

Ohchan Kwon

Harvard Business School
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Education

Harvard Business School	2013 - 2019 (exp.)
Doctoral Candidate, Technology and Operations Management Unit - Innovation Track	
Committee: Shane Greenstein, Prithwiraj Choudhury, Feng Zhu	
Massachusetts Institute of Technology	2013
S.M., Technology and Policy	
Seoul National University	2008
M.E., Technology Policy	
Korea Advanced Institute of Science and Technology	2006
B.E., Management Engineering	
Exchange Student, National University of Singapore	

Research Interests

Entrepreneurship. Technological Innovation. Economics of Digitization. Strategic Human Capital.

Working Papers

“When Do User Innovators Become Entrepreneurs? Examining the Role of Design Cost”

- *Job market paper*

“Homesick or Homerun? Distance from Hometown and Employee Productivity” with Prithwiraj Choudhury (HBS). *R&R at Management Science*.

- Finalist, 2017 SMS Best Conference Paper Award
- Winner, 2017 SMS Strategic Human Capital Interest Group Best Conference Paper Award

“Managing Through Organizational Change: Employee Alignment in the Presence of Unexpected Career Concerns” with Jee-Eun Shin (Toronto). *Submitted*.

Research in Progress

“Motivating Crowds by Telling Where They Are: Evidence from an Innovation Contest Platform”

“Making the Regional Advantage: Impact of Makerspace on Crowdfunding Campaigns”

“How Entrepreneurial Opportunity Leads to a Decline in User Innovation”

Workshops and Consortia

TIM Doctoral Research Development Workshop at the Academy of Management	2018
NBER Digitization Tutorial	2017
NBER Entrepreneurship Research Boot Camp	2015
Strategic Research Initiative PhD Boot Camp	2015
Research Design for Causal Inference: Advanced Workshop	2014

Invited Presentations

“When Do User Innovators Become Entrepreneurs? Examining the Role of Design Cost”

- 17th Annual Trans-Atlantic Doctoral Conference, London Business School, May 2017*
- 2017 SMS Annual Conference, October 2017*
- Harvard Digital Initiative Doctoral Student Workshop, May 2018
- 16th International Open and User Innovation Conference, August 2018

** An earlier version was presented as "Greenlight for Creative Destruction? Crowds as Gatekeepers and Industry Dynamics in the Video Game Industry."*

“Motivating Crowds by Telling Where They Are: Evidence from an Innovation Contest”

- Consortium on Competitiveness and Cooperation (CCC) Doctoral Conference, March 2018

“Homesick or Homerun? Distance from Home and Employee Productivity”

- 2017 DRUID Conference, June 2017
- 2017 SMS Annual Conference, October 2017

“Managing Through Organizational Change: Employee Alignment in the Presence of Unexpected Career Concerns”

- Work, Organizations and Markets Seminar, Harvard Business School, October 2013

Fellowships and Awards

Harvard Business School Dissertation Completion Fellowship	2018 – 2019
Harvard Business School Doctoral Fellowship	2013 – 2018
Samsung Scholarship	2013 – 2018
Korean Government Scholarship for Overseas Studies	2011 – 2013
Korea Foundation for Advanced Studies Fellowship for Graduate Studies	2006 – 2008

Teaching Experience

Harvard Business School

Certificate, Harvard Case Method Teaching Seminar Part 1	November 2017
Teaching Fellow, Technology and Operations Management (MBA Required Curriculum)	Fall 2015

- Evaluation: 4.02/5.00 (detailed evaluation records available upon request)

Teaching Fellow, Digital Innovation and Transformation (MBA Elective Curriculum)

Fall 2015

Professional Activities and Service

Reviewer

Manuscript reviewer for Industrial and Corporate Change, Annual Meetings of Academy of Management

Conference Service

Session chair for 2017 DRUID Conference

University and Department Service

Wyss Doctoral Mentoring Awards Committee, Harvard Business School

2016 – present

Other Work Experience

R&D Manager, Institute of Network Technology, SK Telecom, South Korea

2008 – 2011

- U.S. Patent 8,774,774 "Method for transmitting digital data and system thereof and mobile terminal for the same in call waiting."

References

Shane Greenstein

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Prithwiraj Choudhury

Assistant Professor of Business Administration

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Piramal Associate Professor of Business Administration

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Selected Research Abstracts

When Do User Innovators Become Entrepreneurs? Examining the Role of Design Cost

Recent digital transformations reduce the cost of technology commercialization greatly, particularly the cost of translating ideas into products. I examine how such a decrease in design cost affects individual innovators' career transition into entrepreneurship, as well as their performance. The empirical setting is the video game industry, in which user innovators have created high-quality contents that could be further developed as standalone games. Examining an unexpected business model change of a major game engine software company, which results in providing low-cost development option to some user innovators, I find that users whose contents are compatible with affected game engine are more likely to become entrepreneurs. These user entrepreneurs are also more likely to successfully release standalone games and profit from their innovations. Several factors explain the performance advantages, including their ability to reuse existing knowledge and attract entrepreneurial joiners from prior communities. Together, the findings suggest that the access to complementary assets may act as a significant barrier for potential entrepreneurs, and that a decrease in design cost may facilitate a gale of creative destruction by innovative individuals.

Homesick or Homerun? Distance from Hometown and Employee Productivity

Companies often assign workers to far-flung locations to fill critical roles and to develop human capital. Yet little is known about how workers perform in assignments to locations far from their hometowns, which may subject them to increased cultural distance, information costs, and effects related to social-attachment to hometown/workplace. By exploiting an Indian technology firm's policy of randomly assigning entry-level employees to eight widely scattered locations, we empirically assess how distance from hometown affects workers' performance. Our results suggest that distance from hometown has a positive effect on worker performance in the short term and a negative effect over the longer term. We offer evidence on a key mechanism: how employees allocate their time to work-related activities and to visiting distant family. To do so, we use field interviews, sub-sample analyses, and micro-data on the number of optional skill-development courses employees complete and on leave taken during the major Indian festival of Diwali. We find evidence of heterogenous effects based on the location of the production center and on gender.

Managing Through Organizational Change: Employee Alignment in the Presence of Unexpected Career Concerns

This study examines performance consequences due to unexpected career concerns – layoff risks due to institutional reasons. Exploiting a company-wide announcement of a merger decision by management as a trigger event for unexpected career concerns, we examine employee performance at a rental car company with stores across US airports before and after the merger announcement. First, we document positive incentive effects. Employee performance exhibits significant improvements subsequent to the merger announcement which suggests that unexpected career concerns trigger incentives to minimize potential layoff risks. Second, we document effort allocation effects depending on the extent of employee alignment (i.e. the extent by which employees are aligned with the overall company strategy). In particular, our findings suggest that in the presence of unexpected career concerns, employee alignment can mitigate myopic behaviors to fixate effort levels on relatively short-term performance measures at the expense of long-term performance measures. Our findings provide new evidence for the benefits of employee alignment as agile controls in mitigating career concern pressures during organizational change.