

## SOONG MOON KANG

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### ACADEMIC EMPLOYMENT

- 2006-present *University Lecturer* (Assistant Professor)  
Department of Management Science and Innovation  
University College London
- 2005-2006 *Post-Doctoral Fellow*  
Department of Management Science and Engineering  
Stanford University

### EDUCATION

- 2005 *Doctor of Philosophy* in Management Science and Engineering  
Stanford University
- 2005 *Master of Arts* in Sociology  
Stanford University
- 1990 *Master of Science* in Engineering-Economic Systems  
Stanford University
- 1988 *Diplom-Ingenieur* in Mechanical Engineering  
Technische Universität Berlin

### PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

- van de Rijt, Arnout, Soong Moon Kang, Michael Restivo and Akshay Patil. 2014. "Field Experiments of Success-Breeds-Success Dynamics." *Proceedings of the National Academy of Sciences*. 111(19): 6934–6939.
- Roth, Camille, Soong Moon Kang, Michael Batty and Marc Barthélemy. 2012. "A Long-Time Limit for World Subway Networks." *Journal of the Royal Society Interface*. 9(75):2540-2550
- Bianchi, Alison J., Soong Moon Kang and Daniel Stewart. 2012. "The Organizational Selection of Status Characteristics: Status Evaluations in an Open Source Community." *Organization Science*. 23 (2): 341–354.
- Roth, Camille, Soong Moon Kang, Michael Batty and Marc Barthélemy. 2011. "Structure of Urban Movements: Polycentric Activity and Entangled Hierarchical Flows." *PLoS ONE*. 6(1):e15923
- Kang, Soong Moon. 2007. "Equicentrality and Network Centralization: A Micro-Macro Linkage." *Social Networks*. 29(4): 585-601.
- Kang, Soong Moon. 2007. "A Note on Measures of Similarity Based on Centrality." *Social Networks*. 29(1): 137-142.

Manuscripts under review:

Silva, Ricardo, Soong Moon Kang and Edoardo M. Airoldi. "Predicting Traffic Volumes and Estimating the Effects of Shocks in Massive Transportation Systems."

Everton, Sean F., Soong Moon Kang and Patricia H. Thornton. "Institutional Logics and Managing the Dynamics of Investors' Social Capital for Venture Performance."

#### **WORKING PAPERS AND WORK IN PROGRESS**

"From Local Perceptions to Network-Wide Patterns: The Effects of Status Bias on Job Satisfaction," with Martin Kilduff and David Krackhardt. Working Paper.

"Institutional Logics and Regional Differences: The Case of Venture Capital Industry in the U.S.," with Sean F. Everton and Patricia H. Thornton. Data Analysis.

"On Dynamics of Advice Networks," with Emmanuel Lazega. Data Analysis.

"On Evolution of Reciprocity," with Zack W. Almquist and Arnout van de Rijt. Data Analysis.

"On Evolution of Two-Mode Networks," with Zack W. Almquist. Data Analysis.

#### **CONFERENCE AND INVITED PRESENTATIONS**

Everton, Sean F., Soong Moon Kang and Patricia H. Thornton. "Managing Institutional Logics: The Effects of Investors' Social Capital on Venture Performance." Academy of Management, Orlando, Florida, August 12, 2013.

Everton, Sean F., Soong Moon Kang and Patricia H. Thornton. "Managing the Dynamics of Institutional Logics: The Effects of Investors' Social Capital on Venture Performance." Scandinavian Consortium for Organizational Research (SCANCOR), Stanford, California, April 29, 2013.

Kang, Soong Moon. "Information Technology, Social Networks and Social Theories: Opportunities and Challenges." XXIX International Sunbelt Social Network Conference, San Diego, California, March 10-15, 2009.

Kang, Soong Moon. "Equicentrality for Directed Graphs." XXVIII International Sunbelt Social Network Conference, St. Pete Beach, Florida, January 22-27, 2008.

Kang, Soong Moon. "Equicentrality and Network Centralization: A Micro-Macro Linkage." International Workshop and Conference on Network Science (NetSci 2006), Bloomington, Indiana, May 23, 2006.

Kang, Soong Moon. "Uncertainty, Social Choice and Social Structure of Economic Life: A Micro-Macro Perspective." Harvard Business School, Department of Entrepreneurship, January 26, 2006.

Kang, Soong Moon. "Constancy: A Measure of Network Dynamics in Bipartite Graphs." XXV International Sunbelt Social Network Conference, Redondo Beach, California, USA, February 16-20, 2005.

Kang, Soong Moon. "Centrality-Based Homophily and Micro-Macro Linkage." XXIV International Sunbelt Social Network Conference, Portoroz, Slovenia, May 12-16, 2004.

## **PROFESSIONAL SERVICE**

### *Reviewer*

- *Academy of Management Review, Management Science, Organization Science, Social Networks*
- *National Science Foundation*

## **HONORS AND AWARDS**

- 2003-2004      Stanford Center on Conflict and Negotiation Graduate Fellowship, Stanford University
- 1998-1999      Doctoral Fellowship, School of Engineering, Stanford University
- 1983-1986      Friedrich-Naumann Foundation Fellowship, Germany

## **TEACHING**

Department of Management Science and Innovation, University College London

### *Instructor*

- 2007-2012      Master programs:  
Course “New Ventures Business”  
Course “Strategic Management for Information and Communication Technology (ICT) Ventures”  
Workshop “Research Methods”  
Course “Business Strategy”  
Doctoral program:  
2013-present      Course “Analysis of Social Networks”

Faculty of Engineering Sciences

- Winter 2009      *Module Manager and Co-Instructor*  
Course “Business Enterprise in Nanotechnology for UCL's MSc Nanotechnology”

### *Dissertation Supervisor*

- 2006-2007      Master in Technology Ventures and Foundations of Entrepreneurship students:  
• Peter Feray Grossruck, Jun He, Anna Pappa, Ayush Poddar, and Shanshan Su  
Master in Technology Entrepreneurship students:  
2007-2008      • Andrew Huang, Peng Li, and Kuowei Wu  
2008-2009      • Yu-yang Chen, David Faour, and Stefanos Katsantonis  
2009-2010      • Hafiza Yati Abdul Hamid, Navin Khilnani, Fan Li, Jiabing Ruan, Hui-Chu Yang, and Lequn Yang

European Institute for Advanced Studies in Management (EIASM)

- 2009-present      EIASM's Doctoral Education Network (EDEN) Doctoral Seminar on Social Network Analysis  
*Faculty/Instructor*  
Modules taught: Types of networks, network dynamics, network data collection and advanced topics on network measures.

## **BUSINESS EXPERIENCE**

- 1999-2002      *Advisor*  
• KTB Ventures, LaunchPower, and Silicon Valley News

- 1999-2001     *Consultant*  
Palo Alto, California  
• DaimlerChrysler, ISLE, and Vivotech
- 1997            *Consultant*  
Palo Alto, California  
• Silicon Graphics, and Cisco
- 1995-1997     *Co-founder*  
Amart Company, Palo Alto, California
- 1995            *Consultant*  
Palo Alto, California and Seoul, Korea  
• LG Group
- 1991-1994     *Manager, Market Strategy Analysis*  
SNECMA, Paris, France
- 1986-1988     *Consultant/Researcher*  
Fraunhofer Institute for Production Systems and Design Technology, Berlin,  
Germany

#### **FIELDS OF INTERESTS**

Social network analysis, complex systems, social psychology, organization theory, business strategy, management of technology and innovation, entrepreneurship, economic sociology.

#### **PERSONAL DATA**

Place of birth: Seoul, Korea

Nationality: Brazil, United States and United Kingdom

#### **LANGUAGES**

Fluent in English, French, German, Korean, and Portuguese (in alphabetical order)