

HEEYON KIM

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School of Hotel Administration
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ACADEMIC POSITIONS

- Cornell University, SC Johnson College of Business, School of Hotel Administration
– Assistant Professor of Strategy, 2018 -
- 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

Refereed Journals

- 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.
- Jensen, Michael, and Kim, Heeyon (2015). The real Oscar curse: The negative consequences of positive status shifts. *Organization Science*, 26: 1-21.
- Jensen, Michael, and Kim, Heeyon (forthcoming) Reaching for the stars: The importance of reputational rank in creative career development. *Poetics*.

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.** [title redacted] (under 3rd round review at *Organization Science*)

Other Work in Progress

- [preparing for submission: title redacted] (with Bo Kyung Kim)
- Identity change as a strategy: Evidence from K-pop. (with Yoonjeoung Heo, Chi-Nien Chung; first draft available)
- The disruptor's paradox: The impact of Airbnb Plus on the hospitality industry (with Martina Montauti; first draft available)
- Funding teams similar to one of us: The impact of observed similarity on venture funding decisions in groups (with Subrina Shen; first draft available)
- The same firm, different status positions: Heterogeneous audiences, organizational agency and status hierarchies in the international fashion industry. (with Bo Kyung Kim; data analysis)

TEACHING EXPERIENCE

- Cornell University, School of Hotel Administration (2019 –)
2019: Strategic Management (HADM4410): 4.95/5.00
- National University of Singapore, NUS Business School (2015 – 2018)
2015: Organizational Effectiveness (MNO 3303): 4.6/5.0
2016: Organizational Effectiveness (MNO 3303): 4.7/5.0
Managing Social Networks in Markets and Organizations (BSP 4515): 4.9/5.0
2017: Organizational Effectiveness (MNO 3303): 4.7/5.0
Managing Social Networks in Markets and Organizations (BSP 4515): 4.8/5.0
2018: Organizational Effectiveness (MNO 3303): 4.7/5.0
- University of Michigan, Ross School of Business (2010)
International Management (STRAT 361): 4.9/5.0

INVITED PRESENTATIONS

- Kim, Heeyon. The disruptor's paradox: The impact of Airbnb Plus on the hospitality industry
– Trustee Council Annual Meeting, Cornell University, October 2019
- 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, 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, 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>
- PhD Comics: <http://phdcomics.com/comics/archive.php?comid=1449> (based on true story)

PROFESSIONAL ACTIVITIES

- Ad Hoc Reviewing
 - 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
 - Academy of Management Annual Meeting BPS, OMT Division Reviewer (2009 –)
- Student Advising
 - 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
 - Cornell University, SC Johnson College of Business, M&O Area Seminar Series Co-Organizer (2019 – 2020)
 - 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
 - Academy of International Business
 - European Group for Organizational Studies