

# YUNJUNG PAK

*Curriculum Vitae*

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Strategic Management and Organization  
Alberta School of Business  
University of Alberta  
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## EDUCATION

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2019-            Ph.D., Strategic Management and Organization, University of Alberta  
2012-2015      M.A., Sociology, Yonsei University  
2004-2009      B.A., Sociology, Yonsei University

## FIELDS OF INTEREST

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Organizational Theory, Entrepreneurship, Economic Sociology, Hybrid Organization, Network Analysis, Natural Language Processing, Topic Modeling

## PUBLICATIONS

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### **Journal Article (Peer-reviewed)**

Pak, Yunjung, Youngjin Kim, Min Song, and Yonghak Kim. 2015. "Shock Waves of Political Risk on the Stock Market: The Case of Korean Companies in the U.S." *Development and Society*, 44, 143-165.

### **Case Study**

Pak, Yunjung and Hakjong Lee. 2018. "Slow but Solid: A Crowdfunding Platform's Growth Strategy." *Asan Entrepreneurship Review*, 9.

### **Book**

Pak, Yunjung, Sangyeob Han, and Jongik Lee. 2008. *Beautiful Lies: Social Entrepreneurs in India and Bangladesh*. Paju: Booknomad

## SELECTED PRESENTATION

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Pak, Yunjung, Youngjin Kim, Min Song, and Yonghak Kim. "Recognizing Korea Discount: Analysis of the Relationship between News Sentiment and Stock Prices during 1994-2012."  
• American Sociological Association Annual Meeting, 2014, San Francisco, CA.

Pak, Yunjung. "How to Make an Online Market: The Transformation from the Traditional Recorded Music Market to the Digitalized Online Music Market in South Korea 2000-2005."  
 • Hong Kong Sociological Association Annual Meeting, 2013, Hong Kong, China.

Pak, Yunjung. "Post-materialism and New Social Movements' Values in South Korea."  
 • American Sociological Association Annual Meeting, 2013, New York, NY.

## GRANTS, AWARDS AND FELLOWSHIPS

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2014	EXCELLENCE AWARD, "Opinion Analysis to Korean Corporate Social Responsibility Discourse 2003-2013." <i>UN Global Compact CSR Conference</i>
2013	National Research Scholarship, Korea Student Aid Foundation
2012-14	Brain Korea 21 Plus Scholarship, National Research Foundation of Korea

## PROFESSIONAL EXPERIENCE

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2017-19	DIRECTOR, Consulting, Purplex
2016-17	MANAGER, Venture, We All Govern Lab
2015-16	RESEARCHER, <i>Institute for Social Development and Policy Research</i> , Seoul National University
2009-12	LIEUTENANT, Republic of Korea Air Force