

BRYN CHOI

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EDUCATION

GIES COLLEGE OF BUSINESS, UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, IL
Ph.D. Organizational Behavior (Macro), Minor in Strategy 2027 (expected)
Dissertation Committee: Olga Khessina (chair), Matthew Kraatz, Joseph Mahoney, Gino Cattani
GPA: 3.97/4.00

HARVARD LAW SCHOOL, Cambridge, MA
J.D. 2020

YONSEI UNIVERSITY, Seoul, South Korea
B.A. Comparative Literature and Culture 2017
GPA: 4.22/4.30

RESEARCH INTERESTS

Social Evaluation; Values; Market Categories and Valuation; Product Markets; Cultural Industries

RESEARCH IN PROGRESS

Choi, B. & Li, Y. The Game Changer's Dilemma: Consumer Response to Inclusive Product Design in the Video Game Industry. (Under review)

Choi, B. Seeing Products through Values: Artistic Value Salience in the Market for Video Games, 2001–2022. (Working paper)
• Job market paper

Choi, B., Khessina, O. M., & Reis, S. Accounting for Product Multidimensionality in Consumer Evaluation: The Role of Functional and Supra-functional Distinctiveness in Post-Consumption Judgments. (Working paper)

Khessina, O. M., Kim, Y., & **Choi, B.** Strategic Imagery in Craft Chocolate. (Manuscript in preparation)

Choi, B. & Chu, J. The John M. Olin Foundation and the Rise of Law and Economics. (Data analysis)

CONFERENCE PRESENTATIONS

Choi, B. & Li, Y. The Game Changer's Dilemma: Consumer Response to Inclusive Product Design in the Video Game Industry.

- (to be presented) *SMS Annual Conference*, Berlin, Germany (October 2026)
- *AOM Annual Meeting*, Copenhagen, Denmark (August 2025)
- *Nagymaros Conference* (presented by coauthor), Cambridge Judge (July 2025)
- *Equitable Opportunity Conference* (poster), MIT Sloan (June 2025)
- *Industry Studies Association Annual Conference*, MIT Sloan (June 2025)
- *Nonmarket Strategy Research Community Doctoral Conference*, virtual (May 2025)
- *Equitable Opportunity Conference* (poster), Michigan Ross (June 2024)
- *Emerging Markets Institute PhD Conference*, Cornell Johnson (May 2024)
- *Collective Impact Doctoral Workshop*, Wharton (March 2024)

Choi, B. Seeing Products through Values: Artistic Value Salience in the Market for Video Games, 2001–2022.

- (to be presented) *AOM Annual Meeting*, Philadelphia, PA (August 2026)
- (to be presented) *EGOS Colloquium*, Sub-theme 30: From the Margins to the Mainstream: The Role of Contestation, Competition, and Agency in the Evolution of Novelty, virtual (July 2026)
- (to be presented) *Consortium on Competitiveness and Cooperation*, Bocconi University (June 2026)
- *East Coast Doctoral Conference*, Columbia Business School (May 2026)
- *Strategic Management Ph.D. Student Day*, Purdue Daniels (April 2026)
- *Medici Summer School*, HEC Paris (June 2025)
- *Industry Studies Association Annual Conference*, MIT Sloan (June 2025)
- *Berkeley Culture Connect Conference*, Berkeley Haas (January 2025)

Choi, B., Khessina, O. M., & Reis, S. Accounting for Product Multidimensionality in Consumer Evaluation: The Role of Functional and Supra-functional Distinctiveness in Post-Consumption Judgments.

- (to be presented) *AOM Annual Meeting*, Philadelphia, PA (August 2026)
- *Institutions and Innovation Conference* (presented by coauthor), Columbia Business School (October 2025)
- *Industry Studies Association Annual Conference*, MIT Sloan (June 2025)
- *Nagymaros Conference* (presented by coauthor), Universidad Carlos III de Madrid (June 2024)

INVITED CONSORTIA

- (upcoming) *West Coast Research Symposium Doctoral Consortium*, Banff, Alberta, Canada (September 2026)
- (upcoming) *AOM TIM Doctoral Consortium*, Philadelphia, PA (August 2026)
- (upcoming) *AOM OMT Doctoral Consortium*, Philadelphia, PA (July 2026)
- *Medici Summer School*, HEC Paris (June 2025)
- *Industry Studies Association Junior Scholars PDW*, MIT Sloan (June 2025)
- *AOM TIM Doctoral Research Development Workshop*, Chicago, IL (August 2024)
- *Strategy Science Doctoral Workshop*, Michigan Ross (June 2024)

ORGANIZED SYMPOSIA

- The Role of Values in Social Evaluation. *AOM Annual Meeting*, Copenhagen, Denmark (August 2025) (co-organized with Olga Khessina & Yeaji Kim)
- Inherent Tensions in Gaming Markets and their Effect on Audiences, Communities, and Market Positioning. *AOM Annual Meeting*, Boston, MA (August 2023) (co-organized with Olga Khessina, Samira Reis, & J. Cameron Verhaal)

HONORS, AWARDS, AND GRANTS

- Jagdish N. Sheth Fellowship, Gies College of Business (2026)
- Alan J. & Joyce D. Baltz Fellowship, Gies College of Business (2025)
- Robert Ferber Dissertation Award, University of Illinois Urbana-Champaign (2025)
- Best Presentation Award, BA Doctoral Workshop, Gies College of Business (2025, 2023, 2022)
- Joseph E. & Ouida Wald Zwisler Summer Doctoral Fellowship, Gies College of Business (2024)
- Senior Faculty Research Grant (with Olga Khessina and Matthew Kraatz), Gies College of Business (2024)

- Research grant (with Ying Li), Center for Professional Responsibility in Business & Society, Gies College of Business (2024)
- Kenneth Uhl Prize (for best paper in a Ph.D. course), Gies College of Business (2022)
- Block Grant Fellowship, Gies College of Business (2026, 2024, 2023, 2021)
- Harry J. Gray research/travel allowance, Gies College of Business (2021–2024)
- Dean's Scholar Prizes, Harvard Law School
 - Constitutional Law: First Amendment (Noah Feldman) (2019)
 - Fashion Law (Nana Sarian) (2019)
- Full tuition scholarship (awarded each eligible semester based on GPA), Yonsei University

RESEARCH EXPERIENCE

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY, Evanston, IL

- Research Assistant for Johan Chu (2020–2021)

HARVARD LAW SCHOOL, Cambridge, MA

- Independent Research (supervised by Chris Bavitz) (2019–2020)
 - Research on copyright, the First Amendment, and the right of publicity in television and video game litigation.
- Associate Editor, *Journal of Sports and Entertainment Law* (2017–2018)

YONSEI UNIVERSITY, Seoul, South Korea

- Research Assistant for Kelly Walsh (2016–2017)

TEACHING EXPERIENCE

GIES COLLEGE OF BUSINESS, UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, IL

- Instructor of Record
 - BADM 340: Ethical Dilemmas of Business (upper-level undergraduate elective, 39 students; Fall 2024)
 - Overall teaching effectiveness: 4.33/5.00 (73rd departmental percentile)

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY, Evanston, IL

- Teaching Assistant
 - MORS-472: Negotiation Fundamentals (Cynthia Wang, Johan Chu) (Fall 2020, Winter 2021)
 - MORS-975: Advanced Negotiations (Cynthia Wang) (Spring 2021)
 - MORS-928: Corporate Entrepreneurship: Organization Design for Disruption (Johan Chu) (Winter 2021)

PROFESSIONAL ACTIVITIES

- Ad-hoc reviewer, *Strategic Organization*; *AOM Annual Meeting*
- Student Affiliate, *Illinois Strategic Organizations Initiative* (2022–present)
- Member, *Academy of Management*; *Strategic Management Society*; *European Group for Organizational Studies*; *Industry Studies Association*
- Admitted to the Illinois Bar (inactive)

REFERENCES

Olga Khessina

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Joseph Mahoney

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Gino Cattani

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