Dear Selection Committee,

Hello, my name is Jean Joohyun Oh, and I am a 3rd year PhD student in Management at Columbia Business School. I would like to be considered for admission to the 2020 NBER Entrepreneurship Research Boot Camp. Please find my contact information below. Also attached are my Curriculum Vitae and essay. Separately, Professor Jorge Guzman will send a recommendation letter to Brett Maranjian.

Email: jean.oh@gsb.columbia.edu
Mobile: 718-909-3019
Mailing Address: 7D Uris Hall, 3022 Broadway, New York, NY 10027

Thank you,

Jean Joohyun Oh

PhD Student
Management Division
Columbia Business School

JEAN JOOHYUN OH

Columbia Business School
3022 Broadway, Uris Hall
New York, NY 10027

Email: jean.oh@columbia.edu
Nationality/Citizenship: South Korea

EDUCATION

Columbia Business School, Columbia University — New York, NY
Ph.D. Candidate in Management — expected 2022
M.Phil. in Management — 2020

Seoul National University — Seoul, Korea
M.S. in Strategy and International Management — 2017
Thesis: *Sequential Homophily in Founding Teams and Gender Disparity in Entrepreneurship*
B.B.A. (Bachelor of Business Administration), *Summa Cum Laude* — 2015

Schulich School of Business, York University — Toronto, Canada
Study Abroad — Spring 2012

RESEARCH INTERESTS

Entrepreneurship, Labor Markets, Inequality and Stratification, Gender, Field Experiments

PUBLICATIONS

Guzman, Jorge, **Jean J. Oh**, and Ananya Sen (alphabetical order). 2020. What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment. ***Management Science (forthcoming).***

WORKING PAPERS

Ingram, Paul, and **Jean J. Oh**. Class Counts… and Multiplies! Social Class Origins and the Achievement of Workplace Authority. *Working paper.*

Jean J. Oh. Homophily in Founding Teams and the Gender Gap in Entrepreneurship: Evidence from an Entry Deregulation on Korean Law Firms. *Working paper.*

Guzman, Jorge, **Jean J. Oh**, and Ananya Sen (alphabetical order). Innovating to Solve Global Catastrophes: Who Cares and How Much? *Ideation stage.*

AWARDS & FELLOWSHIPS

2019-2021	PhD Fellowship, The Eugene M. Lang Entrepreneurship Center
2017-2022	Doctoral Fellowship, Columbia Business School
2017-2022	Doctoral Fellowship, Korea Foundation for Advanced Studies
2011-2014	Undergraduate Scholarship, Bang Il Young Foundation
2010	Undergraduate Scholarship, Samsung Junior Frontier Leaders Scholarship

CONFERENCE PRESENTATIONS

What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment
2020 Trans-Atlantic Doctoral Conference, London, UK (cancelled due to COVID-19)
2020 Columbia/NYU East Coast Doctoral Conference, New York, NY (cancelled due to COVID-19)

2019 Innovation Growth Lab Winter Research Meeting, Amsterdam, The Netherlands [featured blog post]
2019 Academy of Management Annual Meeting, Boston, MA

Class Counts… and Multiplies! Social Class Origins and the Achievement of Workplace Authority
2019 Academy of Management Annual Meeting, Boston, MA

Sequential Homophily in Founding Teams and Gender Disparity in Entrepreneurship
2017 Academy of Management Annual Meeting, Atlanta, GA

INVITED CONSORTIA/WORKSHOPS

2019 Innovation Growth Lab Winter Research Meeting, PhD Workshop, Amsterdam, The Netherlands
2019 West Coast Research Symposium, Doctoral Consortium, Stanford University, Stanford, CA

RESEARCH AFFILIATIONS

Innovation Growth Lab, Research Affiliate 2019-Present

PHD-LEVEL COURSEWORK

Columbia University

- **Business:** Economic Analysis I, Financial Econometrics: Panel Data, Introduction to Econometrics and Statistical Inference, Machine Learning, Strategy, Advanced Strategy: Topics & Methods, Organization Theory, Organizational Behavior, Seminar on Innovation Diffusion, Research Methods, Communicating Management Research, Proseminar
- **Political Science:** Experimental Research
- **Sociology:** New Directions in Economic Sociology

Seoul National University

- **Strategy:** International Business Seminar, Studies in Strategy Process, Social and Psychological Processes in Strategic Management, International Corporate Strategy, Research Methods in Strategic Management
- **Finance:** International Financial Management
- **Sociology:** Social Network Analysis

TA & TEACHING EXPERIENCE

Entrepreneurial Strategy, TA to Prof. Jorge Guzman, CBS (MBA, 2020)
Leadership and Organizational Change, TA to Prof. Paul Ingram, CBS (EMBA, 2018-2019)
Power & Influence, TA to Prof. Eric Abrahamson, CBS (EMBA, 2018-2020)
Environmental Shifts & Strategic Innovation, TA to Prof. Sun Hyun Park, SNU (EMBA, 2016)
Research Methods in Strategic Management, TA to Prof. Sun Hyun Park, SNU (MS/PhD, 2016)
Strategic Management, TA to Prof. Sun Hyun Park, SNU (Global MBA, 2016)
Stata Seminar, Instructor for Lab of Prof. Sun Hyun Park, SNU (MS, 2016)

COMPUTER SKILLS

Proficient in Stata, R, LaTeX, HTML/CSS; Basic knowledge of Python, Ruby, C/C++

NON-ACADEMIC WORK EXPERIENCE

Golocat — Seoul, Korea
Co-founder & Developer — 2013-2014
- Online platform for independent filmmakers to search for film locations
- Won KRW 50M (USD $42,000+) funding from Campus CEO Project by the Ministry of Science and ICT

UBS Securities — Seoul, Korea
Intern, Investment Banking Division — Winter 2012-2013

Barclays Capital — Seoul, Korea
Intern, Investment Banking Division — Fall 2012

The Boston Consulting Group — Seoul, Korea
Research Assistant — Summer 2012

Podotree (app startup) — Seoul, Korea
Product Development Editor, part-time — Sept 2010-Jan 2011

Dear Selection Committee,

I am a third year Ph.D. Student in Management at Columbia Business School. I am applying to the 2020 NBER Entrepreneurship Research Boot Camp as it is a great opportunity to sharpen my perspective of cutting-edge research on the economics of entrepreneurship. My research interests include two distinct streams of work: (1) entrepreneurial motivations in field experiments and (2) the gender gap in entrepreneurship. I work with Jorge Guzman, who will be sending a recommendation letter on my behalf, Ananya Sen, and Paul Ingram.

1. Entrepreneurial Motivations

I find entrepreneurship a very exciting phenomenon to study because it is the driver of innovation and economic growth. I am interested in the key actors of this whole process – the innovative entrepreneurs themselves. What drives entrepreneurs to pursue innovations? Are they motivated by the pursuit of money or social impact? What problems are they interested in solving? Insights on these questions not only contribute to entrepreneurship research, but to policies and ecosystems that hope to foster and support innovative entrepreneurs. To answer these questions, my main approach is to perform field experiments that reveal the underlying motivations and preferences from samples of actual entrepreneurs.

In a paper with Jorge Guzman and Ananya Sen, titled "What Motivates Innovative Entrepreneurs: Evidence from a Global Field Experiment" (forthcoming in *Management Science*), we examine how the motivations of innovative entrepreneurs differ across fundamental characteristics such as gender and culture. We conduct three inter-related field experiments with a global startup competition, the MIT Inclusive Innovation Challenge (MIT IIC), to examine how innovative entrepreneurs respond to emails that encourage them to apply using money vs. social impact framings. Using a large sample of more than 14,000 entrepreneurs pulled from MIT IIC, AngelList and Dunn & Bradstreet, we find consistent evidence that women and individuals located in more altruistic cultures are more motivated by social impact messages than money, while men and those in less altruistic cultures are more motivated by money than social impact. Our findings provide evidence of non-pecuniary motivations in innovative entrepreneurs. We also offer practical implications on how entrepreneurship policies and programs might better engage with different groups of entrepreneurs, particularly the underrepresented "missing entrepreneurs".

More recently, we have started another project that examines innovators' interest in solving global crises. In the time of pandemics and climate change, we are likely to rely on the direction of innovation that entrepreneurs take, yet we know relatively little about which of the global crises innovators actually care about. What are the global challenges that are on the top of innovators' mind? How does their attention vary by area of expertise and whether they are an entrepreneur-inventor, startup CEO, or employee-inventor? While we are still in the process of forming specific hypotheses, we have secured a partnership with MIT Solve to conduct another field experiment using a sample of high-quality innovators.

2. Gender Gap in Entrepreneurship

My second area of interest is understanding gender gaps in entrepreneurship using institutional explanations. I study how men and women entrepreneurs are affected differently by both formal institutions, such as regulations, as well as informal institutions including gender norms and culture.

In my solo-authored paper, "Homophily in Founding Teams and the Gender Gap in Entrepreneurship: Evidence from an Entry Deregulation on Korean Law Firms", I examine how a regulatory change that lowers entry barriers to entrepreneurship affects women and men differently. Specifically, I study a deregulation in the Korean law industry that decreased the minimum required number of co-founders in law firms. While the lowered barrier increased entry rates of both men and women founders, I find that it also increased gender segregation across founding teams and lowered team quality for women founders compared to men. These findings provide implications on the unintentional consequences of policies aimed at encouraging entrepreneurship: seemingly gender-neutral polices can nonetheless lead to gendered results due to preexisting social structures and processes.

I am also starting other solo-authored projects in this area. One is to unpack how the future of work sustains or erodes female entrepreneurship. How changing work arrangements such as gig work and remote jobs affect women's career choices appears to be an understudied but important area of research. For example, it is yet unclear whether increased flexibility afforded by technology will help or hinder women's entrepreneurial entry and performance, as it could offer slack time and resources but also reinforce traditional divisions of labor. While I am still figuring out the research design for this question, one potential identification strategy is to exploit the exogenous increase in remote work amid the COVID-19 outbreak.

I hope to attend the boot camp to learn how my interests would apply to many areas of entrepreneurship research, including entrepreneurial finance, strategy, regional evolution, economic development and growth. I am also excited to have a long-lasting cohort of fellow students who are excited about the future of entrepreneurship research. Lastly, I look forward to hearing from and meeting (hopefully in person) some of the most prominent scholars in this area, to which I hope to contribute throughout my career.

Thank you very much for your consideration, and please do not hesitate to contact me if you have any questions.

Best regards,

Jean Joohyun Oh
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Columbia Business School
jean.oh@columbia.edu

Columbia Business School
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Jorge Guzman
Assistant Professor of Management
www.jorgeguzman.co

Re: **Recommendation letter for Jean Oh to the NBER Entrepreneurship Boot Camp**

Dear colleague,

This letter is to strongly recommend Jean Oh to the NBER Entrepreneurship Boot Camp. Jean is a talented third-year PhD student at Columbia Business School's Management division, who has focused on using experimental methods to study entrepreneurial motivations and the gender gap in entrepreneurship. I am one of her advisors (together with Paul Ingram). We have co-authored one paper, and we are working on a second one. She is a nice person, friendly, and wonderful to work with. She also has a strong C.V. and, I think, will ultimately become a great scholar. I am convinced she will be a great addition to this summer's group, and that the boot camp will be strongly beneficial for her. I recommend her without reservation.

To give you a sense of Jean's potential, let me quickly describe her background and agenda. Jean is part of a new breed of Columbia strategy PhD students that are strongly influenced by the multidisciplinary nature of our Management division. Our group is composed of organizational behavior and psychologists, a few organizational theorists (often focused on social movements), and econ-oriented strategy and entrepreneurship folk. The cross-pollination of our entrepreneurship and strategy students with other sub-groups, in both seminars and within the PhD students, has created a unique 'imprint' in them. Graduates from our program are distinguished from other schools by their deep understanding of field and lab experiments, a nuanced grasp of behavioral economics and its implications, and a sensitivity to social inequalities and their consequences.

Jean and I have started a new agenda in this vein, using field experiments to understand entrepreneurial motivations at the high-end of the firm quality distribution. In our paper with Ananya Sen "What Motivates Innovative Entrepreneurs? Evidence from a Global Field Experiment" (forthcoming in *Management Science*, link) we perform a pre-registered field experiment to motivate a large sample of innovative entrepreneurs to learn more and apply to the MIT Inclusive Innovation Challenge. Our goal is to use the revealed preferences of these entrepreneurs to answer an age-old question to our field: if innovation and entrepreneurship are important for the economy, what actually motivates innovative entrepreneurs to start firms? Our results bear out evidence that entrepreneurial motivations are nuanced and depend on more than profit or wealth maximization, even for innovators at the high end of the quality distribution, and that they vary systematically by culture and gender. The paper has been well received, has important policy implications, and I anticipate it will be cited well.

Jean was our methodological leader in this paper. It was my first experiment, as it was Ananya's. Jean, on the other hand, had taken the significant training offered at Columbia on field experiments, including the class by Don Green (a political science authority in the topic), whom she consulted multiple times as we went along. She also wrote the first draft of the paper, and was a deep and conceptual thinker offering many ideas on our shared team

discussions. I took away from our work together that she is quite intelligent, talented, and has the drive and character to see projects through. I expect her to have a strong job market and ultimately a successful career as an entrepreneurship scholar.

Moving into her third year, Jean is now expanding on our insights in two ways. First, we are continuing our joint work with Ananya Sen, starting a new experiment to learn by revealed preference which social issues do innovators actually care about (joint with the MIT Solve Challenge). Though still in its early stages, its promising to be very interesting. Second, Jean is starting to think more clearly about her dissertation and job market paper. She is possibly going to choose to study how technology, work meaning, and differences in social expectations shape the gender gap in entrepreneurship. Her thinking is still quite broad in this vein, but it is possible already to see its potential. If she continues with her current plan, she would possibly write the first paper in this area to seriously move beyond documenting in outcomes across genders, to instead trace out through field experiments the differences in the utility function of entrepreneurs across genders, and the way they are shaped by background, technology, and society.

Jean is also currently thinking about what questions and scholarly community she wants to belong to. This is where the NBER boot camp can make a big difference for her, particularly if she is able to attend this summer. It would push her to choose the high quality questions that matter, allow her to hear these questions stated by the intellectual authorities in the area, and join an intellectual community in which she can see herself and meet fellow students. As a former member of the boot camp, and TA, I suppose I have seen at least members of two cohorts closely for a few years, and I think she is as sharp and talented as some of the top people in these two cohorts. I expect including her in the boot camp is likely to be a high 'return on investment' on developing a field of entrepreneurship scholarship around this community and core ideas.

Thank you so much for considering her application. If you have any questions, please don't hesitate to let me know.

Jorge Guzman