

TOM H. KWON

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Level 38 One Canada Square, Canary Wharf, London, E14 5AA, UK

ACADEMIC APPOINTMENTS

University College London, School of Management	2025 –
Assistant Professor of Strategy & Entrepreneurship	

EDUCATION

Ph.D.	University of Southern California , Marshall School of Business Dissertation: Navigating Technological Uncertainty in Industry Emergence Committee: Violina Rindova, Kyle Mayer, Milan Miric, Hyo Kang, Mahka Moeen <i>Outstanding Dissertation Award Finalist, AOM STR Division, 2026</i> <i>Best Dissertation Award Finalist, AOM TIM Division, 2026</i>	2025
Ph.D.	Seoul National University , College of Engineering Industrial Engineering, specialization in Technology Management	2018
M.S.	Johns Hopkins University , Whiting School of Engineering Electrical Engineering	2013
B.S.	Johns Hopkins University , Whiting School of Engineering Electrical Engineering, minor in Entrepreneurship and Management	2012

RESEARCH INTERESTS

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

WORKING PAPERS

- [1] **Kwon, H.**, Rindova, V., & Miric, M. To Focus or Explore: Experimentation, Failure, and the Adapting of Knowledge Development Strategies in Nascent Industries.
Under review, *Strategic Management Journal*
Nominated, Best Paper Prize, Strategic Management Society Annual Conference, 2026
Nominated, Best Paper Award, SMS Knowledge & Innovation Interest Group, 2026
USC Lloyd Greif Center for Entrepreneurial Studies Research Award, 2022
- [2] **Kwon, H.**, Kang, H., & Rindova, V. Spillover Effect of Technology Failure in Nascent Industries: Camera versus LiDAR in the Autonomous Vehicle Industry.
Under review, *Management Science*
Best Conference Ph.D. Paper Finalist, Strategic Management Society Annual Conference, 2024
- [3] **Kwon, H.** On the Radar? When Prior Experience Becomes an Advantage in Technological Change.
Ready for submission, *Organization Science*

WORK IN PROGRESS

- [4] **Kwon, H.**, & Kang, H. From Hardware to Code: Software and AI Specialists and the Direction of Innovation in Robotics.
- [5] **Kwon, H.**, Rindova, V., & Miric, M. Temporal Focus and Innovation Trajectories: How Future- vs. Past-Focused Firms Develop Technologies Differently in Nascent Industries.

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

Best Dissertation Award Finalist, Academy of Management, TIM Division	2026
Outstanding Dissertation Award Finalist, Academy of Management, STR Division	2026
Best Paper Prize Nominee, Strategic Management Society Annual Conference	2026
Best Paper Award Nominee, SMS Knowledge & Innovation Interest Group	2026
Best Conference Ph.D. Paper Finalist, Strategic Management Society Annual Conference	2024
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)	2023
Will Mitchell Dissertation Research Grant, Strategy Research Foundation (\$10,000)	2022
USC Lloyd Greif Center for Entrepreneurial Studies Ph.D. Student Research Award (\$4,000)	2022

TEACHING

MSIN0020 Strategy by Design, UCL School of Management <i>Instructor rating: 4.93/5.00</i>	2025
BUAD497 Strategic Management, USC Marshall School of Business <i>Instructor rating: 4.74/5.00</i>	2023
ITM613 Strategic Technology Management, SeoulTech, College of Engineering	2019

PROFESSIONAL ACTIVITIES

Organizer, 2027 Witan Strategy Conference	
Organizer, Symposium on Industry Emergence, Academy of Management Conference	2022–2026

CONFERENCE & INVITED PRESENTATIONS

2026	Strategic Management Society Annual Conference, Berlin, Germany Oxford Strategy Witan Conference, Oxford, United Kingdom Academy of Management Annual Conference, Philadelphia, Pennsylvania DRUID Conference, Copenhagen, Denmark
2025	Academy of Management Annual Conference, Copenhagen, Denmark (Panelist) Lehigh University, College of Business Northeastern University, D'Amore-McKim School of Business University College London, School of Management University of Wisconsin, Wisconsin School of Business University of Virginia, Darden School of Business

- 2024 Academy of Management Annual Conference, Chicago, Illinois
Consortium on Competitiveness and Cooperation (CCC), St. Louis, Missouri
Industry Studies Association Annual Conference, Sacramento, California
Strategic Management Society Annual Conference, Istanbul, Türkiye
- 2023 Academy of Management Annual Conference, Boston, Massachusetts
Max Planck Institute for Innovation and Competition Workshop, Munich, Germany
Roundtable for Engineering Entrepreneurship Research (REER), Atlanta, Georgia
Strategic Management Society Annual Conference, Toronto, Canada
- 2022 Academy of Management Annual Conference, Seattle, Washington
Strategic Management Society Annual Conference, London, United Kingdom
- 2021 Academy of Management Annual Conference, Virtual
Industry Studies Association Annual Conference, Virtual
Strategic Management Society Annual Conference, Virtual