCATION

University of California, Berkeley, Haas School of Business

Doctor of Philosophy

Dissertation: “Organizational Identity and Interorganizational Alliances” Waverly W. Ding and James R. Lincoln (co-chairs)

Thunderbird School of Global Management

Master of International Management

Concentration in Finance

Arizona State University, W.P. Carey School of Business

Master of Business Administration
Concentration in Supply Chain Management

Washington University in St. Louis
Bachelor of Arts
Major in East Asian Studies, Minor in Business Management

COURSES TAUGHT

Graduate level

Innovation@work

Developed a new course starting Fall 2024; experiential project-based course to solve real-world company and startup challenges.

Strategic Management

Executive Education course. Won teaching awards Spring 2021, Spring 2022

Start-up Launch I

Redesigned UTD's specialty course on developing a business concept towards its launch, focusing on customer validation.

Negotiation and Conflict Resolution

Ph.D. Seminar: Macro-Organizational Empirical Investigation

Undergraduate level

Lean Innovation for Public Services (ENTP 4399)

Designed Senior Capstone interdisciplinary team-based course on applying Design Thinking, Lean Startup/Innovation, and Agile methodologies to solve DoD national security problems.

Start-up Launch I

Redesigned UTD's specialty course on developing a business concept towards its launch, focusing on customer validation methods.

Innovation & Creativity

Innovation & Entrepreneurship

Strategic Management

Organizational Behavior

UNIVERSITY SERVICE

Task force team member, Integrating generative AI in curriculum and pedagogy, Spring 2024

Co-Chair, The Global Consortium of Entrepreneurship Centers (GCEC) conference, October 5-7, 2023.
~700 Attendees, raised \$180,000 in Sponsorships. Awarded the 2023 GCEC Center of Entrepreneurial Leadership.

Chair and Organizer, Texas University Network for Innovation and Entrepreneurship (TUNIE) conference
June 8-9, 2023. ~40 Attendees, raised \$10,000 in Sponsorships.

Co-Organizer, The Intersection Network Event, Interdisciplinary Faculty Research, May 9, 2023.

Co-Organizer, Bioengineering Startup Training for PhD students, and presenter, “How to articulate your academic idea to the market”. April 28, 2023.

Lead instructor, Collaborative Online International Learning (COIL)/Virtual Exchange with Deakin University. ENTP 4360 (Innovation and Creativity course). Spring 2023 – current.

Co-Lead, CG Infinity UTD Infinite Corporate Incubator Program and Internship Initiative, Fall 2023

Other service contributions

2013 - present

- UTD Big Idea Competition, mentor and semi-finalist judge
- CometX Accelerator Demo Day Judge
- UTD Venture Capital Seed Fund Advisory board
- Richardson Youth Leadership Program, mentor

2006 – present

- Reviewer for Academy of Management Annual Meetings (OMT and ENT)
- Reviewer for Strategic Management Society (Cooperative Strategies track)

2012 – present

- Ad-hoc Reviewer for journals: *Organization Science*, *Administration Science Quarterly*, *Journal of Business Venturing*, *Strategic Entrepreneurship Journal*, *Research Policy*, *Production and Operations Management*

2013 – 2015

- OSIM Department Seminar Coordinator
- Innovat(her), mentor and presenter

PUBLISHED PAPERS

Choi, Emily W., Özalp Özer and Yanchong Zheng. 2020. “Network trust and trust behaviors among executives in supply chain interactions.” *Management Science* 66(12): 5823–5849.

Smedlund, Anssi and **Emily W. Choi**. 2020. “The contingent effect of work roles on brokerage in professional organizations.” *Connections* 39(1): 1-13.

Okeke, N.L., Webel, A.R., Bosworth, H.B., Aifah, A., Bloomfield, G.S., **Choi, W.E.**, Gonzales, S., Hale S, Hileman CO, Lopez-Kidwell V., Muiruri C, Oakes M, Schexnayder J, Smith V, Vedanthan R, Longenecker, C.T. 2019. “Rationale and Design of a Nurse-led Intervention to Extend the HIV Treatment Cascade for Cardiovascular Disease Prevention Trial (EXTRA-CVD).” *American Heart Journal* 216: 91-101. (Authorship is alphabetical; Work funded by the grant NIH/NHLBI-U01HL142099 from the National Institutes of Health.)

Grosser, Travis J., David Obstfeld, **Emily W. Choi**, Meredith Woehler, Virginie Lopez-Kidwell, Guiseppe Labianca, and Stephen Borgatti. 2018. “A sociopolitical perspective on employee innovativeness and performance: The role of political skill and network structure.” *Organization Science* 29(4): 547-753.

Ding, Waverly W. and **Emily W. Choi**. 2011. “Divergent paths to commercial science: A comparison of scientists’ founding and advising activities.” *Research Policy* 40: 69-80.

OTHER PUBLICATIONS & BOOK CHAPTERS

Welbourne Eleazar, Miranda; Reinke, Karl H., and **Choi, Emily W.** 2023. “Entrepreneurial ethical discernment: How entrepreneurs identify the ethical line in ethical gray areas.” Best Paper Proceedings, 83rd annual Academy of Management Conference, Boston, MA.

Lincoln, James R. and **Emily W. Choi.** 2010. “Strategic alliances in the Japanese economy: Types, critiques, embeddedness, and change.” In H. Miyoshi and Y. Nakata (eds.), *Has the Japanese Firm Changed?* Palgrave Macmillan, UK.

PAPERS UNDER REVIEW AND IN PROCESS

Welbourne Eleazar, Miranda and Choi, Emily W. “Moral Intensity, system 2 thinking, and entrepreneurial ethical decision-making.” *Submitted to Journal of Business Venturing.* (42 pages)

Welbourne Eleazar, Miranda; Reinke, Karl H., and Choi, Emily W. “Entrepreneurial ethical discernment: How entrepreneurs identify the ethical line in ethical gray areas.” *Preparing to submit to Administrative Science Quarterly.* (60 pages)

Kautz, Jason D. and Choi, Emily W. “Being certain there is someone to catch you: A review and integration of trust growth research to uncover the cause of overtrusting.” *Preparing for Academy of Management Review.* (24 pages)

Choi, Emily W. “Problem-solving communications in formal and informal organizations.” *Preparing for submission to Organization Science.* (35 pages)

Emily W. Choi, Virginie Lopez-Kidwell, Chris T. Longenecker. “An egocentric social network analysis of patient-provider trust, communication, and relationship quality with cardiovascular risk factor control among people living with HIV.” Data analysis.

GRANTS/CONTRACTS AWARDED

The Innovate Hub @ UTD. Emily W. Choi (P.I.) State of Texas National Research University Fund (NRUF) [\$370,000] August 1, 2023 – August 1, 2024. Used to fund IIE efforts to develop new programs (such as Innovation@work) at UTD@IQ in the City of Richardson’s IQ-HQ.

A Nurse-led intervention to extend the HIV treatment cascade for cardiovascular disease prevention Chris Longenecker (P.I.), Social Network analysts: Emily W. Choi and Virginie Lopez-Kidwell, National Institutes of Health June [\$1.9M] 2018 – June 2023.

Network Analysis Project. Emily W. Choi (P.I.), University Hospitals Health Systems, Inc. [\$31k] Sept 2016 - Sept 2017

Research Grant. Emily W. Choi (P.I.), Institute of Business and Economic Research, University of California, Berkeley. 2009 [\$3k], 2011 [\$3k]

HONORS AND AWARDS

Global Leadership MBA Faculty Teaching Award, Spring 2021, Spring 2022, UTD

Ewing Marion Kauffman Foundation Dissertation Fellowship award, 2010 – 2011, Kansas City, MO

Outstanding Graduate Student Instructor Award, 2008, University of California, Berkeley
 Crawford Research Fellowship, 2006 – 2007, University of California, Berkeley
 Academic Scholarship, 1996 – 1997, Thunderbird School of Global Management
 Merit Based Tuition Waiver, 1995 – 1996, Arizona State University
 East Asian Studies Department Award, 1993 – 1994, Washington University in St. Louis

INVITED RESEARCH TALKS/PRESENTATIONS

- 2025 Hacking for Defense Educators Summit, Washington D.C. area, July 14-15. Presented “101 Core Curriculum: Lean Launchpad Arc”; Panelist, “Real Talk From the Field”
- 2024 Global Consortium for Entrepreneurship Centers (GCEC) conference, Bangkok Thailand, June 2024. Presented “Connecting entrepreneurship students across the world through Collaborative Online International Learning (COIL)”
- 2024 United States Association for Small Business and Entrepreneurship (USASBE) conference, Birmingham, AL, January 2024, presented “Measuring Gray Area Decision-Making in Entrepreneurship”
- 2023 Sustainability Ethics and Entrepreneurship conference, Puerto Rico, March 2023. Presented “The Ethical Line in Entrepreneurship”
- 2023 Academy of Management conference, Boston, MA. August, 2023. Presented “Entrepreneurial Ethical Discernment: Identifying the Line in Ethical Gray Areas”
- 2023 Global Consortium for Entrepreneurship Centers (GCEC) conference, Dallas, TX. October 2023. Presented “Yes, and...Using Improv techniques for Design-Thinking business building.”
- 2022 Academy of Management, Seattle, WA.
 “Deconstructing Entrepreneurial Ethical Decisions Down the Ethical Slippery Slope”. Paper Session.
 “Trust between Individuals and Organizations”. PDW facilitator.
- 2020 Strategic Management Society, London, U.K. (virtual). “Initiating Problem-solving Communications in Formal and Informal Organizations.” Paper session.
- 2019 The HR Southwest Conference, Fort Worth, TX “Hidden power of social networks.”
- 2018 Strategic Management Society, Paris, France. “Trust among executives.” Paper session.
 Academy of Management, Chicago, IL. “Trust among executives.” Paper symposium.
- 2017 Strategic Management Society, San Jose, Costa Rica. “New firm comprehensibility and early alliance formation.”
- 2016 Laboratory for Behavioral Operations and Economics (LBOE) Fall Seminar series. “Trust among executives”
 Academy of Management, Anaheim, CA. Presented “As time goes by: The signaling role of top management team heterogeneity on firm outcomes” Paper symposium. Presented “Communication networks and innovation in a professional service organization” Paper symposium.

- 2015 Academy of Management, Vancouver, Canada. “Don’t stand so close to me: Overlapping proximities and innovation-related communications” Paper Symposium; “New Venture Entry Strategies: Linking founding teams, venture capitalists, and industry characteristics” Organized Symposium
- Strategic Management Society, Denver, CO. “As time goes by: The signaling role of top management team heterogeneity on firm outcomes”
- 2014 European Group for Organisational Studies, Rotterdam, Netherlands. “Don’t stand so close to me: Organizational, Physical and Social Closeness and Innovation-related Communications” Paper symposium
- 2013 Academy of Management, Orlando, FL: Presented “The Role of Market Identity and Exploration Alliances on the Timing of IPOs” Paper symposium
- Bloch School of Management, University of Missouri, Kansas City: The Role of Market Identity and Exploration Alliances on the Timing of IPOs
- 2012 Academy of Management, Boston, MA: Presented “The Role of Cognitive Legitimacy in Early Alliance Formation” Paper symposium
- 2011 Presented “The Role of Cognitive Legitimacy in Early Alliance Formation” to the following invited seminars and colloquia
- University of Pennsylvania, Wharton School of Business,
 - Penn State University, Smeal School of Business,
 - University of California, Berkeley, Haas School of Business, Innovations Seminar,
 - Nanyang Technological University, Nanyang Business School,
 - Stevens Institute of Technology, Howe School of Technology Management.
- 2010 West Coast Research Symposium, Eugene, OR: Participant, Doctoral Student Workshop on Technology Entrepreneurship
- Academy of Management, Montreal, Canada: Session Chair, "Entrepreneurship and Alliances"
- Academy of Management, Montreal, Canada: Participant, ENT Division Doctoral Consortium
- American Economic Association, Atlanta, GA: Participant, Kauffman Entrepreneurship Mentoring Workshop
- Presented “The Role of Cognitive Legitimacy in Early Alliance Formation” at the following invited seminars and colloquia
- Southern Methodist University, Cox School of Business,
 - The University of Texas at Dallas, School of Management.
- 2009 Academy of Management, Chicago, IL: Presented “Communication Networks in Routine and Non-routine Tasks” (joint work with A. Smedlund)
- 2008 Trans-Atlantic Doctoral Conference, London School of Business, U.K.: Presented, “The Effect of Partnership Choice on Performance during Institutional Uncertainty”
- LINKS Center Summer Social Network Analysis Workshop, University of Kentucky, Gatton College of Business and Economics, Lexington, KY
- NetLogo Agent-Based Modeling Workshop, Northwestern Institute on Complex Systems (NICO), Northwestern University, Evanston, IL

Academy of Management, Anaheim, CA: Symposium organizer, “Formation and Evolution of Social Networks in Organizations and Small World Systems”

Academy of Management, Anaheim, CA: Session Chair, “Brokers and Bridges in Inter-organizational networks”

- 2007 Academy of Management, Philadelphia, PA: Presented “An Integrated Analysis of University Scientist Commercial Activity”, symposium on Scientists, Engineers, and the Process of Innovation (Joint work with W. Ding)

DOCTORAL COMMITTEES

Liu (Luna) Yu, 2023 (committee member) – “Essays on digital entrepreneurs’ strategic categorization strategies”. First job: Stevens Institute of Technology

Miranda Welbourne Eleazar, 2021 (committee member) – “Strategic decision-making in the face of adversity”. First job: University of Iowa

Cristina Vlas, 2018 (Co-chair) – “Internal and external innovation: Antecedents, moderators, and consequences”. First job: University of Massachusetts, Amherst

Xuijuan (Rosemary) Li, 2018 (committee member) – “Organizational learning from heterogeneous failures”. First job: Warwick Business School, U.K.

Young-Hoon (Gabriel) Jung, 2018 (committee member) – “Institutions behind corporate nonmarket strategy”. First job: California State University, Bakersfield

Carliss Miller, 2016 (committee member) – “Interpersonal competitive dynamics in the workplace: the dark side of demographic similarity”. First job: Sam Houston State University

Martina Quan, 2013 (committee member) – “Multidimensional niches and independent film production companies in Hollywood”. First job: Renmin University

PROFESSIONAL MEMBERSHIPS / ACTIVITIES

- Member, United States Association for Small Business and Entrepreneurship (USASBE), 2022 – present
- Member, The Global Consortium of Entrepreneurship Centers (GCEC), 2022 – present
- Member, Texas University Network for Innovation and Entrepreneurship (TUNIE), 2023 – present
- Member, Strategic Management Society, 2012 – present
- Member, Academy of Management, 2006 – present
- Chair, Electronic Supply Chain Association, Supplier managed inventory study, 2000 – 2003