

## SOONG MOON KANG

University College London  
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### ACADEMIC EMPLOYMENT

- 2017-present *Associate Professor (Reader)*  
School of Management  
University College London
- 2008-2017 *Assistant Professor (University Lecturer)*  
Department of Management Science and Innovation  
University College London
- 2006-2008 *Assistant Professor (University Lecturer)*  
Centre for Enterprise and Management of Innovation (CEMI)  
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

- Forecasting Financial Market Structure from Network Features Using Machine Learning. Forthcoming. *Knowledge and Information Systems*. <https://doi.org/10.1007/s10115-024-02095-6> (With Douglas Castilho, Thársis T. P. Souza, João Gama and André C. P. L. F. de Carvalho)
- Inferring Urban Polycentricity from the Variability in Human Mobility Patterns. 2023. *Nature Scientific Reports*. 13:5751. <https://doi.org/10.1038/s41598-023-33003-7> (With Carmen Cabrera-Arnau, Chen Zhong, Michael Batty and Ricardo Silva)
- Beyond Technology: Management Challenges in the Big Data Era. 2019. *Revista de Administração de Empresas*. 59(6): 375-378. (With Eduardo de Rezende Francisco, José Luiz Kugler, Ricardo Silva and Peter Alexander Whigham)
- The Kindness of Strangers? An Investigation into the Interaction of Funder Motivations in Online Crowdfunding Campaigns. 2018. *Kyklos*. 71(2): 187-212. (With Joe Cox and Thang Nguyen)
- 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. Airolidi).

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 Consequences 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**

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

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

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

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

#### **CONFERENCE AND INVITED PRESENTATIONS**

Mazorra, Rodrigo, Than Ha Trinh, Srinidhi Vasudevan, Michael Basios, Philip Schiffer and Soong Moon Kang. “Mechanisms of Evolution in a Co-authorship Network: The Case of Phytomedicine Pub-

lications.” XL International Sunbelt Social Network Conference, Virtual, 13 –17 July 2020.

Rukmal, Pubudu, Eva Sasson, Avida Hancock and Soong Moon Kang. “Identifying Knowledge Leaders from Intra-Organizational Social Media Platform.” XXXVIII International Sunbelt Social Network Conference, Utrecht, Netherlands, 26 June – 1 July 2018.

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, Tharsis 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 *Social Networks*  
2008-present *Organization Science*  
2009-present *Academy of Management Review*  
2009-present *Management Science*  
2010 *National Science Foundation (U.S.A.)*  
2013 *California Management Review*  
2013 *Decision Sciences*

### *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 (formerly, Department of Management Science and Innovation),  
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”  
 2015-2016 Course “Mobile Business Ventures”  
 2015-2020 Course “Social Network Analysis” (formerly, “Analysis of Social Networks”)  
 2017-2022 Course “Network Analysis”  
 2024-present Course “Managing Innovation”  
 Doctoral program:  
 2013-present Course “Social Network Analysis”

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*

2023-present PhD in Social Research:  
 • Juan Carlos Valverde-Solano

2016-2019 PhD in Planning:  
 • Ilwon Seo

2015-2019 PhD in Management:  
 • Philipp Cornelius

2015-2019 PhD in Computer Science:  
 • Thársis T. P. Souza

2014-2016 PhD in Psychology:  
 • Reece Akhtar

2014-2019 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  
 Master in Technology Entrepreneurship:  
 2007-2008 • 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

2017-2018 • Minh Do

2017-2018 Master in Business Analytics:  
 • Maja Bratovic, Masami Shimizu Orozco

2018-2019 • Dhruv Sethi, Shao-Wei Shih

2019-2020 • Anina Carstens

European Institute for Advanced Studies in Management (EIASM)

2009-2018 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.

Stanford University, Graduate School of Business

*Case Study*

1998 American Craft Brewing International (With William Shen, William Barnett and Glenn R. Carroll)

### **BUSINESS EXPERIENCE**

2013-present *Member of the Board of Trustees*  
Azuki Foundation, London, United Kingdom

2011-present *Advisor*  
London, United Kingdom  
• Mu:arts

1999-2005 *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 *Engineer/Researcher*  
Fraunhofer Institute for Production Systems and Design Technology, Berlin, Germany

### **FIELDS OF INTERESTS**

Social network analysis, computational social science, complex systems, data science, social psychology, organization theory, management of technology and innovation, entrepreneurship, business strategy.

### **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)