

AMY NGUYEN-CHYUNG
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Academic Appointments

Rady School of Management, UNIVERSITY OF CALIFORNIA, SAN DIEGO

- Assistant Teaching Professor, November 2021 to Present
 - Co-Director, Institute for the Global Entrepreneur (Rady and Jacobs School of Engineering), May 2022 to Present
 - Faculty Committee overseeing the Sullivan Center for Entrepreneurship and Innovation, March 2022 to Present
 - Faculty Co-Director, Rady MicroMBA, June 2020 to April 2024; Faculty Director, May 2024 to Present
- Visiting Assistant Adjunct Professor, July 2021 to October 2021
- Visiting Assistant Professor, July 2018 to June 2021

Stephen M. Ross School of Business, UNIVERSITY OF MICHIGAN

- Assistant Professor of Strategy, July 2013 to June 2018

Education

PhD and MS, Walter A. Haas School of Business, UNIVERSITY OF CALIFORNIA, BERKELEY, 2013 and 2012

- Business Administration, Business and Public Policy Group (Business Economics)
- Committee: Steven Tadelis (Chair), Noam Yuchtman, Pablo Spiller, Enrico Moretti

MBA, Wharton School, UNIVERSITY OF PENNSYLVANIA, 1999

- Dual Majors: Finance and Managing Electronic Commerce - Information Strategy, Systems and Economics Track

MPA, Woodrow Wilson School of Public and International Affairs, PRINCETON UNIVERSITY, 2000 ('96-'98)

- Economics and Public Policy; completed degree jointly with the MBA at Wharton

AB, *Magna cum Laude*, Harvard College, HARVARD UNIVERSITY, 1994

- East Asian Studies – political economy emphasis; Honors Thesis Advisor: Hue-Tam Ho Tai

Teaching

Teaching Honors

Most Valuable Professor 2021, FlexEvening 2021, University of California San Diego Rady School of Management Golden Apple Teaching Award 2017 Nominee, University of Michigan (“only university-wide student nominations-based award that recognizes outstanding university teaching”)

Weekend MBA Teaching Excellence Award 2017 Nominee, University of Michigan Ross School of Business

Courses

New Ventures Development and New Ventures Launch, 2025, at Rady

MGT 405: Managerial Economics 2018, 2024, at Rady

MGT 414a/414b: Lab to Market Workshop 2019-2024, at Rady

Lab to Market Curriculum Development, Advisor, 2018-2024, at Rady

MGT 419/MGT 443, Topics in International Business/Global Business Immersion (Vietnam), at Rady

MGT 410: (Core) Strategy, 2019, at Rady

STRAT 623: Global Strategy, 2014-2018, at Ross

WMBA 615: Global Strategy, 2015-2018, at Ross

STRAT 361: International Management, 2014-2018, at Ross

MBA 299: Global Strategy & Multinational Enterprise, 2011, with Rui de Figueiredo at Haas

PHDBA 259B: Management of Organizations (PhD seminar on organization theory), 2009, with Christine Beckman at Haas (developed materials and led discussion for seminar class on “*Entrepreneurship and Imprinting*”)

OPIM 666: Information: Industry Structure & Competitive Strategy, 1999-2000, with David Croson and Theodore Clark, at Wharton

MGMT 653: Field Application Project, 2000 with Karen Jehn at Wharton (advising MBAs consulting to entrepreneurial start-ups and small firms)

Professional Experience (15+ years industry experience)

Limited Partner, Next Wave US Impact Fund II

- Driving diversity in angel investing and high growth ventures with social or environmental impact (15+ portfolio companies). (2017-Present)

Limited Partner, San Diego Angel Conference II, III, IV, V, and VI

- Supporting ventures in the San Diego entrepreneurial ecosystem (15+ portfolio companies). (2020-Present)

Manager, Associate, Summer Associate, A.T. Kearney, Inc.

- Managed and worked on consultant and client teams in projects with emphasis on High Technology and Financial Services strategy. Clients included BNP Paribas, Maxtor, Microsoft, Prudential, Raytheon, Starbucks, United Way and others. Recipient of A.T. Kearney Great Client Work Award; 1 of ~4 teams selected globally
- Led multiple strategy workshops for client executives; co-developed and delivered internal tools and training for junior consultants motivating greater use of quantitative data analysis in client proposals and engagements. (New York 1999, San Francisco 2000-2005)

Consultant, Special Financial Operations Unit (a Financial Sector Development crisis team), World Bank Group

- Consultant for high level unit addressing the Asian Financial Crisis in Indonesia, Korea and Thailand. Advised Bank of Thailand and interviewed foreign bank chiefs during Thai mission; co-wrote bank recapitalization and restructuring recommendations with Stijn Claessens and Motoo Kusakabe (Washington DC and Bangkok 1998)

Commercial Assistant, United States Department of Commerce International Trade Administration

- Assisted firms with Korean market entry; published National Trade Databank report on informatics (Seoul 1997)

Corporate Finance/Investment Banking Analyst, Bankers Trust NY Corporation - BT Securities (now Deutsche Bank)

- Worked on cross-border mergers and acquisitions, restructured over \$1 billion in cross-border debt for a long-term client in Brazil, securitized assets, worked with banking syndicates, and advised multinational transportation and aerospace enterprises on multiple projects (New York 1994-1996)

Academic and Other Honors, Awards and Grants

“[30 AAPI Startup Leaders Building the Innovation Ecosystem](#),” 2023

Ewing Marion Kauffman Foundation Research Grant, 2015-2020 (1 of 12; over 80+ applicants)

Ewing Marion Kauffman Foundation Entrepreneurship Scholars National NETS Data Seat, 2016 (1 of 7)

National Federation of Indep. Business Dissertation Award Finalist (AOM Entrepreneurship Division), 2014 (1 of 3)

Ewing Marion Kauffman Foundation Dissertation Fellowship, 2013 (1 of 15 in the US)

Sylvan C. and Pam Coleman Memorial Fellowship/UC Berkeley Distinguished Graduate Fellow, 2012

Crawford Dissertation Fellowship, 2011-2012 (1 across all senior Haas female PhD students)

Institute for Business Innovation/Institute for Management, Innovation and Organization Research Grants, 2007-2011

Dean’s Research Fellowship/Sasakawa Fellow, 2010

Crawford Research Assistantship, 2009-2010

Distinction, PhD Field Qualifying Paper, 2009

Levi Strauss Small Grant, 2009

Eugene Cota-Robles Fellowship, 2007-2009 (1 of 20 awarded among all ~800 Berkeley PhD students entering 2007)

National Science Foundation Graduate Research Fellowship in Economics Honorable Mention, 2008 (1 of ~30 in US)

Strategic Management Society Best Conference Paper Prize Finalist, 2001 (Top 10 of 600+ submissions)

Henry and Marcelle Morgenthau Fellowship, 1999 (1 of ~12 at Wharton)

National Business School Network Initiative for a Competitive Inner City First Place (cluster analysis), 1999

John Harvard Scholarship/Elizabeth Cary Agassiz Award: “academic achievement of highest distinction,” 1992-1994

Published Teaching Material

Case study in McGraw Hill textbook, Cateora et al., eds., [International Marketing](#), 2023

Case study in McGraw Hill textbook, Cateora et al., eds., [International Marketing](#), 2019

Amazon in Emerging Markets Case (with E. Faulk) and **Amazon in Emerging Markets Teaching Note**, 2014, Updated 2019

Best-selling case (All-time #1 at WDI Publishing, bestseller at HBS Publishing) taught at Marshall, Ross, Sauder, Wharton and many other schools. Case covers Amazon’s new ventures in India, China and Brazil competing with home-grown entrepreneurial startups. *Economics, Politics and Business Environment Category Winner, The Case Centre Awards, 2018*

(The awards “recognize worldwide excellence in case writing and teaching...presented to those outstanding cases that have been used in the largest number of organizations across the globe in the past year.”)

Over 50,000 copies sold

Professional/Invited Publications

Rady Business Journal Not another Buzzword Podcast Episode 2: [How to Increase Your Success by Engineering Your Exit](#) with Mark Bowles and host Dangerfield Moore, 2019

- Not Another Buzzword is a student-run business podcast founded to explore topics with academic, business, and entrepreneurial leaders.

Kauffman State of the Field: Entrepreneurship – Institutions and Environment, archived [here](#) (with Y. Paik, A. Venâncio, and R. Louie), 2016; also provided input on State of the Field: Entrepreneurship – Behavioral Determinants

The Future of Bay Area Jobs: The Impact of Offshoring and Other Key Trends (with A.T. Kearney), 2004

- Project manager: led research team in 120 interviews (including semiconductor and software executives from start-ups to MNEs), analysis of 9,000 job listings and more to understand impact of global offshoring. Co-sponsors: The Stanford Project on Regions of Innovation and Entrepreneurship, Bay Area Economic Forum and Joint Venture: Silicon Valley Network.
- Findings presented at Stanford University to 160 academic, business and policy leaders and multiple business and policy venues (2004-2005) and to the U.S.-China Economic and Security Review Commission (testimony to the U.S. Congress) (2005). Press coverage: *San Francisco Chronicle*, *San Jose Mercury News*

[Offshoring: Accelerating and Here to Stay](#) (with J. Ciacchella), The Supply Chain Connection, *Newsletter of the Stanford Global Supply Chain Management Forum*, Vol. 10, Issue 4, 2004

Transforming the World's Oldest B2B Marketplaces: How Securities Exchanges Should Adapt for the Future, (with D. Hanfland and R. Bharadwaj) A.T. Kearney FIGConnection, 2001

- Capture learnings from project and other projects to write on strategic implications for securities exchanges. 1 of 4 articles across the global practice selected for external publication and distribution to clients.

Academic Research

Published

1. Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration (December 2023). [Reproducibility in Management Science](#). *Management Science*. Note: Member of the Management Science Reproducibility Collaboration.
2. **Kauffman Dissertation Executive Summary: How Entrepreneurial Do You Choose to Be? Talent, Risk Attitudes, Overconfidence and Self-Selection into Entrepreneurship**, 2014

Under review

3. [Incentives for Attracting Talent](#) (with O. Shelef)
Presented at AOM Vancouver, SMS Denver, People & Organizations Conference; presented by co-author at the National Bureau of Economic Research, SOIE, Harvard, Maryland, Univ. of Southern California, Utah and other venues.

Under revision

4. **Why Some Entrepreneurs are more Entrepreneurial than Others: Talent, Risk Attitudes and Overconfidence**
Recipient of the Ewing Marion Kauffman Foundation Dissertation Fellowship; Academy of Management Entrepreneurship Division/National Federation of Independent Business Dissertation Award Finalist. Presented at Georgetown, Michigan, Smith Entrepreneurship Conference, SMU, Wharton and other venues
5. [Follow the Sun: Value Chain Positioning in an Emerging Industry](#) (with Y. Zhou and Yuxi Cheng)
Presented at AOM Atlanta; SMS Special Conference, Banff and the West Coast Research Symposium on Technology Entrepreneurship, Alberta; presented at the National University of Singapore, Santa Clara University, University of Southern California, University of Colorado at Boulder; presented by co-author at the Midwest Strategy Conference, London Business School and Wharton.

Preparing manuscript

6. [Androgynous Names and Entrepreneurial Outcomes](#)
Recipient of the Ewing Marion Kauffman Foundation Research Grant in Seeking New Insights and Potential Sources of New Entrepreneurial Growth: Women. Presented at AOM Anaheim, *Showcase Symposium*, the Innovation and Institutions Conference at HBS, and the Ewing Marion Kauffman Foundation Entrepreneurship Scholars Conference.
7. **Initial Conditions, Entrepreneurial Choice and Performance**
Presented at the Ewing Marion Kauffman Foundation Entrepreneurship Scholars Conference, and the Innovation and Institutions Conference at HBS.
8. **Not the Superstar: Heterogeneous Individual Spillovers within Firms** (with O. Shelef)
Presented at the Innovation and Institutions Conference at HBS

Working papers

9. **Hard Targets: Does Recalcitrance on Labor Standards Deter Global Activist Campaigns?** (with A. Wetterberg). Presented at the Academy of Management Annual Meeting.
10. **Agents' Market Ties: Relationships and Economic Outcomes in the Agency Context**
11. **Explaining Entry Decisions and Crowdedness in Business-To-Business E-Commerce Markets** (with D. Croson and M. Jacobides) Nominated for the Strategic Management Society Best Conference Paper Award. Presented at SMS and the Workshop on Information Systems and Economics.

Early Research Experience

Research assistant for David Levine (UC Berkeley) and Michael Toffel (Harvard), 2008; research support for "Randomized government safety inspections reduce worker injuries with no detectable job loss." *Science* (2012)
Research assistant for William Mass and William Lazonick (Harvard), 1992-1993
Research assistant for Philippe Schmitter (Stanford), 1991

Invited Presentations, Seminars and Training

Peer-Reviewed Presentations and Invited Seminars

Council for Advancement and Support of Education District VII reconnect West Conference 2022, San Diego, CA
Academy of Management Annual Meeting 2018, Showcase Symposium, Chicago, IL
University of Southern California, Lloyd Greif Center for Entrepreneurial Studies, 2018, Los Angeles, CA
University of Colorado Boulder, Strategy, Entrepreneurship and Operations, 2017, Boulder, CO
Santa Clara University, Management, 2017 Santa Clara, CA
West Coast Research Symposium on Technology Entrepreneurship 2017, Alberta, Canada
Academy of Management Annual Meeting 2017, Atlanta, GA
Strategic Management Society Banff Special Conference 2017, Banff, Canada
National University of Singapore Strategy and Policy Department, 2016, Singapore
Academy of Management Annual Meeting 2016, Showcase Symposium, Anaheim, CA
Kauffman Foundation Entrepreneurship Scholars Conference 2014, 2016, Kansas City, MO
People and Organizations Conference, Wharton School of Business, 2015, Philadelphia, PA
Strategic Management Society Conference 2015, Denver, CO
Academy of Management Annual Meeting 2015, Vancouver, Canada
Smith Entrepreneurship Conference, University of Maryland, 2014, College Park, MD
IZA Workshop on Entrepreneurship Research 2013, San Francisco, CA
Darden & Judge Entrepreneurship and Innovation Conference 2013, Charlottesville, VA
University of Pennsylvania Wharton School of Business Management Department 2013, Philadelphia, PA
Southern Methodist University Cox School of Business Strategy and Entrepreneurship Group 2013, Dallas, TX
Georgetown University McDonough School of Business 2012, Washington, DC
University of Michigan Ross School of Business Strategy Area, 2012, Ann Arbor, MI
Academy of Management Annual Meeting 2009, Chicago, IL

Other Invited Presentations and Developmental Workshops

"Are High Costs in California Making the State Less Innovative?" UCLA Price Center Winter Research Workshop, 2024
"Ethical Global Sustainability," UCSD Panel with His Excellency the EU Ambassador to the United Nations, 2023

Guest lecturer, Med-tech Accelerator, 2021-Present

“Evaluating New Ventures,” O’Farrell Charter High School, 2022, San Diego, CA

“Social Impact Investing” UCSD Rady Net Impact, 2021, San Diego, CA

“The Gender Gap in Startup Financing: How to Close it?” UCSD Rady Women of Rady, 2019, San Diego, CA

Wharton Strategy Conference, 2019 (Presented by co-author), Philadelphia, PA

Dartmouth Tuck School of Business Strategy Junior Faculty Summer Conference, 2014, 2016-2018, Hanover, NH

Institutions and Innovation Conference, Harvard Business School, 2011, 2013-2018, Cambridge, MA

University of Michigan Psychology Department Decision Consortium, 2015, Ann Arbor, MI

University of Michigan, Ross School of Business Hosmer-Hall Seminar, 2014, Ann Arbor, MI

Ewing Marion Kauffman Foundation Entrepreneurship Workshop 2013, ASSA Meeting, San Diego, CA

West Coast Research Symposium on Technology Entrepreneurship Doctoral Workshop 2012, USC, Los Angeles, CA

Oliver E. Williamson Seminar on Institutional Analysis 2011, 2012 UC Berkeley, Berkeley, CA

Haas School of Business Economics of Innovation Workshop 2011, UC Berkeley, Berkeley, CA

Business Policy and Strategy Dissertation Consortium at the Academy of Management 2011, San Antonio, TX

CCC Doctoral Consortium for Competitiveness and Cooperation 2011, MIT, Cambridge, MA

National Bureau of Economic Research Entrepreneurship Research Boot Camp 2010, Cambridge, MA

Association for Research on Corporate Sustainability and Ivey PhD Sustainability Academy 2009, London, Canada

Service

School and University-level: UCSD

- Recruitment of 100+ Lab to Market capstone projects for all second year MBAs, 2019-2024
- Co-Director of the Institute for the Global Entrepreneur, 2022 to Present
- Faculty Committee overseeing the Sullivan Center for Entrepreneurship and Innovation, 2022 to Present
- Faculty Co-Director for MicroMBA program, 2020 to Present
- Founded and organized a new Meet the Innovators Speaker Series – connecting Rady with campus, bringing UCSD-affiliated innovators to speak to Rady students and forming multiple matches, 2019-Present
- Review committee for Unit 18 Lecturer, 2023
- Search committee for MSBA LSOE, 2022
- Search committee for CIID/SEC Director, 2021
- Co-sponsor with Rady Life Sciences Club, “Evaluating Life Science Ventures, 2021
- Council of Innovation Leadership (COIL) Rady Lab to Market representative (2021 to present)
- MedTech Innovations Council Rady Lab to Market representative (2021 to present)
- Created and led the Mid-program Virtual Conference for the FlexEvening MBA 2021 Cohort (MGT 401 ~80+ hours effort not on my teaching plan), recruited and organized all the 20+ speakers, bridging school, university and community, including all 3 versions (cross-border, local and virtual) of the event, which evolved due to student needs and the pandemic. Overall purpose: enhance Lab to Market quality, 2019-2020
- Organized and held multiple pre-L2M information sessions for different cohorts September through November 2019
- Invited Speaker, Women of Rady, “Gender Bias in Startup Financing,” 2019
- Invited Speaker, Rady Business Journal Not another Buzzword Podcast Episode 2: How to Increase Your Success by Engineering Your Exit with Mark Bowles and host Dangerfield Moore, 2019
- Invited Faculty Participant, “Rady Ladies” brunch, 2019
- Careers/Mentoring session, Women in Strategy 410, 2019

School and University-level: University of Michigan

- Recruiting: Participate in faculty and PhD student recruiting, 2013-2017
- Executive Committee Member: University of Michigan Center for Southeast Asian Studies, 2016-2018

- Moderator: Michigan Ross Asia Business Conference, 2014, 2015, 2017, 2018
- Panelist: Michigan Business Women Winter Event, 2016
- Organizer: Michigan Ross Strategy Seminar Series 2014-2015
- Pedagogical support: Provide support for Berkeley Haas PhD accreditation, Michigan Ross WMBA accreditation, and UCSD Rady FlexEvening Assurance of Learning; beta tester for new educational technology tools at Michigan Ross

Student advising and mentoring

MGT 499 Independent Study Projects Faculty Advisor:

- SpaceMicro Consulting Project (2 MBAs), Summer 2020
- Eton Biosciences Strategy Consulting Project (3 registered MBAs and 4 other graduate students), Summer 2020
- Hello Advisr Pricing Study Consulting Project (3 MBAs and 1 MFIN), Summer 2020
- Angel Investment study: Lindsay VanAntwerp MBA '21, Winter 2021
- Marketing study: Chelsea Fan MBA '22, Spring 2022
- New ventures, Renew Solar: Heather Hardenberg, Summer 2022, MBA '23
- New ventures, [Renew Solar](#): [Poets and Quants 2023 Most Disruptive MBA Startups](#), Heather Hardenberg and Deni Fullmer, Winter 2023 MBA '23
- New ventures, Pop-Off; Jalena Lau and Lien Duong
- New ventures, Pop-Off; Jalena Lau
- New ventures, New Tides Distillery, Kasey Pinter and James Burdick
- New ventures, Genapsys Revisited, Itisha Deokar
- New ventures, Sierra Atlántica, Matias Beer
- Sophomore Honors Project, Fall 2022, Emily Weinman (undergraduate)
- Committee Member: Business Economics PhD Candidate, Yulia Muzyrya Chhabra, 2019
- Advisor: First Year Strategy PhD Students, 2016-2017
- Reader: Economics PhD Candidate Third Year Paper, Vybhavi Balasundharam, 2016
- Four former research assistants are now PhD students
- "Choosing a Career in Business" UCSDCREATE Career Pathways Program (CPP) and Early Academic Outreach Program (EAOP) networking event for 60 high school students from under-represented areas, 2024
- Princeton Alumni Career Advising, 2020-Present
- Harvard Asian American Alumni Alliance Mentor, 2018-Present

Practice

- Due Diligence Co-lead for Next Wave Impact Founders of Color Showcase winning venture, 2021
- Moderator: Hera Venture Summit, 2018, Women's Venture Summit, 2019

Academia

- Organizer: Institutions and Innovation Conference 2014-2018, 2022 held annually at Harvard Business School
- Ad hoc reviewer: *Management Science*, *Strategic Management Journal*, *Strategic Management Society*, *Research Policy*, *Strategic Entrepreneurship Journal*, *Small Business Economics*, *California Management Review*

Additional Information

Citizenship: USA (born in Vietnam)

Professional Affiliations (Recent and Current): Academy of Management (Divisions: Strategic Management and Entrepreneurship), Strategic Management Society (Divisions: Entrepreneurship, Human Capital), American Economic Association, and Angel Capital Association.

Non-academic Honors:

AAU Karate Nationals (2024), Fourth Place Female Advanced Short Weapons (Kobudo) and Female Advanced Kata
AAU National Karate Team, World Union of Karate Federations World Championship (2022) Second Place Female
Advanced Short and Long Weapons (2022)

AAU Karate Nationals (2022), Second and Third Place Female Advanced Short and Long Weapons (Kobudo) and
Second place Female Advanced Kumite

AAU Karate Nationals (2021), First Place Female Intermediate Kata and Kobudo (2019 and 2020),

First Place medals in 4 PATMA California karate tournaments (2012-2013)

Torrey Pines Elementary School Volunteer Service Recognition (2010-2012), Santa Clara County Girl Scout Council

World of People Award (for a woman who has made distinguished contributions to the community), Finalist (1994),

Radcliffe Certificate of Recognition for “contributions to the mission of Radcliffe College, To Advance Society by
Advancing Women,” (1992-1993)

Activities/Interests: UCSD Okinawa Karate Team, martial arts, volunteer cat foster, clean energy, xeriscaping, and
travel (visited all 50 states in the United States; traveled extensively throughout Vietnam and Korea), former Girl
Scout Leader.