

CURRICULUM VITAE

HYUN GON KIM

Rutgers University, School of Business - Camden
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ACADEMIC EMPLOYMENT AND AFFILIATIONS

Rutgers University, School of Business -Camden

Assistant Professor of Professional Practice (Area: Strategy, International Business & Entrepreneurship), September 2017 – present.
Part-time Lecturer (Area: IB, Strategy & Entrepreneurship), Spring 2017.

Rutgers University, Rutgers Business School – Newark and New Brunswick

Part-time Lecturer & Teaching Assistant in (Area: IB & Strategy), 2013-16

EDUCATION

Rutgers, the State University of New Jersey, Rutgers Business School

Ph. D. in Management (Fields: IB, Strategy & Economics), May 2017

Rutgers, the State University of New Jersey- New Brunswick

Master of Art in Economics (Entering Ph.D program in Economics in fall 2010 and transferring to Rutgers Business School in spring 2012), 2010-2012

Hanyang University, College of Business Administration, Seoul, South Korea

Master of Science in International Trade (International Business), 2004-2006

RESEARCH INTERESTS

Strategy: Strategic Choices and Performance Consequences, Capability Measurement, Cross-border Merger and Acquisition, Corporate Social Responsibilities, and Dynamic Capability

International Business: Cultural and Geographical Distance, Ownership Decision, Cross-border Acquisition, Knowledge Sourcing, Internationalization, Intellectual Property Rights and Innovation

Economics: Econometrics, International Trade, Industrial Organization and Game Theory

PUBLICATIONS

Kim, H.G., Chun, W., & Wang, Z. 2021. Multiple-dimensions of corporate social responsibility and global brand value: a stakeholder theory perspective. **Journal of Marketing Theory and Practice**, 29(4): 409 – 422. <https://doi.org/10.1080/10696679.2020.1865109>

Kim, H.G., & Cho, S. 2021. Foreign affiliates' knowledge sourcing from parent firms. **Canadian Journal of Administrative Sciences**, 38(1): 80-91. <https://doi.org/10.1002/cjas.1589>

Kim, H.G., Gaur, A.S., & Mukherjee, D 2020. Added cultural distance and ownership in cross-border acquisitions. **Cross Cultural & Strategic Management**, 27(3): 487-510.

Kim, H.G., & Wang, Z. 2019. Defining and measuring social customer relationship management (CRM) capabilities. **Journal of Marketing Analytics**, 7(1): 40-50.

Wang, Z., & **Kim, H.G. (Equally contributed)** 2017. Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability Perspective. **Journal of Interactive Marketing**, 39: 15-26.

Cho, S., & **Kim, H.G. (Equally contributed)** 2017. Intellectual property rights protection and technological innovation: The moderating effect of internationalization. **Multinational Business Review**, 25(4): 350-368.

MANUSCRIPTS REVISION, UNDER REVIEW AND IN PROGRESS

Wang, Z., & **Kim, H.G.** “Assessments of multinational’s payments for ecosystem services and disclosure in CSR reports: A research based on fortune 300” (Under review, **Business Strategy and the Environment**)

Hwang, H., **Kim, H.G.,** & Kim, J.Y. “Local Shareholders, Corporate Community Responsibility, and Shareholder Value” (R&R, **Corporate Governance: An International Review**)

Chun, W.T., Wang, Z., & **Kim, H.G.** “Does environmental regulation drive MNE’s resource commitment? Considering the impact of the COVID-19 pandemic on MNE’s cross-border activities” (R&R, **Journal of Business Research**)

Hwang, H., **Kim, H.G.,** & Kim, J.M. “Does corporate board diversity impact disaster preparedness? An empirical investigation of corporate reactions to Covid-19” (Under review, **Corporate Governance: An International Review**)

Kim, H.G., & Kim, J.M. “Moving to a new arena nearby or far away: Industry concentration and strategic renewal” (Manuscript revision)

Kim, H.G. “First mover advantage of smart charging business: Theoretical justification, case analysis and policy implication” (Korea Energy Economics Institute project, manuscript revision)

Cho, S.H., & **Kim, H.G.** “The effect of the degree of knowledge sourcing on the quality of knowledge” (Under developing)

Kim, H.G. & Wang, Z. “The effect of the degree of internationalization on firm performance: The mediation effect of firm specific assets” (Under developing)

Kim, H.G. & Kim, J. “Machine learning approaches: SMEs innovative activities, internalization, and firm performance” (Initiating)

Kim, K., & **Kim, H.G.** “Liabilities-of-Origin Effect on the Post-Acquisition Performance of Target” (Under developing)

Lee, S.B., & **Kim, H.G.** “Good corporate citizenship for a rainy day: examining the buffer effect of CSR in the market downturn” (Under developing)

AWARDS AND GRANTS

Rutgers School of Business – Camden Summer Research Grant of \$9,000, 2022

Korea Energy Economics Institute – Research Grant of \$13,000, 2021

Rutgers School of Business – Camden Summer Research Grant of \$6,000, 2020, 2021

Rutgers School of Business – Camden Teaching Award, 2018-2019

Rutgers School of Business – Camden Summer Research Grant of \$12,000, 2018

IM Division HKUST Best Paper in Global Strategy Award Finalist, 2016, Academy of Management, Anaheim.

RESEARCH AND TEACHING PRESENTATIONS

Paper presentation. “Local Shareholders, Corporate Community Responsibility, and Shareholder Value” Academy of Management Annual Meeting. Seattle, U.S.A. August 2022.

Paper presentation. “Environmental Regulation and MNE’s Resource Commitment: Considering Impacts of COVID-19 Pandemic” Academy of Management Annual Meeting. Seattle, U.S.A. August 2022.

Paper presentation. “Does environmental regulation drive MNE’s resource commitment? Considering the impact of the COVID-19 pandemic on MNE’s cross-border activities” Academy of International Business Annual Meeting. Miami, U.S.A. July 2022.

Paper presentation. “Assessments of multinational corporations’ payments for ecosystem services and disclosure in CSR reports” Academy of International Business Annual Meeting (online). June 2021.

Paper presentation. “Foreign affiliates’ knowledge sourcing from parent firms” Academy of International Business Annual Meeting (online). June 2020.

Paper presentation. “The effect of multi-dimensions of CSR on brand value: A stakeholder theory perspective” Academy of Management Annual Meeting. Boston, U.S.A. August 2019.

Paper presentation. “The Pattern of Added Cultural Distance and Market Reaction to Cross-Border Acquisition Announcement: The Mediation Effect of Ownership” Academy of Management Annual Meeting. Boston, U.S.A. August 2019.

Paper presentation. “Local Shareholders, Corporate Community Responsibility, and Shareholder Value” Brown Bag research seminar, Rutgers, the School of Business Camden, April 2019.

Paper presentation. "Market reaction to cross-border acquisition announcements: The effect of added cultural distance" Academy of International Business Annual Meeting. Minneapolis, U.S.A. June 2018.

Teaching presentation. "Successful rapid design of your online courses at Rutgers: Collaboration of faculty, instructional designer and multimedia specialist." Online Learning Conference, Annual Meeting, Rutgers, New Jersey, U.S.A. March 2018.

Paper Presentation: "The effects of added cultural distance on capability transfer in cross-border acquisitions" & "Can social media marketing improve customer relationship capabilities and firm performance? A dynamic capabilities-based examination." MacEwan University, Edmonton, Canada, 2018

Paper presentation. "Equity share in cross-border acquisitions: The effects of added cultural distance, time, and contingency factors" Academy of Management, Annual Meeting. Atlanta, U.S.A. August 2017.

Paper presentation. "The effects of added cultural distance on capability transfer in cross-border acquisitions" Academy of Management, Annual Meeting. Anaheim, U.S.A. August 2016.

Paper presentation. "Market reaction to cross-border acquisition announcements: The effect of added cultural distance" Academy of International Business Annual Meeting. New Orleans, U.S.A. June 2016.

Paper presentation. "Can social media marketing improve customer relationship capabilities and firm performance? A dynamic capabilities-based examination." Academy of International Business Annual Meeting. New Orleans, U.S.A. June 2016.

Paper Presentation: "The effects of added cultural distance on capability transfer in cross-border acquisitions" SUNY New Paltz, U.S.A. April. 2016.

Paper presentation. "Parents' knowledge and patterns of affiliate's knowledge sourcing in host country." Academy of International Business Annual Meeting. Bengaluru, India. June 2015.

Paper presentation. "Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective." Academy of International Business Annual Meeting. Bengaluru, India June 2015.

Paper discussion. "Founding conditions of firms and long-term business survival: Dynamic capability perspective." 2014 Academy of International Business Annual Meeting Southeast USA Chapter (Doctoral Consortium). Miami, FL.

Paper presentation. "Internationalization, international intellectual property rights protection and innovation." 2014 Academy of International Business Annual Meeting. Vancouver, Canada.

TEACHING EXPERIENCE

Rutgers, the State University of New Jersey, School of Business – Camden

52:620:450:90 Business Policy: Spring 2022 in-person (4.37/5, 4.61/5), Fall 2021 in-person (4.5/5) Spring 2020 face to face (4.52/5) Spring 2020 online (4.42/5) Spring 2019 (4.61/5) Fall 2018 (4.54/5) Summer 2018 (4.42/5) Spring 2018 (4.56/5) Spring 2018 (4.72/5) Fall 2017 (4.19/5) Fall 2017 (4.52/5)

52:620:369:92 Multi-national Business: Fall 2022 (4.58/5) Fall 2022 in-person (4.86/5) Fall 2021 in-person (4.44/5) Spring 2021 (4.32/5) Fall 2019 (4.84/5) Fall 2019 (4.30/5, face-to-face) Fall 2018 (4.41/5) Summer 2018 (4.55/5) Spring 2018 (4.55/5) Spring 2017 (4.21/5, face-to-face)

52:620:672:90 Strategic Management MBA course: Summer 2022 (4.47/5) Spring 2022 (4.34/5)

Fall 2021 (4.55/5) Spring 2021 (4.52/5) Spring 2020 (4.68/5) Fall 2019 (4.25/5)
Spring 2019 (4.58/5) Fall 2018 (4.65/5) Spring 2018 (4.54/5) Fall 2017 (4.33/5)
52:620:506:90 International Business Environment MBA course: Spring 2019 (4.71/5)
52:620:506:90 Managing Global Economy MBA course: Fall 2022 (4.68/5) Spring 2022 (4.04/5)

Rutgers, the State University of New Jersey, Business School – Newark and New Brunswick

29:620:418 Business Policy & Strategy (face-to-face): Winter 2017(3.98/5) Fall 2016(4.33/5)
Summer 2016(4.33/5)
29:620:368 International Business (face-to-face): Spring 2016(3.98/5) Summer 2014 (4.75/5)
Spring 2014(4.12/5) Summer 2013(4.63/5)

PROFESSIONAL SERVICE

Committee member, Research Award 2022-2023 committee, Rutgers School of Business Camden,
Spring 2023
Reviewer and Membership, European International Business Academy (EIBA) Annual Meetings,
2022
Conference session track chair, Academy of International Business, Miami, 2022
Reviewer, Reviewing manuscript for Asia Pacific Journal of Management, 2022
Committee member, Research Award 2021-2022 committee, Rutgers School of Business Camden,
Spring 2022
Committee member, Teaching Effectiveness 2020-2021 committee, Rutgers School of Business
Camden, Spring 2021
Reviewer, Reviewing manuscript for Canadian Journal of Administrative Sciences, 2021-present
Reviewer, Reviewing manuscript for Management Decision, 2020-present
Committee member, Teaching Award 2019-2020 committee, Rutgers School of Business Camden,
Spring 2020
Competitive conference session track chair, Academy of International Business Northeast, Newark,
2019
Reviewer, Reviewing manuscript for Journal of Marketing Analytics, 2019-present
Reviewer, Reviewing manuscript for Journal of Asia Business Studies, 2019-present
Reviewer, Reviewing manuscript for Multinational Business Review, 2019-present
Committee member, Teaching Award 2018-2019 committee, Rutgers School of Business Camden,
Spring 2019
Committee member, AOL committee for AACSB accreditation Rutgers the School of Business
Camden, Fall, 2018
Reviewer, Reviewing manuscript for Academy of Strategic Management Journal, 2018-present
Reviewer and Membership, Academy of Management Annual Meetings, 2014-present
Reviewer and Membership, Academy of International Business Annual Meetings, 2014-present
Competitive conference session track chair, Academy of International Business, Minneapolis, 2018

RESEARCH ASSISTANT

Rutgers Business School & Middlesex County Chamber of Commerce, New Jersey

Research Assistant- Middlesex County Economic Development Project, 2014

PROFESSIONAL POSITIONS

Hyundai Fomex Co. Ltd., Seoul, South Korea

Chief Manager in International Trade & Business Division, 1999 - 2010

Micron Precision Co. Ltd., Gwangju, Gyeonggi-Do

Product Process Engineer in Semiconductor Mold Machine Division, 1998 – 1999