

## HEEYON KIM

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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*
- 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] (Revise and resubmit at *Strategic Management Journal*)
- Kim, Heeyon, Qian Wang†, and Martina Montauti. [Topic: Stratification of Airbnb] (Reject and resubmit at *Management Science*)

### Selected Work in Progress

- Lu, Xuege (Cathy)†\*, Heeyon Kim\*, and Khwan Kim†. [Topic: Awards and originality in Broadway] (in preparation for submission)
- Kim, Heeyon, Rene Kizilcec, and Zhibin Ye†. [Topic: Online degree stigma] (data collection and analysis)
- 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): 4.95/5.00
  - 2019 Fall: Strategic Management (HADM 4410): 4.93/5.00
  - 2020 Fall: Strategic Management (HADM 4410): 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): 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):

- 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, 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>
- PhD Comics: <http://phdcomics.com/comics/archive.php?comid=1449> (based on true story)

## PROFESSIONAL ACTIVITIES

- Editorial Board
  - Organization Science
- 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