

Hyunjung (Elle) Yoon

(she/her/hers)

Department of Management and Entrepreneurship

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ACADEMIC EMPLOYMENT

Assistant Professor of Management and Entrepreneurship 2022-present
Ivy College of Business, Iowa State University

EDUCATION

- Ph.D. Terry College of Business, University of Georgia, 2022
Major: Strategy & Entrepreneurship
Dissertation: Celebrity on Board: Antecedents and Consequences of
Celebrity Director Appointment
Committee: Drs. Daniel Gamache (Chair), Michael Pfarrer, Scott Graffin
- 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 attributes, stakeholder relations, social evaluations, impression management, corporate reputation, technology transfer, entrepreneurship emergence, research methodology and econometrics.

PUBLICATIONS

Howard, M. D., Lyles, M., & **Yoon, H.** 2023. Right Dance Wrong Partner: CEO Overconfidence and Organizational Knowledge Characteristics in Alliance Partner Selection. *Journal of Management*. <https://doi.org/10.1177/01492063231194973>

Choi, H., **Yoon, H.**, Siegel, D., Waldman, D.A., & Mitchell, M.S. 2022. Assessing differences between university and federal laboratory postdoctoral scientists in technology transfer. *Research Policy*, 51(3): 1-14. <https://doi.org/10.1016/j.respol.2021.104456>

Busenbark, J. R., **Yoon, H.**, Gamache, D. L., & Withers, M. 2022. Omitted variable bias: Examining management research with the impact threshold of a confounding variable (ITCV). *Journal of Management*, 48(1): 17-48. <https://doi.org/10.1177/01492063211006458>

RESEARCH UNDER REVIEW (Title omitted to preserve blind review process)

Yoon, H., Gamache, D. L., Pfarrer, M. D., & Kiley, J. [New CEO Prominence]. 2nd Revise-and-Resubmit at *Journal of Management*.

WORKS IN PROGRESS (Title omitted to preserve the blind review process)

Yoon, H., Campbell, R.J., Villalpando, D., & McNamara, G. M. [CEO Immigrant Status]. (Preparing to submit)

Campbell, R. J., Jeong, S.-H., Graffin, S. D., & **Yoon, H.** [CEO Social Class Background]. (Writing stage)

Gamache, D. L, **Yoon, H.**, McNamara, G. M. & Mannor, M. J. [CEO Regulatory Focus on Market Reactions to Acquisition]. (Data analysis stage)

Yang, Y. & **Yoon, H.** [CEO sociopolitical activism]. (Writing stage)

Sanchez-Ruiz, P., Maldonado-Bautista, I., & **Yoon, H.** [Data breach]. (Data analysis stage)

Yoon, H. & Howard, M. [CEO Overconfidence]. (Idea generation 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. (Data collection stage; Authors by alphabetical order)

- **Grant received 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)*.

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

CONFERENCE PRESENTATIONS (* denotes presenter)

***Yoon, H.** 2024, October. Celebrity on Board: Consequences of Celebrity Director Appointments. Strategic Management Society: Istanbul, Türkiye.

*Yang, Y. & **Yoon, H.** 2024, June. Shareholder Activists' Reaction to CEO Sociopolitical Activism. CGIR Special Issue: CEO Activism PDW. Leeds, UK.

Yoon, H., *Villalpando, D., & Campbell, C. 2023, October. Effects of CEO Immigrant Status on Performance Relative to Aspirations and Problemistic Search. Southern Management Association: St. Pete Beach.

*Yang, Y. & **Yoon, H.** 2023, October. Shareholder Activists' Reaction to CEO Sociopolitical Activism. Strategic Management Society Annual Conference: Toronto.

*Yang, Y. & **Yoon, H.** 2023, August. Shareholder Activists' Reaction to CEO Sociopolitical Activism. Academy of Management Annual Meeting: Boston.

*Sapru, A., Sanchez-Ruiz, P., & **Yoon, H.** 2023, June. Impact of Entrepreneur's Regulatory Foci and Hubris on Investment Decisions. Babson College Entrepreneurship Research Conference: Nashville.

***Yoon, H.**, Gamache D. L., Kiley, J., & Pfarrer M. D. 2021, November. Elevating the CEO: The Consequences of Firm Efforts to Promote their New CEO. Southern Management Association Annual Meeting: New Orleans.

- **Awarded "Best Overall Doctoral Student Paper" for SMA 2021**
- **Awarded "Best Doctoral Student Paper" in the Strategy Track**

***Yoon, H.** 2021, September. Celebrity Directors: Effects of Celebrity Director Appointments on Stakeholder Evaluations and Board Monitoring. Strategic Management Society Annual Conference: Virtual.

***Yoon, H.**, Gamache, D. L., & Kiley, J. 2021, August. Elevating the CEO: The Consequences of Firm Efforts to Promote their New CEO. Academy of Management Annual Meeting: Virtual.

- **Designated as "Best Paper" for STR Division**

*Choi, H., Siegel, D., **Yoon, H.**, & Waldman D. A. 2021, August. Assessing Differences between University and Federal Lab Postdoc Scientists in Technology Transfer. Academy of Management Annual Meeting: Virtual.

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

***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. 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. 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. 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. Strategic Management Society Special Conference: Las Vegas.

***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. 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. Strategic Management Society Annual Conference: Paris, France.

CONSORTIA & WORKSHOPS (* denotes presenter)

***Yoon, H.** & ***Gamache, D. L.** Endogeneity: Myths, Legends, and Facts, Fourth Annual. Organizer of Professional Development Workshop at the AOM Annual Conference, Chicago, IL, August 2024.

Content and Textual Analysis in Organizational Research: Techniques and Applications. Professional Development Workshop at the AOM Annual Conference, Chicago, IL, August 2024.

- Presented “Capturing New Constructs from Content Analyses.”

***Yoon, H.** & ***Gamache, D. L.** Endogeneity: Myths, Legends, and Facts, Third Annual. Organizer of Professional Development Workshop at the AOM Annual Conference, Boston, MA, August 2023.

***Yoon, H.** & ***Gamache, D. L.** Endogeneity: Myths, Legends, and Facts, Second Annual. Organizer of Professional Development Workshop at the AOM Annual Conference, Seattle, WA, August 2022.

- **Winner of the 2022 RM Division-Wharton Research Data Services (WRDS) Best PDW Award**

Strategic Leadership and Governance (SL&G) Workshop at Strategic Management Society, Virtual, September 2021.

***Yoon, H.** & ***Gamache, D. L.** Endogeneity: Myths, Legends, and Facts. Organizer of Professional Development Workshop at the AOM Annual Conference, Virtual, August 2021.

Research Methods (RM) Division CARMA Doctoral Student and Junior Faculty Consortium at the AOM Annual Conference, Virtual, July 2021.

Doctoral Consortium at USASBE (Topic: Entrepreneurship Education), Virtual, February -May 2021.

Doctoral Workshop at the SMS Annual Conference (Topic: Developing Dissertation Proposals), Virtual, August 2020.

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

Professional Development Workshop (PDW) at the Oxford Reputation Symposium, Oxford, UK, August 2019.

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

AWARD, FELLOWSHIP, & SCHOLARSHIP

Finalist for the Faculty Early-Career Achievement in Research Award, Ivy College of Business, Iowa State University, 2023.

Teaching Excellence, Ivy College of Business, Iowa State University, January 2023.

Best PDW Award, Academy of Management (AOM) RM Division-Wharton Research Data Services (WRDS), 2022.

Best Overall Doctoral Student Paper Award, Southern Management Association (SMA), 2021.

Best Doctoral Student Paper Award from Strategy Track, Southern Management Association (SMA), 2021.

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

Outstanding Teaching Award, University of Georgia, March 2020.

Early Career Consortium Scholarship, Strategic Management Society (SMS), March 2019.

Graduate School Fellowship, University of Georgia, 2017 – 2022.

Graduate School Fellowship, University of Florida, 2015 – 2017.

Butterworth Foundation Fellowship, 2015 – 2017.

Indiana University Korean Alumni Fund Scholarship, 2014 – 2015.

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

PROFESSIONAL ACTIVITIES & ACADEMIC SERVICE

Ad Hoc Reviewer

Academy of Management Review

Organizational Research Methods

Journal of Business Research

Journal of Management Studies

Journal of Product Innovation Management

Conference Reviewing

Academy of Management Annual Meeting

Southern Management Association Conference

Strategic Management Society Conference

Memberships

Academy of Management

Strategic Management Society

Southern Management Association

National Faculty Success Program

College/Department

Management and Entrepreneurship Department Social Events & Community Building

Committee: Spring 2023—Present.

TEACHING

Iowa State University, MGMT 620N: Corporate Governance and Upper Echelons (Doctoral Seminar)

- Spring 2024. Average Instructor Ratings: 5.0/5.0

Iowa State University, MGMT 478: Strategic Management (Undergraduate)

- Fall 2023. 3 sections. Average Instructor Ratings: 4.6/5.0

- Fall 2022. 3 sections. Average Instructor Ratings: 4.7/5.0
 - Recipient of *Teaching Excellence*

University of Georgia, MGMT 5560: International Strategic Management (Undergraduate)

- Fall 2020. Instructor Rating: 4.8/5.0, Class Rating: 4.8/5.0
- Fall 2019. Instructor Rating: 4.9/5.0, Class Rating: 4.8/5.0
 - Recipient of *Outstanding Teaching Award*

Doctoral Student Mentoring

Committee Member

- Yuting Yang (Strategic Management)