HEEYON KIM

Cornell University, SC Johnson College of Business

Nolan School of Hotel Administration

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#### ACADEMIC POSITIONS

* Cornell University, SC Johnson College of Business, Nolan School of Hotel Administration

– Assistant Professor of Strategy, 2018 –

Faculty Fellow, Cornell Center for the Social Sciences, 2023-2024

*Parental leave 2022-2023 & 2024-2025*

* National University of Singapore, NUS Business School

– Assistant Professor of Strategy and Policy, 2014 - 2018

#### EDUCATION

* Stephen M. Ross School of Business, University of Michigan, Ann Arbor, MI, USA

– Ph.D. in Strategy (2014)

* Seoul National University, Seoul, Republic of Korea

– Master of Science, International Business/Strategy (2008)

– Bachelor of Business Administration (2006), *Summa cum laude*

**PUBLICATIONS**

(†: denotes student collaborator; \*: denotes equal contribution by authors)

Refereed Journals

* Kim, Heeyon\*, and Kim, Bo Kyung\* (2022) To be in Vogue: How mere proximity to high-status neighbors affects aspirational pricing in the U.S. fashion industry. *Strategic Management Journal*, 43: 1208-1230.
* Shen, Xirong (Subrina)†, Kim, Heeyon, and Li, Jizhen (2022) Funding ventures similar to one of us: how status dynamics impact similarity bias in heterogeneous investment teams. *Strategic Management Journal*, 43: 2135-2155.
* Jensen, Michael, and Kim, Heeyon (2020) Reaching for the stars: The importance of reputational rank in creative career development. *Poetics,* 80: 101396.
* Jensen, Michael, and Kim, Heeyon (2015). The real Oscar curse: The negative consequences of positive status shifts. *Organization Science*, 26: 1-21.
* Kim, Heeyon, and Jensen, Michael (2014). Audience heterogeneity and the effectiveness of market signals: How to overcome liabilities of foreignness in film exports? *Academy of Management Journal*, 57: 1360-1384.

Book Chapters

* Jensen, Michael, Kim, Heeyon, and Kim, Bo Kyung (2012). Meeting expectations: A role-theoretic perspective on reputation. In *The Oxford Handbook of Corporate Reputation*, edited by Michael L. Barnett and Timothy G. Pollock. Oxford University Press: 140-159.
* Jensen, Michael, Kim, Bo Kyung, and Kim, Heeyon (2011). The importance of status in markets: A market identity perspective. In *Status in Management and Organizations*, edited by Jone L. Pearce. Cambridge University Press: 87-117.

Conference Proceedings

* Kim, Heeyon (2015). Should birds of a feather flock together? Trade-off of agglomeration by nationality in foreign markets. *Academy of Management Annual Meetings Best Paper Proceedings.*
* Jensen, Michael, and Kim, Heeyon (2010). The real Oscar curse: The negative consequences of positive status shifts. *Academy of Management Annual Meetings Best Paper Proceedings.*

#### WORK IN PROGRESS

Papers in the Review Process

* Kim, Heeyon, Yoonjeoung Heo†, and Chi-Nien Chung. [Topic: Changing identities in K-pop] (2nd Revise and resubmit at *Strategic Management Journal*)
* Kim, Heeyon, Qian Wang†, and Martina Montauti. [Topic: Stratification of Airbnb] (Revise and resubmit at *Organization Science*)
* Claes, Kim\*, Heeyon Kim\*, Raunaq Pungaliya\*, Yanbo Wang\*. [Topic: AI Intermediaries] (under review at *Strategic Management Journal*)

Selected Work in Progress

* Kim, Heeyon, Zhibin Ye†, and Rene Kizilcec. [Topic: Online degree stigma] (preparing for submission)
* Lu, Xuege (Cathy)†\*, Heeyon Kim\*, and Khwan Kim†. [Topic: Awards and originality in Broadway] (preparing for submission)
* Kim, Heeyon\*, Bo Kyung Kim\*, and Youchoung Kwon†. [Topic: Status and Identity in international markets] (first draft available)
* Kim, Heeyon\*, and James Riley\*. [Topic: Status in art markets] (data collection)

**TEACHING EXPERIENCE**

(‡: hybrid classes due to Covid-19)

* Cornell University, School of Hotel Administration (2019 – )

2019 Spring: Strategic Management (HADM 4410, undergraduate): 4.95/5.00

2019 Fall: Strategic Management (HADM 4410, undergraduate): 4.93/5.00

2020 Fall: Strategic Management (HADM 4410, undergraduate): 4.79/5.00‡

2020 Fall: Competitive Strategies for the Hospitality Industry (HADM 7714, Master’s): 4.87/5.00‡

2021 Fall: Strategic Management (HADM 4410, undergraduate): 5.00/5.00

2021 Fall: Competitive Strategies for the Hospitality Industry (HADM 7714, Master’s): 4.77/5.00

2022 Fall: Competitive Strategies for the Hospitality Industry (HADM 7714, Master’s):

4.82/5.00

2023 Fall: Competitive Strategies for the Hospitality Industry (HADM 7714, Master’s): 4.89/5.00

2024 Spring: Competitive Strategies for the Hospitality Industry (HADM 7714, EMBA): 5.00/5.00

* National University of Singapore, NUS Business School (2015 – 2018)

2015: Organizational Effectiveness (MNO 3303, undergraduate): 4.6/5.0

2016: Organizational Effectiveness (MNO 3303, undergraduate): 4.7/5.0

Managing Social Networks in Markets and Organizations (BSP 4515): 4.9/5.0

2017: Organizational Effectiveness (MNO 3303, undergraduate): 4.7/5.0

Managing Social Networks in Markets and Organizations (BSP 4515): 4.8/5.0

2018: Organizational Effectiveness (MNO 3303, undergraduate): 4.7/5.0

* University of Michigan, Ross School of Business (2010)

International Management (STRAT 361, undergraduate): 4.9/5.0

**INVITED PRESENTATIONS**

* Kim, Heeyon, Qian Wang, and Martina Montauti. Performance Implications of Certification on Non-certified Offerings: Evidence from the Launch of Airbnb Plus

– KAIST Business School, November 2023

* The next 100 years: Innovators and disruptors shaping the future of hospitality

– eCornell Webinar (keynote panelist), April 2022

* Shen, Subrina, and Heeyon Kim. Funding Ventures Similar to One of Us: How Status Dynamics Impact Similarity Bias in Heterogeneous Investment Teams

– Seoul National University, May 2021

* Kim, Heeyon. Organizational Status Panel: Operationalizing Status

– Korean Academy of Management, March 2021

* Kim, Heeyon. The disruptor’s paradox: The impact of Airbnb Plus on the hospitality industry

– Trustee Council Annual Meeting, Cornell University, October 2019

– Center for Hospitality Research Board Meeting, November 2020

* Kim, Heeyon, and Chung, Chi-Nien. Global diffusion of cultural products: Intentional and unintentional diffusion of Korean pop music.

– East Asia Program, Cornell University, October 2018

* Kim, Heeyon, and Kim, Bo Kyung. To be in Vogue: How spatial position affects organizational status in the U.S. fashion industry.

– INSEAD, February 2016

– Yonsei University, October 2016

– IESE Business School, October 2017

– IE Business School, October 2017

– Cornell University, February 2018

* Kim, Heeyon. Should birds of a feather flock together? Trade-off of agglomeration by nationality in foreign markets.

– NUS Business School, National University of Singapore, November 2013

– Rutgers Business School, Rutgers University, November 2013

– Rotterdam School of Management, Erasmus University, December 2013

– Institute of Management, University of Lugano, December 2013

– Graduate School of Business, Columbia University, January 2014

#### CONFERENCE PRESENTATIONS

* Kim, Heeyon, Heo, Yoonjeoung, and Chung, Chi-Nien. Changing Tracks: How Status Affects Category Shifts in the Korean Pop Music Industry

– Creative Industries Conference, October 2023

* Kim, Heeyon. Studying the Fashion Industry: Opportunities and Challenges

– Academy of Management Meetings, August 2023

* Kim, Heeyon, Qian Wang, and Martina Montauti. Performance Implications of Certification on Non-certified Offerings: Evidence from the Launch of Airbnb Plus

– Academy of Management Meetings, August 2023

* Kim, Bo Kyung, Youchung Kwon, and Heeyon Kim. Closing the Gap: How Status-inconsistent Firms use Identity Claims in International Markets

– Academy of Management Meetings, August 2023

* Lu, Xuege (Cathy), and Heeyon Kim. How do market participants respond to gatekeepers’ incentives for novelty? Evidence from the Broadway show business

– Academy of Management Meetings, August 2022

* Lu, Xuege (Cathy), and Heeyon Kim. Old Wine in New Bottles? Why Gatekeepers Disfavor Ideas from Other Domains

– European Group for Organizational Studies Colloquium, July 2021

– Academy of Management Meetings, August 2021

* Shen, Subrina, and Kim, Heeyon. Funding teams similar to one of us: The impact of observed similarity on venture funding decisions in groups

– Academy of Management Meetings, August 2020

* Kim, Heeyon, Heo, Yoonjeoung, and Chung, Chi-Nien. Changing Tracks: A Status-based Explanation of Identity Change in the Korean Pop Music Industry

– European Group for Organizational Studies Colloquium, July 2020

* Kim, Heeyon, and Montauti, Martina. The disruptor’s paradox: The impact of Airbnb Plus on the hospitality industry

– European Group for Organizational Studies Colloquium, July 2019

* Kim, Heeyon, and Chung, Chi-Nien. Global diffusion of cultural products: Intentional and unintentional diffusion of Korean pop music.

– Academy of Management Meetings, August 2017

* Kim, Heeyon, and Kim, Bo Kyung. Perceived affiliations through spatial positions and status dynamics in the U.S. fashion industry.

– Academy of Management Meetings, August 2016

– DRUID, June 2017

* Kim, Heeyon, and Chung, Chi-Nien. The take-off of the Korean Wave: Antecedents and consequences of the globalization of pop culture.

– European Group for Organizational Studies Colloquium, July 2015

– Academy of Management Meetings, August 2016

* Jensen, Michael, and Kim, Heeyon. Becoming Francis Ford Coppola: Using a role theoretic perspective on reputational rank to explain artistic career success.

– Academy of Management Meetings, August 2016

* Kim, Heeyon, and Kim, Bo Kyung. The same firm, different status positions: Heterogeneous audiences, organizational agency and status hierarchies in the international fashion industry.

– Academy of Management Meetings, August 2015

* Kim, Heeyon. Should birds of a feather flock together? Trade-off of agglomeration by nationality in foreign markets.

– Consortium for Competitiveness and Cooperation, March 2013

– INFORMS/Organization Science Dissertation Proposal Competition, October 2013

– Academy of International Business Meetings, June 2015

– Academy of Management Meetings, August 2015

* Kim, Heeyon, and Jensen, Michael. A role-theoretic perspective on reputation formation: Who gets ahead in the film industry?

– Academy of Management Meetings, August 2013

* Kim, Heeyon, and Jensen, Michael. Creating and leveraging reputation in the Danish film industry.

– Oxford University Reputation Symposium, September 2012

* Kim, Heeyon, and Jensen, Michael. External recognition as contingent market signals: How to overcome liabilities of foreignness in film exports?

– Academy of Management Meetings, August 2011

* Kim, Heeyon, and Jensen, Michael. Flows of cultural consecration: Who benefits from film festivals?

– Sunbelt Conference XXXI, February 2011

* Jensen, Michael, Kim, Heeyon, and Kim, Bo Kyung. Meeting expectations: A role-theoretic perspective on reputation.

– Oxford University Reputation Symposium, September 2010

* Kim, Heeyon, and Jensen, Michael. Trading identity: Overcoming the liability of foreignness in film exports.

– Academy of Management Meetings, August 2010

* Jensen, Michael, and Kim, Heeyon. The real Oscar curse: The negative consequences of positive status shifts.

– The Medici Summer School in Management Studies, Florence, Italy, July 2009

– Academy of Management Meetings, August 2010

**HONORS AND AWARDS**

* Cornell University, SHA Faculty Teaching Award 2021-2022
* Cornell University, Cornell Center for Social Sciences’ Small Grant (2021-2022)
* Cornell University, Innovation Entrepreneurship and Technology Theme Grant (2021-2022)
* Cornell University, Cornell Center for Social Sciences’ Small Grant (2019-2020)
* Cornell University, SHA Faculty Teaching Award 2018-2019
* Singapore Business Review 18 Influential Business Professors Aged 40 and Under: <https://sbr.com.sg/hr-education/exclusive/18-influential-business-professors-aged-40-and-under>
* National University of Singapore, Humanities and Social Sciences Research Fund Grant (2015-2018): SGD$160,000
* National University of Singapore, NUS Business School Startup Research Grant (2014-2017): SGD$90,000
* Buckley and Casson AIB Dissertation Award, Finalist (2015)
* INFORMS/Organization Science Dissertation Proposal Competition, Finalist (2013)
* Rackham Predoctoral Fellowship (2013-2014): One year tuition + $28,800
* Ross School of Business, Center for International Business Education and Research (CIBER) Research Grant (2012, 2013)
* Ross School of Business, Doctoral Research Grant (2012)
* Gerald & Lillian Dykstra Fellowship, Ross School of Business (2011-2012): $27,200
* Rackham Graduate Student Research Grant (2010, 2012)
* Rackham Graduate Student Travel Grant (2008-2012)
* The Korea Foundation for Advanced Studies, Fellowship for Overseas Doctoral Studies (2008-2013): $50,000

**(SELECTED) MEDIA MENTIONS**

* The Straits Times: <http://www.straitstimes.com/lifestyle/entertainment/singapore-academics-study-oscar-curse-hits-men-more-than-women>
* New Republic: <http://www.newrepublic.com/article/121108/oscar-curse-myth>
* The Hankyoreh (in Korean): <http://www.hani.co.kr/arti/culture/movie/679090.html>
* The Business Times: <http://www.businesstimes.com.sg/opinion/taking-a-leaf-from-k-wave-book>
* South China Morning Post: [http://www.scmp.com/business/article/1922442/why-it-takes-more-force-foreign- film-fly-box-office](http://www.scmp.com/business/article/1922442/why-it-takes-more-force-foreign-%20film-fly-box-office)
* PhD Comics: <http://phdcomics.com/comics/archive.php?comicid=1449> (based on true story)

**PROFESSIONAL ACTIVITIES**

* Editorial Board

– Organization Science (2021 – Present)

– Seoul Journal of Business (2024 – Present)

* Ad Hoc Reviewing

– Administrative Science Quarterly

– Academy of Management Journal

– Organization Science

– Management Science

– Strategic Management Journal

– Journal of Management Studies

– Journal of International Business Studies

– Global Strategy Journal

– Strategic Entrepreneurship Journal

– Strategic Organization

– Management and Organization Review

– Asia Pacific Journal of Management

– Poetics

– Academy of Management Annual Meeting BPS, OMT Division Reviewer

* Student Advising

–Student Group Faculty Advisor

American Hotel and Lodging Association Cornell Student Chapter (2021 – )

Social Business Consulting (2021 – )

International Business Consulting (2021 – )

– PhD Student Committee

Tian You Hu (NUS Business School, Strategy and Policy Department)

Mayank Varshney (NUS Business School, Strategy and Policy Department)

– PhD Thesis Examiner

Qian Lu (NUS Business School, Management and Organization Department)

* Other Services

– Academy of Management Annual Meeting OMT Division Doctoral Consortium Faculty Mentor (2019 – 2022)

– Cornell University, SC Johnson College of Business, M&O Area Seminar Series Co-Organizer (2019 – 2022)

– Cornell University, SC Johnson College of Business, Recruiting Committee (2019 – 2020)

– Cornell University, SC Johnson College of Business, M&O Area PhD Recruiting &   
 Curriculum Committee (2019 – )

– Cornell University, Social Business Consulting Presentation Judge (May 2019)

– Cornell University, alpha Kappa Delta Phi Northeast Sisterhood Rally Speaker (November 2018)

– NUS Business School, Strategy and Policy Department Seminar Series Co-Organizer (2015 – 2018)

– NUS Business School, Strategy and Policy Department Recruiting Committee   
 (2014 – 2017)

– Ross School of Business, Ph.D. Grant Committee (2011 – 2013)

– Ross School of Business, Ph.D. Student Forum, Facilities Co-chair (2010 – 2011)

* Memberships

– Academy of Management (BPS, OMT)

– Strategic Management Society

– European Group for Organizational Studies