

Hyunjung (Elle) Yoon

Department of Management
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(Updated: April, 2021)

EDUCATION

- Ph.D. Terry College of Business, University of Georgia (Expected May 2022)
Major: Strategy & Entrepreneurship
- M.S. Warrington School of Business, University of Florida, 2017
Major: Marketing (Consumer Behavior)
- M.S.S.S. Indiana University – Bloomington, 2015
Major: Statistics
- B.B.A. Seoul Women’s University, 2012 (with Honors)
Major: Business Administration
Minor: English Language & Literature

RESEARCH INTERESTS

Corporate Governance, Strategic Leadership, CEO Characteristics, Stakeholder Relations, Executive Decision Making, Corporate Reputation.

JOURNAL ARTICLES

Busenbark, J. R., **Yoon, H.**, Gamache, D. L., & Withers, M. Omitted variable bias: Examining management research with the impact threshold of a confounding variable (ITCV). Accepted in March 2021 at *Journal of Management*.

UNDER REVIEW

Choi, H., **Yoon, H.**, Siegel, D., Waldman, D.A., & Mitchell, M.S. [Technology Transfer among Scientists in Federal Labs and Universities]. First round of Revise & Resubmit at *Research Policy*.

WORKS IN PROGRESS

Yoon, H., Gamache, D. L., Pfarrer, M. D., & Kiley, J. [New CEO Prominence]. Targeted Journal: *Academy of Management Journal*.

Campbell, R. J., Jeong, S.-H., Graffin, S. D., & **Yoon, H.** [CEO Social Class Background and Corporate Social Responsibility]. Targeted Journal: *Academy of Management Journal*. (Writing stage)

Gamache, D.L, **Yoon, H.**, McNamara, G.M. & Mannor, M.J. [CEO regulatory focus and market reaction to strategic events]. Targeted Journal: *Academy of Management Journal*. (Data analysis stage)

Yoon, H., Graffin, S. D. & Moore, K. [CEO Immigrant Status and Diversity]. Target Journal: *Academy of Management Journal*. (Data collection stage)

Kim, J. J. Mitchell, M. S. Siegel, D. S. Waldman, D. A., & **Yoon, H.** [Formal and Deviant Technology Transfer Processes in University and Federal Labs]. Targeted Journal: *Academy of Management Journal*. (Data collection; Authors by alphabetical order).

- Granted from *Kauffman Foundation*.

REFEREED BEST PAPER PROCEEDINGS

Yoon, H., Gamache, D., & Kiley, J. 2021. Elevating the CEO: The Consequences of Firm Efforts to Promote their New CEO. *Academy of Management Proceedings (1)*.

Busenbark, J.R., Gamache, D., **Yoon, E. H.**, Certo, S.T., & Withers, M. 2019. How much of a problem is omitted variable bias really? Examining strategy research with the ITCV. *Academy of Management Proceedings (1)*.

- **Sage Publication 2019/Research Methods Division Best Paper Award.**

CONFERENCE PRESENTATIONS, CONSORTIA, & WORKSHOPS

(* denotes presenter)

***Yoon, H.**, Gamache, D. L., Pfarrer, M. D., & Kiley, J. 2020, October. Elevating the CEO: The Consequences of Efforts to Promote their New CEO. Presented at Strategic Management Society Annual Conference: Virtual.

Doctoral Workshop at the SMS Annual Conference, Virtual, 2020.

Strategic Management Division (STR) Doctoral Consortium at the AOM Annual Conference, Virtual, 2020.

***Yoon, H.**, Campbell, R. J., Graffin, S. D., & Jeong, S.-H. 2019, October. Always Aspiring: Effects of CEO Immigrant Status and Organizational Aspiration Levels on Strategic Change. Presented at Strategic Management Society Annual Conference: Minneapolis.

***Yoon, H.**, Gamache, D. L., Pfarrer, M. D., & Kiley, J. 2019, August. Elevating the CEO: Cost and Benefits of Efforts to Promote the CEO through Firm Communication. Presented at Oxford Reputation Symposium: Oxford, United Kingdom.

*Busenbark, J.R., Gamache, D., **Yoon, H.**, Certo, S. T., & Withers, M. 2019, August. How much of a problem is endogeneity really? Examining strategy research with the ITCV. Presented at Academy of Management Annual Meeting: Boston.

Gamache, D.L, McNamara, G.M., Mannor, M.J., & ***Yoon, H.** 2019, March. CEO regulatory focus and market reaction to strategic events. Presented at Strategic Management Society Special Conference: Las Vegas.

Early Career Workshop at the SMS Special Conference, Las Vegas, NV, 2019.

***Yoon, H.**, Gamache, D. L., Pfarrer, M. D., & Kiley, J. 2019, March. Elevating the CEO: Cost and Benefits of Efforts to Promote the CEO through Firm Communication. Presented at Strategic Management Society Special Conference: Las Vegas.

*Busenbark, J.R., **Yoon, H.**, Gamache, D., Withers, M. 2018, September. How much of a problem is endogeneity really? Examining endogeneity in strategic management research with the impact threshold of a confounding variable. Presented at Strategic Management Society Annual Conference: Paris, France.

+ Accepted to participate in the Annual Doctoral Consortium at the Smith Entrepreneurship Research Conference (SERC) in April 2020. Conference currently postponed due to COVID-19.

+ Accepted to participate in the Doctoral Consortium for “Theory meets practice” Conference at Texas Christian University in June 2020. Conference currently postponed due to COVID-19.

FELLOWSHIP, SCHOLARSHIP & AWARD

Academy of Management Best Paper Award from Research Methods Division, 2019.

University of Georgia Outstanding Teaching Award, March 2020.

SMS Early Career Consortium Scholarship, March 2019.

University of Georgia Graduate School Fellowship 2017 – present.

University of Florida Graduate School Fellowship 2015 – 2017.

Butterworth Foundation Fellowship, 2015 – 2017.

IU Korean Alumni Fund Scholarship, 2014 – 2015.

Seoul Women’s University Merit-based Scholarship, 2009 – 2012.

PROFESSIONAL ACTIVITIES & ACADEMIC SERVICE

Memberships

Academy of Management
Strategic Management Society
USASBE

Reviewing

Strategic Management Society Special Conference, 2018 – present
Academy of Management Annual Meeting, 2017 – present
Journal of Product Innovation Management, 2019 – present
Society for Consumer Psychology, 2017

Teaching

Instructor of Record for MGMT 5560 (International Strategic Management).

- Fall 2019. Instructor Rating: 4.9/5.0, Class Rating: 4.8/5.0
 - Recipient of **Outstanding Teaching Award**
(<https://ctl.uga.edu/resources/documents/ETA-OTA-winners-nominees-2020.pdf>)
- Fall 2020. Instructor Rating: 4.8/5.0, Class Rating: 4.8/5.0

Graduate Assistant for Dr. Charles Lyons, University of Georgia. 2017 - 2018.

- Principles of Management (Undergraduate)

Teaching Assistant for Dr. Yanping Tu, University of Florida, 2016 - 2017.

- Consumer Analysis (MBA)
- Consumer Behavior (Undergraduate)

Teaching Assistant for Dr. Arturo Valdivia, Indiana University, 2014 - 2015.

- Introductory Statistics (Undergraduate)

Teaching Assistant for Instructor Hannah Bolte, Indiana University, 2014 - 2015.

- Business Statistics (Undergraduate)

NON-ACADEMIC WORK EXPERIENCE

Indiana Statistical Consulting Center (ISCC)	Jan 2015 – Jun 2015
<ul style="list-style-type: none">• <i>Assistant Statistical Consultant</i>	
Shiseido Korea	Jan 2013 – Jun 2013
<ul style="list-style-type: none">• <i>Intern in Marketing Department</i>	
National Credit Union Federation of Korea	Dec 2011 – Feb 2012
<ul style="list-style-type: none">• <i>Head intern in Legal Team</i>	
Korea Trade-Investment Promotion Agency (KOTRA)	Oct 2010 – Dec 2010
<ul style="list-style-type: none">• <i>Head intern in Miami Business Center</i>	

LANGUAGES

KOREAN: Native

| ENGLISH: Fluent

| SPANISH: Basic

REFERENCES

Daniel L. Gamache, Ph.D.

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