March 10th, 2019

NBER Entrepreneurship Research Boot Camp
National Bureau of Economic Research
1050 Massachusetts Avenue
Cambridge, MA 02138, US

To Whom It May Concern:

I am very pleased to submit application for the NBER Entrepreneurship Research Boot Camp 2019. I look forward to the prospect of learning from distinguished scholars and meeting other young cohorts of PhD students who share common interest in the economic and entrepreneurial perspectives.

My research interests focus on how firms manage intangible assets such as entrepreneurial celebrity to efficiently acquire financial resources. As a strategic management doctoral student, I integrate diverse streams of research in my approach to studying resource acquisition processes in entrepreneurship. I believe that my multi-disciplinary, approach to entrepreneurship research will enable me to provide a unique perspective to the discussions and debates that are the active in the entrepreneurship research community.

Please find attached documents of a personal statement and my resume that details how my participation in the ERBC will further my research program in entrepreneurship. A letter of recommendation from Professor Suresh Kotha, my dissertation advisor at the University of Washington, will follow under separate cover.

Thank you for your consideration.

Sincerely,

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seowon@uw.edu

Personal Statement

For four years as an international and serial entrepreneur, I spearheaded operations of a venture firm and managed multiple investment deals working with many angel investors, venture capitalists, and institutional investors. My experience as a founder of two startup companies, one in South Korea in 2007 and the other in the Silicon Valley in 2011 was intriguing. However, the experience ignited my curiosity to further examine the phenomenon in an academic perspective. While doing so specifically, I become very interested in the funding processes of venture firms.

My research interests in entrepreneurship are grounded in my experiences as a founder and entrepreneur that experienced multiple financial investment deals. Some of the questions I delve into are; How do entrepreneurial ventures strategize and leverage their limited resources to gain resources among relevant investors? Is achieving entrepreneurial celebrity status a novel way for ventures to gain resources? Are entrepreneurial celebrity ventures different from venture that have not achieved celebrity status? These questions, at the intersection of entrepreneurship, innovation, and finance, drive my research. These questions have garnered my attention since my days as a practicing entrepreneur, inspiring my passion to continue pursuing entrepreneurial research in an academic setting.

Specifically, my research interests focus on entrepreneurial celebrity ventures that attract a large amount of attention and evoke positive emotional responses among potential investors (Rindova, Pollock, and Hayward 2006; Zavyalova, Pfarrer, and Reger 2017). One of my interests on entrepreneurial celebrity phenomenon is focused on unicorn ventures, an emerging category of nascent ventures that are privately held and those have achieved a valuation of one billion U.S dollars or more. These ventures represent a select group of venture firms that are potentially revolutionary and innovative in the entrepreneurial ecosystem. Studying unicorn ventures is important because it is one of the major aspirations of not only the most entrepreneurs but also venture capital (VC) investors. Entrepreneurs aspire to build unicorns because I expect achieving unicorn status may signal many different consequences including firm's financing strategy (Hellmann and Puri 2000), human resource policies (Hellmann and Puri 2002), commercialization processes (Gans and Stern 2003; Hsu 2006), innovation (Chatterji and Fabrizio 2016; Marx, Gans, and Hsu 2014; Pahnke et al. 2015), and survival and growth (Bermiss et al. 2017; Kerr, Lerner, and Schoar 2014). Also, the reason VC investors are interested in investing in unicorns because, according to a venture capitalist at Sequoia Capital, Aaref Hilaly, unicorn exits help them to gain returns far higher than general investments.

One of my research projects examines the entrepreneurial celebrity ventures in the IPO context. This study addresses question: **'How is financial resource acquisition of entrepreneurial celebrity ventures different from that of non-celebrity firms in IPO contexts?'** It examines underpricing of IPO firms between 2010 and 2017 in the US market. Underpricing refers to difference between offer price and closing price on the first day of IPO stock (Ritter and Welch 2002). Preliminary findings are counterintuitive; unicorn ventures are more underpriced than non-unicorns despite the fact previous studies (Gornall and Strebulaev 2018) argue that unicorns are generally overvalued. We posit that undervaluation is due to 'fear of missing out (FOMO)' among investors. We contribute by highlighting the boundary conditions under which FOMO occurs by considering moderating effects of share overhang and total asset of nascent ventures on the relationship between celebrity status and IPO underpricing.

As I developed my interested in the research topics, before joining the PhD program, I realized personal need for rigorous and robust research methods that go beyond conventional statistics. This is primarily because data for private entrepreneurial firms generally are difficult to obtain and it is very challenging to accurately measure the constructs. This renders it difficult to establish causal relations among variables. To solve the methodological issues I confronted, I decided to audit 'The Statistics of Causal Inference in the Social Sciences' offered by the Department of Statistics in UC Berkeley. Throughout the course, I have reviewed the existing literature in my areas of interest and realized that some studies lack due consideration of counterfactual conditions, measure treatment effects in an unreliable manner, or are vulnerable to the issues of endogeneity and omitted variable bias. I believe that the training I received on randomized inference, matching, regression-discontinuity design, and instrumental variables will surely contribute to addressing these common pitfalls when I conduct my own research. The course was helpful in designing my studies in a quantitatively very rigorous manner.

I believe participation in ERBC would have similarly insightful effect on my research. I am currently in my last quarter of 3rd year, in the process of exploring potential dissertation topics. Attending the ERBC at this important phase in my academic career will benefit me in developing the specific research questions that will shape my dissertation research. I very much look forward to sharing and discussing interesting and rich ideas at ERBC with the colleagues.

References

Bermiss, Y. Sekou, Benjamin L. Hallen, Rory McDonald, and Emily C. Pahnke. 2017. "Entrepreneurial Beacons: The Y Ale Endowment, Run-ups, and the Growth of Venture Capital." *Strategic Management Journal* 38(3):545–65.

Chatterji, Aaron K. and Kira R. Fabrizio. 2016. "Does the Market for Ideas Influence the Rate and Direction of Innovative Activity? Evidence from the Medical Device Industry." *Strategic Management Journal* 37(3):447–65.

Gans, Joshua S. and Scott Stern. 2003. "The Product Market and the Market for 'Ideas': Commercialization Strategies for Technology Entrepreneurs." *Research Policy* 32(2):333–50.

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Hsu, David H. 2006. "Venture Capitalists and Cooperative Start-up Commercialization Strategy." *Management Science* 52(2):204–19.

Kerr, William R., Josh Lerner, and Antoinette Schoar. 2014. "The Consequences of Entrepreneurial Finance: Evidence from Angel Financings." *Review of Financial Studies* 27(1):20–55.

Marx, Matt, Joshua S. Gans, and David H. Hsu. 2014. "Dynamic Commercialization Strategies for Disruptive Technologies: Evidence from the Speech Recognition Industry." *Management Science* 60(12):3103–23.

Pahnke, Emily Cox, Rory McDonald, Dan Wang, and Benjamin Hallen. 2015. "Exposed: Venture Capital, Competitor Ties, and Entrepreneurial Innovation." *Academy of Management Journal* 58(5):1334–60.

Rindova, Violina P., Timothy G. Pollock, and Mathew L. A. Hayward. 2006. "Celebrity Firms: The Social Construction of Market Popularity." *Academy of Management Review* 31(1):50–71.

Ritter, Jay R. and Ivo Welch. 2002. "A Review of IPO Activity, Pricing, and Allocations." *The Journal of Finance* 57(4):1795–1828.

Zavyalova, Anastasiya, Michael D. Pfarrer, and Rhonda K. Reger. 2017. "Celebrity and Infamy? The Consequences of Media Narratives About Organizational Identity." *Academy of Management Review* 42(3):461–80.

SEOWON JOSEPH SHIN

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RESEARCH INTERESTS

- Strategic Management and Entrepreneurship
- Entrepreneurial Celebrity in Venture Funding Processes

EDUCATION

University of Washington, Michael G. Foster School of Business — Seattle, WA, USA
Ph.D.in Strategic Management and Entrepreneurship (Expected 2021) — Sep. 2016 – Present

Seoul National University, SNU Business School — Seoul, Korea
M.S. in Business Administration. — Mar. 2010 – Feb. 2012

Korea University, Korea University Business School — Seoul, Korea
B.A. in Business Administration. — Mar. 2005 – Feb. 2009

Pittsburg State University, Kelce School of Business — Pittsburg, KS, USA
Exchange Program. (with All A Scholastic Honor) — Sep. 2006 – Feb. 2007

RESEARCH EXPERIENCE

Korea Institute of Science and Technology Evaluation and Planning (KISTEP) — Seoul, Korea
Researcher — Jun. 2014 – Jun. 2016

Walter A. Haas School of Business, University of California Berkeley — Berkeley, CA, USA
Visiting Researcher — Aug. 2012 – May. 2014

PUBLICATIONS

What Causes Technology Commercialization to Succeed or Fail after Transfer from Public Research Organizations (With Yong-Jeong Kim). 2017. *Asian Journal of Innovation and Policy*, 6(1), 23-44.

Patented Technology and New Firm Formation from Korean Universities (With Yong-Jeong Kim in Korean). 2016. *The Journal of Intellectual Property*, 11(1), 163-196.

Understanding Organizational Change into Entrepreneurship: A Theoretical Frameworks and Integration. 2013. *Management Review: An International Journal*, 8(2), 29-53.

WORK IN PROGRESS

What is Interesting about Unicorns? An Exploratory Study. *Under Review*.
A Blessing or Curse? Being a Uncorn in the IPO Market. *Write-up Stage*.
When Bad News is Good News: Positive Effects of Negative Media Coverage on Venture Tie Formation. *Data Collection Stage.*

TEACHING ASSISTANTSHIPS

Innovation Strategy (ENTRE 422, ENTRE 522): Prof. Tiona Zuzul — Winter 2019, University of Washington
Foundations of Entrepreneurship (ENTRE 509): Prof. Suresh Kotha — Winter 2019, University of Washington
Strategic Management (MGMT 430): Prof. Tiona Zuzul — Spring 2018, University of Washington
Fundamentals of Business Plan Practicum (ADMIN514) — Winter 2018, 2019 University of Washington
Introduction to Entrepreneurship (ENTRE 370): Prof. Emily Cox Pahnke — Fall 2017, University of Washington
Human Resource Management (HRM 301) — Spring 2011, Seoul National University
Introduction to Organization Theory (MGMT 630) — Spring 2010, Seoul National University

INDUSTRY EXPERIENCE

Jellycoaster Inc. — Seoul, Korea & San Francisco, CA, USA
Co-Founder / Chief Strategic Officer — Aug. 2010 – Jun. 2014

The Boston Consulting Group (BCG) — Seoul, Korea
Research Analyst — Summer, 2008

HONORS and AWARDS

Statira Biggs Scholarship Award	April, 2019
Evert McCabe Endowed Fellowship Program in Private Enterprise	Sep. 2017, 2018
Top Scholar Award (Foster School of Business, University of Washington)	Sep. 2016
The Best Research Paper of the Year Award (KISTEP)	Dec. 2014, Dec. 2015
BK 21 Research Fellowship ("Brain Korea Project" by South Korean Government)	May. 2011
Korea University Business School Scholarhip (Korea University Business School)	Sep. 2007
All-A Scholastic Honor (Kelce Business School, Pittsburg State University)	Dec. 2006
Neo-Renaissance Scholarship (Global Academy for Future Civilizations)	Jan. 2006

REFERENCES

Suresh Kotha
Olesen/Battelle Excellence Chair in Entrepreneurship, Professor of Management,
University of Washington; skotha@uw.edu

Benjamin Hallen
Charlene M. and Arthur W. Buerk Endowed Faculty Fellow, Associate Professor of Management,
University of Washington; bhallen@uw.edu

Emily Cox Pahnke
Charlene M. and Arthur W. Buerk Endowed Faculty Fellow, Associate Professor of Management,
University of Washington; eacox@uw.edu

Daniel Olson
Assistant Professor of Management, University of Washington; dmolson@uw.edu

SELECTED COURSES TAKEN

Economic Foundations of Strategic Management (MGMT 590)
Sociological Foundations of Strategic Management (MGMT 591)
Contemporary Research Seminar in Strategic Management (MGMT 592)
Theoretical Foundations of Entrepreneurship (ENTRE581)
Technology, Innovation, and Entrepreneurship (ENTRE 582)
Behavioral Research Methods - Theory and Design (BARM 590)
Behavioral Research Methods - Approaches and Applications (BARM 591)
Applied Social Statistics (SOC 504, SOC 505)
Methodology: Quantitative Techniques in Sociology (SOC 506)
Data Science And Population Processes (SOC 538)

FOSTER SCHOOL OF BUSINESS
UNIVERSITY OF WASHINGTON

March 27th, 2019

NBER Entrepreneurship Research Boot Camp
National Bureau of Economic Research
1050 Massachusetts Avenue
Cambridge, MA 02138, US

Dear Committee Members:

I am delighted to nominate Seowon Joseph Shin to the NBER Entrepreneurship Research Boot Camp. Joseph is a highly motived third-year doctoral student at the Foster School of Business. He is a dedicated, hardworking student who is passionate about entrepreneurship research, especially research questions that fall at the nexus of entrepreneurial strategy and finance.

I have now known Joseph now for three years as a research assistant, and more recently as a co-author on a study focused on understanding the new venture "unicorn" phenomenon. Over the past three years that I have observed him, Joseph has demonstrated significant skills in generating interesting questions about entrepreneur research, especially the "unicorn new venture" phenomenon. He has assembled a novel dataset consisting of global unicorn new ventures since 1995. This dataset should help him address numerous research questions of interest to entrepreneurship researchers.

For his doctoral work, Joseph intends to examine the phenomenon of IPO underpricing using this dataset of global unicorn firms that he has hand collected over the past 18 months. He views unicorn ventures as "entrepreneurial celebrity" ventures and intends to examine whether their celebrity status: (1) impacts how shares are priced during their IPO offerings and; (2) is related to IPO underpricing, after controlling for all other determinants of IPO underpricing. This research area, IPO underpricing, is a topic of great interest to both management and entrepreneurial finance researchers. I firmly believe that the NBER Entrepreneurship Camp would benefit Joseph by helping him hone his econometric skills to address difficult issues that arise when studying the topic of IPO underpricing. He would also benefit from learning about methodological approaches that he could then apply directly to his doctoral work. I am confident that Joseph will be an active participant at the camp and many of the attendees will find him friendly and engaging.

In sum, I nominate him to this prestigious camp without any hesitation. Please let me know if you have any questions.

Sincerely,



Suresh Kotha

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