

SOONG MOON KANG

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ACADEMIC EMPLOYMENT

- 2017-present *Associate Professor (Reader)*
School of Management
University College London
- 2006-2017 *Assistant Professor (University Lecturer)*
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

JOURNAL PUBLICATIONS

Predicting Traffic Volumes and Estimating the Effects of Shocks in Massive Transportation Systems. 2015. *Proceedings of the National Academy of Sciences*. 112(18): 5643–5648. (With Ricardo Silva and Edoardo M. Airoldi).

Field Experiments of Success-Breeds-Success Dynamics. 2014. *Proceedings of the National Academy of Sciences*. 111(19): 6934–6939. (With Arnout van de Rijt, Michael Restivo and Akshay Patil)

A Long-Time Limit for World Subway Networks. 2012. *Journal of the Royal Society Interface*. 9(75):2540-2550. (With Camille Roth, Michael Batty and Marc Barthélémy)

The Organizational Selection of Status Characteristics: Status Evaluations in an Open Source Community. 2012. *Organization Science*. 23 (2): 341–354. (With Alison J. Bianchi and Daniel Stewart)

Structure of Urban Movements: Polycentric Activity and Entangled Hierarchical Flows. 2011. *PLoS ONE*. 6(1):e15923. (With Camille Roth, Michael Batty and Marc Barthélémy)

Equicentrality and Network Centralization: A Micro-Macro Linkage. 2007. *Social Networks*. 29(4): 585-601.

A Note on Measures of Similarity Based on Centrality. 2007. *Social Networks*. 29(1): 137-142.

Applications of Modern Industrial Technology in Developing Nations: Government Policy and Its Con-

sequences in Brazil. No. 266. Center for Economic Policy Research, Stanford University, 1993. (With W. Edward Steinmueller)

REFEREED CONFERENCE PROCEEDINGS

Subway Station Real-time Indoor Positioning System for Cell Phones. 2017 International Conference on Indoor Positioning and Indoor Navigation (IPIN), 18-21 September 2017, Sapporo, Japan (With Chengqi Ma, Chenyang Wan, Yuen Wun Chau and David R. Selviah)

Visualization of Topic-Sentiment Dynamics in Crowdfunding Projects. The Sixteenth International Symposium on Intelligent Data Analysis (IDA), 26-28 October 2017, London, UK (With Rafael Carmo and Ricardo Silva)

Tomography of the London Underground: a Scalable Model for Origin-Destination Data. The Thirty-First Annual Conference on Neural Information Processing Systems (NIPS), 4-9 December 2017, Long Beach, California, USA (With Nicolo Colombo and Ricardo Silva)

WORKING PAPERS AND WORK IN PROGRESS

Timing Matters: Aligning New Venture Stage and Investor Relational Structure for Best Performance. (With Sean F. Everton and Patricia H. Thornton). To be submitted.

The Role of Personality and Social Capital on Intrapreneurial Achievement. (With Reece Akhtar). In preparation.

Uncovering Financial Risk from Disassortative Networks: Empirical Evidence from the U.S. Stock Market (With Thársis T. P. Souza and Tomaso Aste). In preparation.

Multiplex Structure of Social Media and Financial Networks. (With Thársis T. P. Souza and Tomaso Aste). Data analysis.

Adaptive Methods for Tracking Disruption Reaction in Massive Transportation Systems. (With Ricardo Silva). Data analysis.

Quantifying the Impact of Misinformation in Financial Markets. (With Thársis T. P. Souza and Tomaso Aste). Data analysis.

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.

From Local Perceptions to Network-Wide Patterns: The Effects of Status Bias on Job Satisfaction. (With Martin Kilduff and David Krackhardt). Data collection.

CONFERENCE AND INVITED PRESENTATIONS

Akhtar, Reece, and Soong Moon Kang. "The Social Networks of Intrapreneurs: The Role of Personality and Social Capital on Intrapreneurial Achievement." Academy of Management. Anaheim, California, 8 August 2016.

Souza, Thársis T. P., Giuseppe Pappalardo, Soong Moon Kang, Guido Caldarelli and Tomaso Aste. "Multiplex Structure of Social Media and Financial Networks." 2nd Annual International Conference on Computational Social Science. Northwestern University, Evanston, Illinois, 26 June 2016.

Akhtar, Reece, and Soong Moon Kang. "Social Networks of Intrapreneurs: The Role of Personality and Social Capital on Intrapreneurial Activity." The Mitchell Centre for Social Network Analysis, University of Manchester, Manchester, United Kingdom, 25 November 2015.

Everton, Sean F., Soong Moon Kang and Patricia H. Thornton. "Institutional Logics and Venture Investors: The Influence of Logic-Stage-Fit on Venture Performance." Macro Organizational Behavior Society (MOBS) Conference, Harvard Business School, Boston, Massachusetts, 31 October 2015.

Akhtar, Reece, and Soong Moon Kang. "Social Networks of Intrapreneurs: The Role of Personality and Social Capital on Intrapreneurial Activity." XXXV International Sunbelt Social Network Conference, Brighton, United Kingdom, 23 – 28 June 2015.

Kang, Soong Moon. "Pesquisas em Sistemas Complexos na University College London (Research on Complex Systems at University College London)." Instituto de Matemática e Estatística/Departamento de Mecatrônica e Sistemas Mecânicos, Universidade de São Paulo, São Paulo, Brazil, 2 October 2014.

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, 12 August 2013.

Kang, Soong Moon and Chia-Jung Tsay. "Crowdfunding." Roundtable Mentoring. Classical:Next: The Professionals Forum for Classical and Art Music, Vienna, Austria, 31 May 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, 29 April 2013.

Kang, Soong Moon. "Alternative Sources of Funding: Crowd-financing." WOMEX: The World Music Expo, Thessaloniki, Greece, 19 October 2012.

Kang, Soong Moon, Martin Kilduff and David Krackhardt. "Social Network Status Differences and Perceptions of Network Inequality in Organizations." The Mitchell Centre for Social Network Analysis, University of Manchester, Manchester, United Kingdom, 16 March 2011.

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

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

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

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

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

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

PROFESSIONAL SERVICE

Peer Review Activities:

2007-present	<i>Social Networks</i>
2008-present	<i>Organization Science</i>
2009-present	<i>Academy of Management Review</i>
2009-present	<i>Management Science</i>
2010	<i>National Science Foundation (U.S.A.)</i>
2013	<i>California Management Review</i>
2013	<i>Decision Sciences</i>

Membership of Professional Bodies:

- 2004-present *International Network for Social Network Analysis (INSNA)*
2006-present *Academy of Management*
2006-present *American Sociological Association*
2006-present *Institute for Operations Research and the Management Sciences (INFORMS)*

HONORS AND AWARDS

- 2015 Finalist, Best Paper Award in Communication, Information Technologies and Media Sociology of the American Sociological Association.
- 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

GRANTS

- 2017-2020 Accountability, Capacity and Trust to Improve Learning Outcomes in South Africa: A Systems Approach (with Melanie Ehren et al.) —ESRC—£459,082
- 2016-2019 Nodes from the Underground: Causal and Probabilistic Approaches for Complex Transportation Networks (with Ricardo Silva)—EPSRC—£394,902
- 2016 UCL Santander Research Catalyst Award—£2,700

TEACHING

School of Management, University College London

- Instructor*
- Master programs:
- 2007-2012 Course “New Ventures Business”
Course “Strategic Management for Information and Communication Technology (ICT) Ventures”
Workshop “Research Methods”
Course “Business Strategy”
- 2015-present Course “Mobile Business Ventures”
Doctoral program:
- 2013-present Course “Analysis of Social Networks”

Faculty of Engineering Sciences, University College London

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

- Dissertation Supervisor*
- 2016-present PhD in Planning:
• Ilwon Seo
- 2015-present PhD in Management:
• Philipp Cornelius
- 2015-present PhD in Computer Science:
• Thársis T. P. Souza
- 2014-2016 PhD in Psychology:
• Reece Akhtar (passed examination in November 2016)

- 2014-present PhD in Statistics:
• Rafael Carmo
- 2006-2007 Master in Technology Ventures and Foundations of Entrepreneurship:
• Peter Feray Grossruck, Jun He, Anna Pappa, Ayush Poddar, and Shanshan Su
- 2007-2008 Master in Technology Entrepreneurship:
• 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
- 2014-2015 Master in Management:
• Dylan Dartnell-Steinberg, Shuwen Huang, Magaye Tochtrop, Georgios Tsiamtsouris, Hannah Tuck, Yue Wang, and Jingran Wei
- 2016-2017 • Ozen Ener, Raghav Garg, Miriam Gastelum Aispuro, Jin Jin, Victor Liang, Jeffrey Linardi, Joshua Lee, Ole Olsen, Pattaraphon Sawasdee, Ling Yan

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

- 2013-present *Member of the Board of Trustees*
Azuki Foundation, London, United Kingdom
- 2011-present *Advisor*
London, United Kingdom
• Mu:arts
- 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, computational social science, complex systems, social psychology, organization theory, management of technology and innovation, entrepreneurship, business strategy, 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)