

## DAEKWAN KIM

Department of Marketing ♦ College of Business ♦ Florida State University  
Tallahassee, FL 32306 ♦ E-mail: [dkim@fsu.edu](mailto:dkim@fsu.edu) ♦ Phone: (850) 644-7890

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### EDUCATION

**Doctor of Philosophy**, Michigan State University

Received August 2003

Major: Marketing

Minor: International Business

**Masters in Business Administration**, Kent State University

Received May 1995

Concentration: International Business and Management Information Systems

**Bachelor of Arts**, Yonsei University, Seoul, Korea

Received August 1990

Major: Economics

### ACADEMIC EXPERIENCE

**Full Professor**, since Fall 2016

**Associate Professor** with Tenure, Fall 2009 – Summer, 2016

**Assistant Professor**, Fall 2003 – Summer 2009

Department of Marketing

The College of Business

Florida State University

**Research/Teaching Assistant**

Department of Marketing and Supply Chain Management

The College of Business

Michigan State University

Fall 1999 – Summer 2003

### INTERESTS

**Primary Research Interests**

Role of Information Technology in Global Supply Chain, International Buyer-Seller Relationships, International Entrepreneurship, Interorganizational Collaboration/Learning and Innovation Generation within Global Supply Chain, and International Marketing Strategies.

**Primary Teaching Interests**

International Marketing, International Business, Marketing Strategy, Marketing Research, Electronic/Hi-tech Marketing, and Doctoral SEM Seminar.

## REFEREED JOURNAL PUBLICATIONS

- Jean, Bryan, **Daekwan Kim**, Kevin Zhou, and S. Tamer Cavusgil, "Use of Online B2B Platforms and Customer Acquisitions: The Moderating Role of Institutional Environment and Firm Level Factors," Forthcoming at *Journal of International Business Studies*.
- Jean, B., **Daekwan Kim**, and Sangbum Ro, "The Moderating Effect of Virtual Integration on Intergenerational Governance and Relationship Performance in International Customer-Supplier Relationships," Forthcoming at *International Marketing Review*.
- Jean, B., **Daekwan Kim**, Erin Cavusgil (2020), "Antecedents and Outcomes of Online Platform Risk for International New Ventures' Internationalization," *Journal of World Business*, 55 (1), 101020.
- Kim, Daekwan**, K. Choi, B. Jean, and J. Cadogan (2020), "Ethno-national ties and international opportunity exploitation: the role of environmental factors," *International Business Review*, 29 (4), 101526.
- Jean, Bryan and **Daekwan Kim** (2019), "Internet and SMEs' internationalization: The role of platform and website," *Journal of International Management*, 26 (1), 100690.
- Choi, Kyuyeong, Ruey-Jer Bryan Jean and **Daekwan Kim** (2019), "The impacts of organizational learning capacities on relationship-specific innovations," *International Marketing Review*, 36 (6), 1042-1066.
- Yeniyurt, Sengun, Fang Wu, **Daekwan Kim**, and S. Tamer Cavusgil (2019), "Information Technology Resources, Innovativeness, and Supply Chain Capabilities as Drivers of Business Performance: A Retrospective and Future Research Directions," *Industrial Marketing Management*, 79, 46-52.
- Kim, Daekwan**, Ruey-Jer 'Bryan' Jean, and Rudolf R. Sinkovics (2018), "Drivers of Virtual Interfirm Integration and its Impact on Performance in the Emerging Market Supplier-MNE Buyer Relationships," *Management International Review*, 58 (3), 495-522.
- Jean, Bryan, **Daekwan Kim**, Roger Calantone, and Jyh-Shen Chiou (2018), "Strategic Orientations, Joint learning, and Innovation Generation in Global Customer-Supplier Relationships," *International Business Review*, 27 (4), 838-850.
- Jean, Ruey-Jer 'Bryan', **Daekwan Kim**, and Dan Bello (2017) "Relationship-Based Product Innovations: Evidence from the Global Supply Chain," *Journal of Business Research*, 80, 127-140.
- Jean, Ruey-Jer "Bryan", Rudolf R. Sinkovics, and **Daekwan Kim** (2017), "Antecedents and Outcomes of Supplier Innovativeness in International Customer-Supplier Relationships: The Role of Knowledge Distance," *Management International Review*, 57 (1), 121-151.

- Jean, Bryan, Ziliang Deng, **Daekwan Kim**, and X Yuan (2016) "Assessing Endogeneity Issues in International Marketing Research," *International Marketing Review*, 33 (3), 483-512.
- Kim, Daekwan**, Gang Ok Jung, and Hyohyun Park (2015), "Antecedents and Consequences of a Manufacturer's Private Brand Dependence," *Industrial Marketing Management*, 49, 95-104.
- Jean, Bryan, Rudolf Sinkovics, **Daekwan Kim**, and KY Lew, (2015) "Drivers and Performance Implications of International Key Account Management Capability," *International Business Review*, 24.
- Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, (2014) "The Impact of Technological, Organizational and Environmental Characteristics on Electronic Collaboration and Relationship Performance in International Customer-Supplier Relationships," *Information & Management*, 51 (7), 854-864.
- Kim, Woo Gon, MeeHee Cho, **Daekwan Kim**, and G.C. Shin, (2014) "The Effect of Price Dispersion on Firm Performance," *Tourism Economics*, 20 (6), 1159-1179.
- Kim, Daekwan**, S. Tamer Cavusgil, and Erin Cavusgil, (2013) "Does IT alignment between supply chain partners enhance customer value creation? An empirical investigation," *Industrial Marketing Management*, 42 (6), 880-889.
- Kim, Daekwan**, Seong-Do Cho, Gang Ok Jung, (2013) "Wave of Home Culture and MNC Performance: The Korean Wave (Hallyu)," *Advances in International Marketing*, 24, 193-216.
- Jean, Bryan, **Daekwan Kim**, and Rudolf Sinkovics, (2012) "Drivers and Performance Outcomes of Supplier Innovation Generation in Customer-Supplier Relationships: The Role of Power-Dependence," *Decision Sciences Journal*, 43 (6), 1003-1038.
- Kim, Daekwan**, Choton Basu, G.M. Naidu, and Erin Cavusgil, (2011) "What Makes Born-Globals Innovative? A Customer Relationship Perspective," *Journal of Business Research*, 64 (8), 879-886.
- Shin, Geon Cheol, **Daekwan Kim**, and Yong Hee Park (2011), "MNC's Cultural Imperialism: Focusing on Wal-Mart in Korea", *International Area Studies Review*, 15 (3), 605-625.
- Kim, Daekwan** and Ruby Lee, (2010) "Systems Collaboration and Strategic Collaboration: Their Impacts on Supply Chain Responsiveness and Market Performance," *Decision Sciences Journal*, 41 (4), 955-981.
- Lee, Ruby and **Daekwan Kim**, (2010) "Implications of Service Processes Outsourcing on Firm Value," *Industrial Marketing Management*, 39 (5), 853-861.
- Goldsmith, Ron, Leisa Flynn, and **Daekwan Kim**, (2010) "Status Consumption and Price

- Sensitivity,” *Journal of Marketing Theory and Practice*, 18 (4), 323-338.
- Goldsmith, Ronald E., Leisa Flynn, **Daekwan Kim**, and Wan-Min Kim, (2010) “Consumer innovativeness for fashion as a second order construct: a cross-cultural study,” *Journal of Global Fashion Marketing*, 1 (1), 51-60.
- Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, (2010) “Drivers and Performance Outcomes of Knowledge Sharing for Suppliers in Power-asymmetric Cross-border Relationships: The Role of Communication Culture,” *Journal of International Marketing*, 18 (1), 63-85.
- Knight, Gary and **Daekwan Kim** (2009), “International Business Competence and the Contemporary Firm,” *Journal of International Business Studies*, 40 (2), 255-273.
- Kim, Daekwan** and Erin Cavusgil, (2009) “The Impact of Supply Chain Integration on Brand Equity,” *Journal of Business and Industrial Marketing*, 24 (7), 496-505.
- Jean, Ruey-Jer ‘Bryan’, Rudolf R. Sinkovics, and **Daekwan Kim** (2008), “Information Technology and Organizational Performance within International Business to Business Relationships -A Review and an Integrated Conceptual Framework,” *International Marketing Review*, 25 (5), 563-583.
- Lee, Ruby, Qimei Chen, **Daekwan Kim**, and Jean Johnson (2008), “Knowledge Transfer Between Multinational Corporations’ Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes,” *Journal of International Marketing*, 16 (2), 1-31.
- Andrews, Melinda and **Daekwan Kim** (2007), “Revitalizing Suffering Multinational Brands: An Empirical Study,” *International Marketing Review*, 24 (3), 350-372.
- Seggie, Steven, **Daekwan Kim**, and S. Tamer Cavusgil (2006), “Do Supply Chain IT Alignment and Supply Chain Interfirm System Integration Impact upon Brand Equity and Firm Performance?” *Journal of Business Research*, 59 (8), 887-895.
- Deligonul, Seyda, **Daekwan Kim**, Tony Roath, and Erin Cavusgil (2006), “The Achilles’ Heel of an Enduring Relationship: Appropriation of Rents Between a Manufacturer and Its Foreign Distributor,” *Journal of Business Research*, 59 (7), 802-810.
- Wu, Fang, Sengun Yenyurt, **Daekwan Kim**, and S. Tamer Cavusgil (2006), “The Impact of Information Technology on Supply Chain Capabilities and Firm Performance: A Resource-Based View,” *Industrial Marketing Management*, 35 (4), 493-504.
- Calantone, Roger, **Daekwan Kim**, Jeffrey Schmidt, and S. Tamer Cavusgil (2006), “The Influence of Internal and External Firm Factors on International Product Adaptation Strategy and Export Performance: A Three-Country Comparison,” *Journal of Business Research*, 59 (2), 176-185.

**Kim, Daekwan**, S. Tamer Cavusgil, and Roger Calantone (2006), "Information System Innovations and Supply-Chain Management: Channel Relationships and Firm Performance," *Journal of the Academy of Marketing Science*, 34 (1), 40-54.

Goldsmith, Ron, **Daekwan Kim**, Leisa Flynn, and W. Kim (2005), "Price Sensitivity and Innovativeness for Fashion Among Korean Consumers," *Journal of Social Psychology*, 145 (5), 501-508.

Bonner, Joseph, **Daekwan Kim**, and S. Tamer Cavusgil (2005), "Self-Perceived Strategic Network Identity and Its Effects on Market Performance in Alliance Relationships," *Journal of Business Research*, 58 (10), 1371-1380.

**Kim, Daekwan**, S. Tamer Cavusgil, and Roger Calantone (2005), "The Role of Information Technology in Supply Chain Relationships: Does Partner Criticality Matter?" *Journal of Business & Industrial Marketing*, 20 (4/5), 169-178.

**Kim, Daekwan**, Destan Kandemir, and S. Tamer Cavusgil (2003), "The Role of Family Conglomerates in Emerging Markets: What Western Companies Should Know," *Thunderbird International Business Review*, 46 (1), 13-38.

**Kim, Daekwan** (2003), "The Internationalization of US Internet Portals: Does It Fit the Process Model of Internationalization?" *Marketing Intelligence & Planning*, 21 (1), 23-36.

<b>REFEREED CONFERENCE PROCEEDINGS, BOOKS, AND BOOK CHAPTERS</b>
--

Choi, K. and **Daekwan Kim** (2020), " Structural Complexity of Customer Base and Firm Performance: The Role of Marketing Capability," AIB Virtual Conference Proceedings.

Jean, Ruey Jer Bryan, **Daekwan Kim**, and Kyuyeong Choi (2019), "Information Technology Ambidexterity and Relationship Learning in Emerging Market Suppliers-MNE Customers Relationships," AIB Conference Proceedings.

**Kim, Daekwan**, K. Choi (2018), "Drivers of Virtual Interfirm Integration and its Impact on Performance in the Emerging Market Supplier-MNE Buyer Relationships," AIB Conference Proceedings.

Jean, Ruey-Jer Bryan and **Daekwan Kim**, Daniel Bello (2017), "Relationship-Based Product Innovations: Evidence from the Global Supply Chain," AIB Conference Proceedings.

Choi, KyuYeong Choi, **Daekwan Kim**, Ruey-Jer "Bryan" Jean (2015), "The Impacts of Organizational Learning Capacities on Relationship-Specific Innovations: Evidence from the Global Buyer-Supplier Relationship" AIB Conference Proceedings.

**Kim, Daekwan** and Dan Bello (2014) "Relationship-Based Product Innovations: Evidence from the Global Supply Chain," AIB Conference Proceedings.

**Kim, Daekwan**, (2012) “The Worldwide Impact of Corporate Mega-sponsorships of World Sports Events on Firm Performance,” AIB Conference Proceedings.

Jean, Ruey-Jer Bryan, Rudolf R Sinkovics, and **Daekwan Kim** (2010), “Information Technology and Cultural Distance as Moderators of Key Account Management in Global Customer-Supplier Relationships,” AMA Winter Educators' Conference Proceedings.

**Kim, Daekwan**, Seong-Do Cho, Pandapotan Sinaga, Kyoungun Kim, and Gang Ok Jung (2010), “The Effects of Home Country Culture on MNC Performance,” AMA Winter Educators' Conference Proceedings.

**Kim, Daekwan**, Ruby Lee, and S. Tamer Cavusgil (2009), “Customer Value Creation: The Role of Relationship-Enabled Supply Chain Responsiveness,” AMA Summer Educators' Conference Proceedings.

Zou, Shaoming, **Daekwan Kim**, and S. Tamer Cavusgil (2009), *Export Marketing Strategy: Tactics and Skills That Work*, Business Expert Press.

Lee, Ruby and **Daekwan Kim** (2008), “Strategic and Financial Implications of Service Outsourcing Along Supply Chain,” AIB Conference Proceedings.

Goldsmith, Ronald, **Daekwan Kim**, and Leisa Flynn (2007), “Some Antecedents of Price Sensitivity,” AMA Summer Educators' Conference Proceedings.

Lee, Ruby P., Qimei Chen, **Daekwan Kim**, and Jean L. Johnson (2007), “Enhancing New Product Outcomes Through Knowledge Transfer within MNC Networks,” AMA Summer Educators' Conference Proceedings.

Knight, Gary and **Daekwan Kim** (2006), “International Business Competence and the International SME,” Academy of Management Conference Proceedings.

Andrews, Melinda and **Daekwan Kim** (2006), “Revitalizing Suffering Multinational Brands: An Empirical Study,” AIB Conference Proceedings.

Goldsmith, Ronald, **Daekwan Kim**, Leisa Flynn, and Wan-Min Kim (2006), “Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective,” AIB Conference Proceedings.

Knight, Gary, **Daekwan Kim**, and S. Tamer Cavusgil (2005), “International Business Competence: What Value Does It Have?” AIB Conference Proceedings.

Kandemir, Destan, **Daekwan Kim**, and S. Tamer Cavusgil (2004), “Family Conglomerates: Key Features Relevant to Multinationals,” *Global Firms and Emerging Markets in an Age of Anxiety* edited by S. Benjamin Prasad and Pervez N. Ghauri, Praeger.

**Kim, Daekwan**, Seyda Deligonul, and S. Tamer Cavusgil (2002), “Manufacturer-Foreign

Distributor Relationships: A Study of Relationship Continuity,” AMA Summer Educators' Conference Proceedings.

Calantone, Roger, **Daekwan Kim**, and Jeffrey Schmidt (2002), “The Influence of Internal and External Firm Factors on Export Performance and International Product Adaptation Strategy,” AMA Summer Educators' Conference Proceedings.

**Kim, Daekwan** (2001), “Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” AMA Summer Educators' Conference Proceedings.

**Kim, Daekwan** and Destan Kandemir (2000), “The Evolution of Family Conglomerates in Emerging Markets,” AIB Conference Proceedings.

#### RESEARCH UNDER REVIEW

Lee, JY., **Daekwan Kim**, BC Choi, and A. Jimenez, “Early Evidence on the Relationship between Industry 4.0 and MNEs’ Global Value Chains: The Role of Value Creation vs. Value Capturing by Headquarters and Foreign Subsidiaries” Under review at *Journal of International Business Studies*.

Ro, S., **Daekwan Kim**, B. Lamont, and D. Maslach, “Liability of Foreign Identity and Association: Evidence in the U.S. Automobile Industry,” Under review at *Journal of International Business Studies*.

Jean, Ruey-Jer ‘Bryan’ and **Daekwan Kim**, “Use of Alibaba Service and Performance of Chinese Exporters: the Differential Effects of Transaction Cost Focus vs. Production Cost Focus,” Under second R&R at *Journal of Management Studies*.

Kim, Daekwan, Ruey-Jer ‘Bryan’, Geon-Choel Shin, and Tomas Hult, “Enhancing Performance in Emerging-Market-Supplier/MNE-Buyer Relationships: An Examination of the Interplay between Virtual and Relational Governance”, Under second R&R at *Industrial Marketing Management*.

Jean, Ruey-Jer ‘Bryan’, **Daekwan Kim**, and KyuYeong Choi, “Pattern of Information Technology Use and Relationship Learning in International Customer-Supplier Relationships”, Under fourth R&R at *International Business Review*.

#### RESEARCH IN PROGRESS

Lee, JY., BC Choi, JY, Shin and **Daekwan Kim**, “A Firm’s Corporate Social Responsibility and International Firm Performance: The Role of the Environmental and Strategic Factors” Analyzing Data to Target *Journal of International Business Studies*.

Choi, K and **Daekwan Kim**, "Distributor Complexity and Firm Performance," Writing Results, Targeting *Journal of Marketing*.

Yeon, Su Jin, **Daekwan Kim**, and Young Wook Song, “Environmental Uncertainty and Degree of Cross-cultural Firm Integration: A Meta-Analysis,” Writing Results, Targeting *Journal of International Business Studies*.

Kim, D. Y. and **Daekwan Kim**, “Customer Diversification and Firm Performance: The Moderating Role of Network Positions,” Writing Results, Targeting *Strategic Management Journal*.

Kandemir, Destan, Basak Tenyeri, and **Daekwan Kim**, “Brand Equity and Firm Market Performance: The Role of Ownership Structure,” Data Collection for an Event Analysis for the *Journal of International Business Studies*, On-Going.

**Kim, Daekwan** and K. Choi, “The Impact of Market Diversification on Exporter Online Performance: A Contingent Perspective,” On-Going.

<b>PRESENTATIONS</b>
----------------------

“Special Session: The Interface Between International and Digital Marketing”, AMA Winter Conference, 2020.

“Environmental Uncertainty and Degree of Cross-cultural Firm Integration: A Meta Analysis,” AMA Winter Conference, 2020.

“The Effect of Platform and Web Capability on SMEs’ Export Marketing Capabilities and Performance,” AMA Winter Conference, 2019.

"Drivers of Virtual Interfirm Integration and its Impact on Performance in the Emerging Market Supplier-MNE Buyer Relationships," AIB Conference Proceedings, 2018.

“Enhancing Performance in Emerging-Market-Supplier/MNE-Buyer Relationships: An Examination of Virtual versus Relational Governance,” AMA Global Marketing SIG Conference, Havana, Cuba, 2017.

“The Impacts of Organizational Learning Capacities on Relationship- specific Innovations: Evidence from the Global Buyer-supplier Relationship,” CIMaR (Consortium for International Marketing Research) 2015 Annual Conference.

“Relationship-Based Product Innovations: Evidence from the Global Supply Chain,” AIB annual conference, 2014.

“What Makes Born-Global Firms Born-Global,” CIMaR (Consortium for International Marketing Research) 2014 Annual Conference. (Won the Conference Best Paper Award)

“The liability of foreignness for Western firms in China: Its measurement and antecedents,” CIMaR (Consortium for International Marketing Research) 2013 Annual Conference.

“The Worldwide Impact of Corporate Mega-sponsorships of World Sports Events on Firm Performance,” AIB Conference, 2012.

“The Worldwide Impact of Corporate Mega-sponsorships of World Sports Events on Firm Performance,” CiMaR (Consortium for International Marketing Research) Annual Meeting, 2012.

“Strategic and Financial Implications of Service Outsourcing Along Supply Chain,” AIB annual conference, 2008.

“Factors of International Brand Revitalization,” an invited panel presentation, AIB Conference, 2008.

“Some Antecedents of Price Sensitivity,” AMA Summer Educators’ Conference, Summer 2007

“Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective,” AIB annual conference, Summer 2006

“International Business Competence: What Value Does It Have?” AIB conference, Summer 2005.

“The Impact of Information Technology on Global Supply Chain Management,” AMA Summer Educators’ Conference, Summer 2003.

“Manufacturer-Foreign Distributor Relationships: A Study of Relationship Continuity,” AMA Summer Educators' Conference, Summer 2002.

“Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” AMA Summer Educators' Conference, Summer 2001.

“Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” presented at the Faculty Seminar in Global Electronic Commerce organized by Visiting International Professional Program at Michigan State University, Summer 2001.

“The Impact of International Electronic Commerce on MNEs’ performance,” Midwest Marketing Camp, Summer 2000.

“Family Conglomerates and Their Roles in Emerging Markets,” presented at an MBA class in International Business at Michigan State University, Spring 2000.

“Electronic Commerce for SMEs,” presented at a class for Korean Businesses organized by Korea Trade Center in Chicago, Spring 2000.

<b>TEACHING</b>
-----------------

**Seminar in Marketing Models (Doctoral Seminar in SEM)**

**Marketing Strategy (MBA)**  
**Multinational Business Operations (MBA)**  
**Global Business Seminar (MBA, MSM, and MAcc)**  
**Marketing Research (MSM)**  
**Multinational Marketing**  
**Multinational Business Operations**  
**International Management**  
**International Franchising Management**  
**International Business**  
**Marketing Research**  
**Basic Marketing Concepts**  
**Electronic Marketing**  
**Introduction to Marketing**  
**Quantitative Business Research Methods**  
**Study abroad programs since 2006 taught in Japan, South Korea, Australia, France, Germany, and Spain**

<b>SERVICE</b>
----------------

**Senior Editor, International Business Review (SSIC)**

North America Region

Since Spring, 2021

**Associate Editor, Decision Sciences Journal**

Since 2014

Information Technology and International Business-to-Business Relationships

**Guest Co-editor, Industrial Marketing Management**

Managing relationships with Emerging Market Partners

Since Spring, 2018

**Guest Co-editor, International Marketing Review**

International Marketing Strategy in the Age of Digitalization, since 2017

**Guest Co-editor, International Marketing Review**

Special Issue on Advancing the International Marketing Research Agenda with Innovative Methodologies, 2017

**Associate Editor, Rutgers Business Review**

Rutgers Business School, since 2015

**Guest Co-editor, Sustainability (SSIC)**

Sustainability in the Relationships with B2B Partners and Consumers

Fall, 2020

**Editorial Review Board Membership**

Journal of International Marketing, since Summer 2010  
Thunderbird International Business Review, since Winter 2012  
Journal of Business Research, since Spring 2015  
Industrial Marketing Management, since Spring 2015  
Journal of International Business Studies, Fall 2005 – Fall 2007

**Member of DSI Publication Committee**

Decision Sciences Institute, since Spring 2015-Fall 2017

**Track Co-chair**

Knowledge, Innovation, and Technology Track  
**2021 Academy of International Business Conference**

**Conference Chair**

Academy of International Business (AIB) Southeast Conference  
Virtual Meeting  
October, 2020

**Track Co-chair**

Industrial Marketing & Supply Chain Management Track  
**2020 Winter AMA**

**Conference Chair**

Consortium for International Marketing Research (CIMaR)  
Atlanta, USA  
September, 2018

**Director of Programs**

Consortium for International Marketing Research (CiMaR)  
Since Winter 2012

**Track Co-chair**

Global Marketing Track  
2010 AMA Winter Marketing Educators' Conference

**Executive Board Member**

Korean Strategic Marketing Association, 2019

**Ad Hoc Reviewer**

Journal of International Business Studies  
International Business Review  
Management International Review  
Journal of Academy of Marketing Science  
Journal of Operations Management  
Journal of Business Research  
International Marketing Review

Production and Operations Management  
OMEGA

**Manuscript Reviewer**

American Marketing Association  
Academy of Marketing Science  
European Marketing Academy Conference  
Academy of International Business

**University Level Service**

Member, Council for International Education Committee  
Florida State University, since 09/11

Alternative Member, Faculty Senate  
Florida State University, since Spring, 2012

**College Level Service**

Member, College Assurance of Learning Committee  
The College of Business, since 02/13  
AACSB accreditation-related activities at the college level

Member, Technology Committee  
The College of Business, Spring 2014

Member, International Programs Committee  
The College of Business, since Spring 2015

Member, College Undergraduate Curriculum Committee  
The College of Business, since 04/05  
College Undergraduate Curriculum Review and Approval

Faculty Advisor  
International Business Association  
Florida State University, Spring 06 through Summer 12, and since Spring 2015

**Department Level Service**

Chair, Departmental Undergraduate Curriculum Committee  
Department of Marketing, since Spring 06  
AACSB accreditation-related activities at the department level

Chair, Doctoral Comprehensive Exam Subcommittee of Departmental Doctoral Policy  
Committee  
Department of Marketing, Spring 2015 & Spring 2016  
The College of Business  
Florida State University

Member, Departmental Doctoral Policy Committee  
The College of Business, since Spring 2013  
Florida State University

Member, Departmental Undergraduate Curriculum Committee  
The College of Business, since 04/05

Department Representative for the University Commencement Ceremony  
Florida State University, 03/04, 04/05, and Summer 06

<b>HONORS, AWARDS, AND RECOGNITION</b>
--

**Eminent Visiting Scholar**, *Kyung Hee University*, Seoul, Korea, 2019 & 2020

**Visiting Scholar**, Chongqing Technology and Business University, Chongqing, China, 2019 & 2020

**Outstanding Reviewer Award**, *Journal of International Marketing*, 2017 & 2018

**Highly Commended Paper Award**, Emerald Publishing, May 8, 2017  
“Assessing Endogeneity Issues in International Marketing Research”, *International Marketing Review*.

**Best Paper Award, SYSBS International Symposium on Frontier Management Research: Organizational Behavior in an Era of Digitization and Globalization in Guangzhou, China, December, 2016**

“Enhancing Performance in Emerging-Market-Supplier/MNE-Buyer Relationships: An Examination of Virtual versus Relational Governance ” with Ruey-Jer “Bryan” Jean, Rudolf R. Sinkovics, and S. Tamer Cavusgil.

**Best Paper Award, Maeil Economics Newspaper, Korea, 2016**

“Online shopping cart usage and shopping cart abandonment: A product attribute perspective” co-authored with J. Song.

**Best Paper Award, CIMaR Annual Conference, 2014**

“What Makes Born-Global Firms Born-Global” co-authored with G. Knight and G. Jung.  
Victoria, BC, Canada

**MBA Best Faculty Student Award, Runner-up, 2014**

The College of Business  
Florida State University

**Annual Journal Best Paper Award (S. Tamer Cavusgil Award), 2009**

*Journal of International Marketing*, “Knowledge Transfer Between Multinational Corporations’ Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes” co-authored with R. Lee, Q. Chen, and J. Johnson.

### **Best Dissertation Award Honorable Mention, 2003**

Technology and Marketing SIG  
American Marketing Association

### **Grant Activities**

College of Business Summer Research Grant, Summer 2020  
Research Grant-Merit Based, National Research Foundation of Korea, Funded \$21,700, Fall 2014  
College of Business Summer Research Grant, Funded \$12,000, Summer 2013  
Committee on Faculty Research Support (COFRS) Summer Awards, Florida State University,  
Funded \$13,000, Summer 2012  
College of Business Summer Research Grant, Summer 2011  
College of Business Summer Research Grant, Summer 2010  
College of Business Summer Research Grant, Summer 2009  
College of Business Summer Research Grant, Summer 2008  
First Year Assistant Professor Summer Grant, Summer 2004  
Center for International Business Education and Research Dissertation Grant, Summer 2002  
and 2003

### **Other Recognitions**

Graduate School Dissertation Completion Fellowship, Summer 2002  
Eli Broad Graduate School of Management Fellowship, Summer 2002  
AMA Sheth Doctoral Consortium Fellow, Emory University, 2002  
Phi Kappa Phi Honor Society, 2002  
Annual Albert Haring Symposium Fellow, Indiana University, 2001  
Annual Academy of International Business Doctoral Consortium, November 2000

<b>DOCTORAL DISSERTATION COMMITTEES</b>
---

**Kyuyeong Choi**, defended dissertation in Spring, 2020 (Chair)  
Marketing, The College of Business, Florida State University

**Bryan Hochstein**, to complete in 2016 (Co-chair)  
Marketing, The College of Business, Florida State University

**Jina Park**, completed in July, 2014  
Psychology, The School of Psychology, Florida State University

**Young Do Kim**, completed in July, 2014  
Sports Management, The College of Education, Florida State University

**Jiwon Nam**, completed in March, 2015  
Public Administrations, Florida State University

**Douglas Johansen**, completed in April, 2011  
Marketing, The College of Business, Florida State University

Assistant Professor at Jacksonville State University

**Bryan Jean**, completed in July, 2008

Marketing, The Manchester Business School, Manchester, United Kingdom

Associate Professor at National Chengchi University in Taiwan

**Esther Swilley**, completed in June, 2007

Marketing, The College of Business, Florida State University

Assistant professor at Kansas State University

**Jim Zboja**, completed in Fall 2006

Marketing, The College of Business, Florida State University

Assistant professor at The University of Tulsa

**Reham Eltantawy**, completed in Summer 2005

Marketing, The College of Business, Florida State University

Associate professor at The University of North Florida

#### OTHER PROFESSIONAL ACTIVITIES

**Program Leader and Instructor**, since Spring 2011

Global Business Seminar for Graduate Students, Two Trips per Year

The College of Business, Florida State University

Destinations: Strasbourg, France/Germany; Sidney, Australia; and Seoul, Korea

**Program Leader and Instructor**, Summer 2009

Florida State University International Program in Seoul, Korea

**Instructor**, Summer 2007

Florida State University International Program in Valencia, Spain

**Program Leader and Instructor**, Summer 2006 and 2007

Florida State University International Program in Tokyo, Japan

**Program Coordinator and Seminar Moderator**, Summer 2001 and 2002

Annual Korean Faculty Seminar in Global Electronic Commerce hosted by Visiting International

Professional Programs at Michigan State University

#### PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association

Academy of International Business

Decision Science Institute

#### INDUSTRY EXPERIENCE

**Senior Market Researcher and Information Systems Manager, 7/95 – 7/99**  
Korea Trade and Investment Promotion Agency (KOTRA) in Chicago

**Graduate Assistant, 5/94-5/95**  
Financial Aid Office, Kent State University, Kent, OH