

Minah Park

Business Program, Oberlin College
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ACADEMIC POSITION

Assistant Professor of Business, Business Program, Oberlin College & Conservatory (Sep 2024 -)
Honorary Associate, Wisconsin Institute of Discovery, University of Wisconsin (June 2025 -)

EDUCATION

Ph.D. in Management and Human Resources (2025)
University of Wisconsin – Madison, Wisconsin School of Business, WI, US

Ph.D. in Operations Management with a Minor in Management (2020)
Yonsei University, Department of Business Administration, Seoul, Korea

M.S. in Chemical & Biomolecular Engineering (2015)
Yonsei University, Seoul, Korea

BA in Life Science Biotechnology (2012)
Yonsei University, Seoul, Korea

RESEARCH INTEREST

Entrepreneurship; Gender Gap; STEM; Education; Quantitative Methods; Experiment

WORKING PAPERS

Minah Park, Jirs Meuris, Jon Eckhardt, Brent Goldfarb. “Who Benefits from Feedback in Entrepreneurial Pipeline Programs? Gender Differences in Response to Negative Feedback” (Under review at Journal of Business Venturing)

- 2023 AOM OB Division, Best Student Paper with Entrepreneurship Implications Award (Winner)
- 2023 Corporate Citizenship Research Award Sponsored by Posco-Postech

Minah Park, Chia-Jung Tsay. “The Impact of Gender on Entrepreneurial Idea Generation and Selection”

Jon Eckhardt, Brent Goldfarb, **Minah Park**, Subra Tangirala, Molly Carnes, Jennifer Sheridan, Markus Brauer. “The Effect of Role Models on Increasing Female Participation in STEM Entrepreneurship” (Under review at Organization Science)

Minah Park, Jon Eckhardt, Brent Goldfarb. “Knowledge Acquisition and Entrepreneurship: Integrating Ideas and Intention”

Minah Park, Jon Eckhardt, Brent Goldfarb, Scott Shane. “Young Like Me: How Age-Relatable Role Models Make Entrepreneurship Teachable ” (Under review at Journal of Business Venturing)

PUBLICATIONS

Minah Park, Sung Joo Bae, and Chaewon Park. 2024. Complementor Multihoming Strategies on Platforms: Dynamics of Competition and Survival. *Journal of Information Technology Services*, 23(6): 53-76.

Mooweon Rhee, Daegyung Yang, Sung Joo Bae, and **Minah Park**. 2021. Buffering Against the Damaging Effect of Product Recall. *Yonsei Business Review*, 58(2): 35-66.

Sung Joo Bae, and **Minah Park**. 2019. Manifestation of Language Transfer Problem During the New Product Development Process. *Yonsei Business Review*, 56(1): 21-56.

Sung Joo Bae, **Minah Park**, and Mooweon Rhee. 2018. How Do Online Product-Related Electronic Network of

Interest Grow?: The role of content, communication activity, and structure. *Yonsei Business Review*, 55(3): 65-101.

- 2019 Yonsei Business Review, Award for Outstanding Paper

Ji-Seon Oh, **Minah Park**, Jung-Suk Kim, and Jae-Hyung Jang. 2014. Enhanced Cellular Transfection by Ternary Non-Viral Gene Vectors Coupled with Adeno-Associated Virus-Derived Peptides. *Macromolecular Bioscience*, 14(1): 121-130.

Minah Park, Mikyung Shin, Eunmi Kim, Slgirim Lee, Kook In Park, Haeshin Lee, and Jae Hyung Jang 2014. The Promotion of Human Neural Stem Cells Adhesion Using Bioinspired Poly(Norepinephrine) Nanoscale Coating. *Journal of Nanomaterials*, 2014: 2.

CONFERENCE PRESENTATIONS *(presentations by co-authors)*

“Who Benefits from Feedback in Entrepreneurial Pipeline Programs? Gender Differences in Response to Negative Feedback”

- Equitable Opportunity Conference, Ann Arbor, June 2024
- Great Lakes Entrepreneurship Network (GLEN) Conference, Chicago, May 2024
- Academy of Management Annual Meeting, OB Division, Boston, August 2023 (paper session)

“The Impact of Gender on Entrepreneurial Idea Generation and Selection”

- Academy of Management Annual Meeting, Women and Under-Represented Minorities in High-Growth Entrepreneurship & Innovation, Boston, August 2023 (PDW)
- *INSEAD Doriot Entrepreneurship Conference, Singapore, June 2023* (Poster)
- IDS Mini-Conference, Madison, September 2024 (Poster)
- *International Association for Conflict Management Annual Conference, Symposium: Harder Than it Looks: Why Gender Inequity Persists in Professional Settings, Burlington, VT, 2025.*
- Academy of Management Annual Meeting, From Individuals to Organizations: Bridging Micro/Macro Perspectives in Employee Entrepreneurship, Copenhagen, July 2025 (PDW)

“The Effect of Role Models on Increasing Female Participation in STEM Entrepreneurship”

- *SMS 43rd Annual Conference, Toronto, October 2023*
- *INFORMS Annual Meeting, Arizona, October 2023*
- Academy of Management Annual Meeting, Diversity in Entrepreneurship - An Experimental Investigation Symposium, Boston, August 2023 (symposium)
- *American Society for Engineering Education Annual Conference, Baltimore, June 2023*
- *Israel Strategy Conference, Herzliya, December 2022*

“Complementor Multihoming Strategy in Platforms: The Dynamics of Competition and Survival”

- R&D Management Conference, Milan, July 2018
- *Hawaiian International Conference on System Sciences, Hawaii, January 2018*

“The Promotion of Human Neural Stem Cells Adhesion Using Bioinspired Poly(Norepinephrine) Nanoscale Coating.”

- 2013 The Korean Society for Biotechnology and Bioengineering, Daegu, April 2013 (Award for Outstanding Poster Presentation)

FELLOWSHIPS, GRANTS, AND AWARDS

- AI Hub for Business Research Grant (2026) - \$10,000
- Seed Grant, Institute for Diversity Science (2024) - \$52,500
- Research Fellowship, Entrepreneurship Science Lab (2024) - \$48,113
- Research Fellowship, Entrepreneurship Science Lab (2023) - \$25,499
- Research Fellowship, Entrepreneurship Science Lab (2022) - \$2,275
- MHR Scholarship Award, Wisconsin School of Business (2024) - \$2,000
- BRITE Lab Small Grant Proposal, Wisconsin School of Business (2023) - \$3,500
- Diversity, Equity, and Inclusion Awards (Unit): Excellence in Cross-Disciplinary Collaboration to Advance DEI, Wisconsin School of Business (2023)
- University of Wisconsin Graduate School Annual Student Research Grant Competition (2023) - \$1,500
- Conference Travel Grant, Wisconsin School of Business (2023) - \$600
- Conference Travel Grant, Wisconsin School of Business (2022) - \$2,000
- Robert W. Pricer Ph.D. Entrepreneurship Fellowship, Wisconsin School of Business (2021)

- Academic Excellence Awards, Yonsei University (2016, 2017, 2018)

TEACHING

Instructor

Venture Creation (BBA), Spring 2025 (Evaluation: 4.85/5.0)
Marketing (Half-semester BBA), Fall 2025 (Evaluation: 4.70/5.0)
Operations (Half-semester BBA), Fall 2025 (Evaluation: 4.60/5.0)
Entrepreneurship (BBA), Fall 2025 (Evaluation: 4.60/5.0)

Teaching Assistant

Strategic Management of Innovation, Martin Ganco, Spring 2021
Entrepreneurial Management, Jon Eckhardt, Spring 2021
Entrepreneurial Management, Adam Bock, Fall 2020
Entrepreneurial Management, Philip Greenwood, Fall 2020
Cutting-edge Technology and Technology Management, Sung Joo Bae, Fall 2017, Spring 2018
Entrepreneurship 303, Sung Joo Bae, Fall 2016, Fall 2017, Fall 2018, Fall 2019
Product and Operation Management, Sung Joo Bae, Fall 2015, Spring 2016
Organic Chemistry, Jae Hyung Jang, Fall 2012

PROFESSIONAL AFFILIATIONS

Institute for Diversity Science (2024 - present)
Wisconsin Institute for Discovery (2020 - present)
Member:
Academy of Management (2020 - present)

PROFESSIONAL SERVICE

Conference Leadership:

- Academy of Management Annual Meeting: Managerial & Organizational Cognition Chief Operational Officer (2025 - present)
- Academy of Management Annual Meeting: Managerial & Organizational Cognition Student Appointee (2025 - 2025)

Ad-hoc Reviewer:

- Strategic Entrepreneurship Journal (2024)

Conference Reviewer:

- Academy of Management Annual Meeting (2020-2025)
- Strategic Management Society Annual Conference (2022)

Conference Service:

- Organizer and Facilitator for “Teaching in the Rough” Professional Development Workshop, Academy of Management Annual Meeting (2025)
- Organizer for “From Individuals to Organizations: Bridging Micro/Macro Perspectives in Employee Entrepreneurship” Professional Development Workshop, Academy of Management Annual Meeting (2025)

MEDIA

School news, [Oberlin Alumni Magazine Fall 2024](#), (2025, Jan 19)
School news, [Gilson Family Fund Advances Mission of UW–Madison’s Entrepreneurship Science Lab](#) (2022, Dec 13)
School news, [WSB Scholars Awarded Competitive Grants To Explore the Intersections of Business and Diversity Science](#) (2022, Sep 5)

DOCTORAL CONSORTIA AND WORKSHOPS

AOM OB Division Doctoral Consortium, Chicago (2024)
AOM OB Division PDW Bridging Organizational Behavior and Entrepreneurship, Chicago (2024)
Smith Entrepreneurship Research Conference and Doctoral Consortium, College Park (2024)
AOM OB Division PDW Bridging Organizational Behavior and Entrepreneurship, Seattle (2022)

REFERENCES

Jon Eckhardt

Pyle Bascom Professor in Business Leadership
Department of Management and Human Resources
Wisconsin Institute for Discovery
Wisconsin School of Business
University of Wisconsin-Madison
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Martin Ganco

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Jirs Meuris

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Brent Goldfarb

Dean's Professor of Entrepreneurship
Department of Management & Organization
Robert H. Smith School of Business,
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Chia-Jung Tsay

Bruce and Janice Ellig Professor in Management
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