

Contact Information	jenna.song@kellogg.northwestern.edu www.youjinjennasong.com
Employment	Northwestern University, Kellogg School of Management Postdoctoral Fellow, Golub Capital Social Impact Lab (2023-2025)
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 Mausekoff, 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	Economic Sociology; Organizational Theory; Relational Work; Inequality; Status and Authenticity; Evaluators and Evaluations; Cultural Industries; Social Media Influencers; Mixed Methods
Publications	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. Influencer Relational Work and Audience Evaluations: The Role of Perceived Trust. <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)• Bienen Senior Thesis Prize in the Program in East Asian Studies, Princeton University (2014)
Work in Progress	Song, Y.J. and King, B.G. Cultural Gatekeepers as Activists: Relational Policing of Authentic Representation in Cultural Products.

Song, Y.J. and Hahl, O. CreatorLabs: Experiments on Authenticity and Relational Work on Social Media. (Temporary Working Title)

Song, Y.J. and Chong, P. The Evaluative Landscape of Books. (Temporary Working Title)

Song, Y.J. and Phillips, D.J. Alternative Status Hierarchies and Relational Work: The Globalization of Korean Pop Music.

Presentations & Talks

2023 Academy of Management Annual Meeting (organizer and presenter at symposium hosted by MOC, OMT, and TIM divisions/ nominated for MOC Best Symposium)
2022 Creative Industries Conference; Academy of Management Annual Meeting (paper session, OMT Doctoral Consortium); Trans-Atlantic Doctoral Conference; East Coast Doctoral Conference
2020 People and Organizations Conference; Academy of Management Annual Meeting
2016 Academy of Management Annual Meeting (organizer and presenter: IM Division Showcase Symposium/ OMT Division Symposium)
2015 Eastern Sociological Society Annual Meeting

Awards, Grants, & Fellowships

Academy of Management MOC Division Outstanding Reviewer Award (2023)
Sanford C. Bernstein & Co. Center for Leadership & Ethics Doctoral Research Grant, *Columbia Business School* (2019)
Paul and Sandra Montrone Doctoral Fellowship, *Columbia Business School* (2016)
Graduate Research Fellowship, *Columbia Business School* (2015-2021)
Isidore Brown Academic Achievement Award, *Princeton University* (2014)
Isidore Brown Thesis Award, *Princeton University* (2014)
Bienen Senior Thesis Prize in the Program in East Asian Studies, *Princeton University* (2014)

Teaching

Instructor

- Global Business Track (2021 MBA, Designed Inaugural Course)
- Cross-Cultural Seminar (2021, 2020 MBA)

Teaching Assistant

- 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

Professional Memberships	Academy of Management (OMT; MOC; STR) American Sociological Association (Economic Sociology; Sociology of Culture; Organizations, Occupations, and Work) Interdisciplinary Authenticity Early Career Researcher Group
Technical Skills	R; Stata; Python; ChatGPT; Computational Text Analysis; MATLAB; UNIX; Git; LaTeX; Qualtrics; AWS; SQL
Other	Medical Leave (Fall 2020) Parental Leave (AY 2017-2018)