

TOM H. KWON

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tom.kwon@ucl.ac.uk · [Webpage](#) · [Google Scholar](#)**Academic Appointments**

UCL School of Management	2025 -
Assistant Professor of Strategy & Entrepreneurship	

Education

Ph.D.	University of Southern California, Marshall School of Business	2025
	· Dissertation: Managing Technological Uncertainty in Industry Emergence	
	· Committee: Violina Rindova, Kyle Mayer, Hyo Kang, Milan Miric, Mahka Moeen	
Ph.D.	Seoul National University	2018
	· Industrial Engineering, specialization in Technology Management	
M.S.	Johns Hopkins University	2013
	· Electrical Engineering	
B.S.	Johns Hopkins University	2012
	· Electrical Engineering, minor in Entrepreneurship and Management	

Research Interests

Technology Strategy, Industry Emergence, Innovation Management, Entrepreneurship, Temporality

Working Papers

- [1] Spillover Effect of Technology Failure in Nascent Industries: Camera versus LiDAR in the Autonomous Vehicle Industry (Ready to be submitted to *Management Science*)
- [2] To Focus or Explore: Experimentation, Failure, and the Adapting of Knowledge Development Strategies in Nascent Industries (Resubmit to *Strategic Management Journal*)

Work In Progress

- [3] Software, Hardware, or Both? Adapting Capabilities to Technology Failures in Nascent Industries (Kwon, H., & Kang, H.)
- [4] Temporal Focus and Innovation Trajectories: How Future vs. Past Focus Firms Develop Technologies Differently in Nascent Industries (Kwon, H., Rindova, V., & Miric, M.)

Publications in Technology Management

Kwon, H., & Park, Y. (2018). Proactive development of emerging technologies in a socially responsible manner: Data-driven problem-solving process using LSA. *Journal of Engineering and Technology Management*. 50, 45-60.

Kwon, H., Park, Y., & Geum, Y. (2018). Toward data-driven idea generation: Application of Wikipedia to morphological analysis. *Technological Forecasting and Social Change*. 132, 56-80.

Jang, W., **Kwon, H.**, Park, Y., & Lee, H. (2018). Predicting the degree of interdisciplinarity in academic fields: The case of nanotechnology. *Scientometrics*. 116(1), 1-24.

Kwon, H., Kim, J., & Park, Y. (2017). Applying LSA text mining technique in envisioning social impacts of emerging technologies: The case of drone technology. *Technovation*. 60-61, 15-28.

Awards, Grants, & Fellowships

2023 USC Marshall School of Business Ph.D. Fellowship - Best Dissertation (\$10,000)

2023 USC Marshall School of Business Ph.D. Student Outstanding Teaching Award (\$500)

2022 Will Mitchell Dissertation Research Grant, Strategy Research Foundation (SRF) (\$10,000)

2022 USC Lloyd Greif Center for Entrepreneurial Studies Ph.D. Student Research Award (\$4,000)

Invited Presentations and Panels

2025:

Academy of Management: Managing Technological Transitions: From Machines to Software and AI in the Automotive Industry

2024:

Northeastern University, D'Amore-McKim School of Business

Lehigh University, College of Business

University College London, School of Management

University of Wisconsin, Wisconsin School of Business

University of Virginia, Darden School of Business

Teaching

Strategy by Design, UCL School of Management, 2025

Strategic Management, USC Marshall, 2023

Strategic Technology Management, Seoul National University of Science and Technology, 2019