

Contact Information	jenna.song@kellogg.northwestern.edu www.youjinjennasong.com
Employment	Northwestern University, Kellogg School of Management Postdoctoral Fellow (2023-2026)
Education	Columbia University, Graduate School of Business Ph.D in Management, May 2023 Dissertation Title: A Relational View of Social Media Influencers and Audience Evaluations in Cultural Markets Dissertation Committee: Dan Wang (co-chair), Damon Phillips (co-chair), Bruce Kogut, Michael Mauskopf, Oliver Hahl Columbia University, Graduate School of Arts and Sciences M.A. in Quantitative Methods in the Social Sciences, 2015 Princeton University A.B. in Sociology, 2014 (highest honors, Phi Beta Kappa) Thesis Advisors: Viviana Zelizer, Matthew Salganik
Research Interests	Relational Work; Authenticity; Social Evaluations; Evaluators and Evaluations; Cultural Industries; Content Creators; Mixed Methods; LLM-Assisted Content Analysis
Publications (Research)	Vertesi, J., Kaye, J., Jaroszewski, S., Khovanskaya, V., and Song, Y.J. 2016. Data Narratives: Uncovering tensions in personal data management. <i>Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work and Social Computing</i> . http://dl.acm.org/citation.cfm?id=2820017
Working Papers (Draft Available)	Song, Y.J. Commercialization and Connection Intertwined: How BookTubers' Relational Signaling Contributes to Audience Support. <i>Preparing for Submission to Administrative Science Quarterly</i> . Song, Y.J. and six other authors (lead author; other authors' order undecided). Navigating Blurred Boundaries: Theorizing New Forms of Work and Organizing in the Creator Economy. <i>Preparing for Submission to Organization Science</i> . Song, Y.J. The Reproduction of Racial Inequality Through Audience-Oriented Relational Work in Cultural Markets. Song, Y.J. Paying Korean Grandmothers: Relational Work and the Formalization of Informal Care. <ul style="list-style-type: none">• Isidore Brown Thesis Award, Princeton University (2014)

	<ul style="list-style-type: none"> • Bienen Senior Thesis Prize in the Program in East Asian Studies, Princeton University (2014)
Work in Progress	<p>Song, Y.J. and King, B.G. Cultural Gatekeepers as Activists: Relational Policing of Authentic Representation in Cultural Products.</p> <p>Song, Y.J. and King, B.G. Using Large Language Models for Theory-Driven Content Analysis. (Temporary Working Title)</p> <p>Song, Y.J. and Hahl, O. CreatorLabs: Experiments on Authenticity and Relational Work on Social Media. (Temporary Working Title)</p> <p>Song, Y.J. and Chong, P. The Evaluative Landscape of Books. (Temporary Working Title)</p>
Publications (Other)	<p>Song, Y. J. 2024. Taylor Lorenz. Extremely Online: The Untold Story of Fame, Influence, and Power on the Internet. <i>Administrative Science Quarterly</i>, 69(3), NP40-NP42. https://doi.org/10.1177/00018392241231567</p> <p>Lee, A. Y., and Song, Y. J. 2024. <i>Golub Capital Board Fellows Program 2024 Kellogg Alumni Survey</i> [White paper]. Kellogg School of Management.</p>
Conferences, Presentations, & Talks	<p>2025 Academy of Management Annual Meeting (organizer and moderator of professional development workshop hosted by OMT division); Authenticity Conference</p> <p>2024 Oxford Corporate Reputation Symposium; Academy of Management Annual Meeting (organizer and moderator of panel symposium hosted by OMT division)</p> <p>2023 Creative Industries Conference; Academy of Management Annual Meeting (organizer and presenter at symposium hosted by MOC, OMT, and TIM divisions/ nominated for MOC Best Symposium)</p> <p>2022 Creative Industries Conference; Academy of Management Annual Meeting (paper session, OMT Doctoral Consortium); Trans-Atlantic Doctoral Conference; East Coast Doctoral Conference</p> <p>2020 People and Organizations Conference; Academy of Management Annual Meeting</p> <p>2016 Academy of Management Annual Meeting (organizer and presenter: IM Division Showcase Symposium/ OMT Division Symposium)</p> <p>2015 Eastern Sociological Society Annual Meeting</p>
Awards, Grants, & Fellowships	<p>Academy of Management MOC Division Outstanding Reviewer Award (2023)</p> <p>Sanford C. Bernstein & Co. Center for Leadership & Ethics Doctoral Research Grant, <i>Columbia Business School</i> (2019)</p> <p>Paul and Sandra Montrone Doctoral Fellowship, <i>Columbia Business School</i> (2016)</p> <p>Graduate Research Fellowship, <i>Columbia Business School</i> (2015-2021)</p> <p>Isidore Brown Academic Achievement Award, <i>Princeton University</i> (2014)</p> <p>Isidore Brown Thesis Award, <i>Princeton University</i> (2014)</p>

Bienen Senior Thesis Prize in the Program in East Asian Studies, *Princeton University* (2014)

Teaching	<p>Instructor</p> <ul style="list-style-type: none">• Global Business Track (2021 MBA, Designed Inaugural Course)• Cross-Cultural Seminar (2021, 2020 MBA) <p>Teaching Assistant</p> <ul style="list-style-type: none">• Golub Capital Board Fellows Program (2023-2025 MBA), Prof. Allison Henry• Technology Strategy (2022 MBA), Prof. Dan Wang• Strategy Seminar (2020 Ph.D), Prof. Daniel Keum• Power, Influence, & Networks (2019, 2017 MBA), Prof. Mabel Abraham• Foundations of Entrepreneurship (2019, 2018 MBA), Profs. Damon Phillips & Geraldine Wu• Organizational Theory Seminar (2018 Ph.D), Prof. Mabel Abraham• Strategic Formulation (2016 EMBA), Prof. Bruce Kogut
Academic Service	<p>Ad-hoc reviewer for <i>Poetics</i></p> <p>Ad-hoc reviewer for OMT and MOC divisions of the Academy of Management</p>
Professional Memberships	<p>Academy of Management (OMT; MOC; STR)</p> <p>American Sociological Association (Economic Sociology; Sociology of Culture)</p> <p>Interdisciplinary Authenticity Early Career Researcher Group</p> <p>Creator Economy Working Group</p> <p>Boston University Precarity Lab</p>
Technical Skills	<p>R; Stata; Python; LLMs (with and without API); Computational Text Analysis; MATLAB; UNIX; Git; LaTeX; Qualtrics; AWS; SQL</p>
Other	<p>Medical Leave (Fall 2020)</p> <p>Parental Leave (AY 2017-2018)</p>