

AMY NGUYEN-CHYUNG
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Academic Appointments

Visiting Assistant Professor, July 2018 to Present
Rady School of Management, UNIVERSITY OF CALIFORNIA, SAN DIEGO

Assistant Professor of Strategy, July 2013 to June 2018
Stephen M. Ross School of Business, UNIVERSITY OF MICHIGAN

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

Honors

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

MGT 414a/414b: Lab to Market (FE20, FT20, FW20, IGE, FE21, FW21, FT21), Summer 2019 to Present at Rady

Also, Lab to Market Curriculum Development (FlexWeekend and FT MBA), 2018-2019 at Rady

MGT 420: Strategy (FT MBA core strategy) 2019 at Rady

MGT 405: Managerial Economics (FlexEvening MBA) 2018 at Rady

STRAT 623: Global Strategy (FT MBA advanced elective) 2014- 2018 at Ross

WMBA 615: Global Strategy (Weekend MBA Global Business Track and Core Elective) 2015-2018 at Ross

STRAT 361: International Management (undergraduate advanced elective) 2014-2018 at Ross

MBA 299: Global Strategy & Multinational Enterprise (FT MBA core strategy) 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 (FT MBA and EMBA Core Elective) 1999 and 2000 with David Croson and Theodore Clark at Wharton

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

Professional Experience (12+ years industry experience, outside of Academia)

Limited Partner, Next Wave US Impact Fund I

- Driving diversity in angel investing and high growth ventures with social or environmental impact (13 portfolio companies). (2017-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 Research Honors, Awards and Grants

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

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

Amazon in Emerging Markets Case (with E. Faulk) and **Amazon in Emerging Markets Teaching Note**, 2014, Updated 2019, Best-selling case (#1 at WDI Publishing, popular 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.")

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

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

- <https://www.buzzsprout.com/619864/1934768-engineering-your-exit>
- 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, (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

Under revision/preparing for submission

- (1) **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

(2) Follow the Sun: Value Chain Positioning in an Emerging Industry (with Y. Zhou)

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.

(3) Competing for Labor through Contracts: Selection, Matching, Firm Organization and Investments (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.

Preparing manuscript

(4) Initial Conditions, Entrepreneurial Choice and Performance

Presented at the Ewing Marion Kauffman Foundation Entrepreneurship Scholars Conference, and the Innovation and Institutions Conference at HBS.

(5) 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 (12 of 80+). Presented at AOM Anaheim, *Showcase Symposium*, the Innovation and Institutions Conference at HBS, and the Ewing Marion Kauffman Foundation Entrepreneurship Scholars Conference.

(6) Not the Superstar: Heterogeneous Individual Spillovers within Firms (with O. Shelef)

Presented at the Innovation and Institutions Conference at HBS

Working papers

(7) Hard Targets: Does Recalcitrance on Labor Standards Deter Global Activist Campaigns? (with A. Wetterberg). Presented at the Academy of Management Annual Meeting.

(8) Agents' Market Ties: Relationships and Economic Outcomes in the Agency Context

(9) 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

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

“The Gender Gap in Startup Financing: How to Close it?” UCSD Rady, 2019
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

University-level: UCSD

- Organized 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
- Created 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, 2019-2020

- 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

University-level: University of Michigan

- Recruiting: Participate in faculty and PhD student recruiting
- 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

- Independent Study Projects (Summer 2020): New Customer Segment, Pricing Strategy Benchmark Study, Strategic Plan
- 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
- Harvard Asian American Alumni Alliance Mentor, 2018-2019

Profession

- Organizer: Institutions and Innovation Conference 2014-2018 held annually at Harvard Business School.
- Moderator: Hera Venture Summit, 2018, Women’s Venture Summit, 2019
- Ad hoc reviewer: *Management Science*, *Strategic Management Journal*, *Strategic Management Society*, *Research Policy*, *Strategic Entrepreneurship Journal*, *Small Business Economics*

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, First Place Female Intermediate Kata and Kobudo (2019), 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)

Interests: Clean energy, xeriscaping, martial arts, volunteer cat foster and travel (visited 48 states in the United States; traveled extensively throughout Vietnam and Korea), former Girl Scout Leader.