

## Hyunjung (Elle) Yoon

(she/her/hers)

Department of Management and Entrepreneurship

Ivy College of Business

Iowa State University

Email: [yoony@iastate.edu](mailto:yoony@iastate.edu) | Phone: 515-294-5369

### ACADEMIC EMPLOYMENT

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Assistant Professor of Management and Entrepreneurship

2022-present

Ivy College of Business, Iowa State University

### EDUCATION

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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

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Corporate governance, strategic leadership, CEO attributes, stakeholder relations, social evaluations, impression management, corporate reputation, technology transfer, entrepreneurship emergence, research methodology and econometrics.

### PUBLICATIONS

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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>

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

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**Yoon, H.**, Gamache, D. L., Pfarrer, M. D., & Kiley, J. [New CEO Prominence]. 1<sup>st</sup> Revise-and-Resubmit at *Journal of Management*.

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

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**Yoon, H.**, Campbell, R.J., Villalpando, D. [CEO Immigrant Status]. (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]. (Data collection stage)

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

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## REFEREED BEST PAPER PROCEEDINGS

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**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.

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## CONFERENCE PRESENTATIONS (\* denotes presenter)

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**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)

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\***Yoon, H.** & \*Gamache, D. L. Endogeneity: Myths, Legends, and Facts, Third Annual. Organizer of Professional Development Workshop (PDW) 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 (PDW) 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 (PDW) 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**

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**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**

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### **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  
Society for Consumer Psychology, 2016-2017.

### **Memberships**

Academy of Management  
Strategic Management Society  
Southern Management Association  
National Faculty Success Program

### **College/Department**

Management and Entrepreneurship Department Social Committee: Spring 2023—Present.

## **TEACHING**

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

- Spring 2024.

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)