

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, Top Management Teams, Merger and Acquisition, Social Media Marketing Strategy, Corporate Social Responsibilities, and Dynamic Capability

International Business: Cultural and Geographical Distance, Ownership Decision, Cross-border Acquisition, International Social Media Marketing Strategy, Internationalization, Intellectual Property Rights and Innovation

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

PUBLICATIONS

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.

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

MANUSCRIPTS REVISION AND UNDER REVIEW

Kim, H.G., Gaur, A.S., & Mukherjee, D. The effects of added cultural distance on ownership decision in cross-border acquisitions. (2nd round R&R, **International Business Review**)

Kim, H.G., & Cho, S. Foreign affiliates' knowledge sourcing from parent firms. (2nd round R&R, **Canadian Journal of Administrative Sciences**)

Kim, H.G., Chun, W., & Wang, Z. The effect of multi-dimensions of CSR on brand value: A stakeholder theory perspective (R&R, **Business Ethics: A European Review**)

Wang, Z., Singh, N., & **Kim, H.G.** Assessments of multinational's payments for ecosystem services and disclosure in CSR reports: A research based on fortune 300 (Under Review, **Management Decision**)

Hwang, H., **Kim, H.G.**, & Kim, J.Y. Local Shareholders, Corporate Community Responsibility, and Shareholder Value (Reject & Resubmit, **Strategic Management Journal**)

WORK IN PROGRESS

Kim, H.G., Singh, D. & Sambharya, R. "The pattern of added cultural distance and market reaction to cross-border acquisition announcement: The mediation effect of ownership"

Kim, H.G., & Kim, J.M. "To survive or to flourish? Performance consequences of shifting to a new industry"

Kim, H.G. & Kim, J. "Machine learning approaches: SMEs innovative activities, internalization, and firm performance"

Kim, K., & **Kim, H.G.** "Liabilities-of-Origin Effect on the Post-Acquisition Performance of Target"

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

CERTIFICATE, AWARD AND GRANT

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

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

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

Paper presentation. “Market reaction to cross-border acquisition announcements: The effect of added cultural distance” 2018 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.” 2018 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” 2017 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” 2016 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” 2016 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.” 2016 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.” 2015 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." 2015 Academy of International Business Annual Meeting. Bengaluru, India.

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(online): 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 (online): 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: 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)

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

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