

DAEKWAN KIM, PH.D.

Dr. Persis E. Rockwood School of Marketing ♦ Florida State University
Tallahassee, FL 32306 ♦ E-mail: dkim@fsu.edu ♦ Phone: (850) 644-7890

EDUCATION

Doctor of Philosophy, Michigan State University

Received August 2003

Major: Marketing

Minor: International Business

Master of 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

Spencer-Feheley MBA Professor, named since Fall 2022

Full Professor, since Fall 2016

Associate Professor with Tenure, Fall 2009 – Summer 2016

Assistant Professor, Fall 2003 – Summer 2009

Dr. Persis E. Rockwood School of Marketing

Herbert Wertheim 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, Digitalization and Interorganizational Collaboration/Learning and Innovation Generation, 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

- Shahzad, K., C. Fey, D. Fan, **Daekwan Kim**, W. Liu*, “How Government Support Programs Enhance SMEs’ Technological Absorptive Capacity, Networking Capability, Production Competitiveness, and Export Performance,” Forthcoming at *Journal of International Business Studies*. (* All coauthors made equal contributions)
- Jean, Ruey-Jer "Bryan", **Daekwan Kim**, and S. Tamer Cavusgil, “The Determinants of Chinese Exporters’ Online De-Internationalization”, *Management and Organization Review*, 21 (6), 1110-1130.
- Jean, R.-J., **Daekwan Kim**, Erin Cavusgil, Hayashi Tsuteaki, Arto Ojala, (2025) “How do virtual and relational ties affect international opportunity realization for emerging market born-global firms? A contingency model” *International Business Review*, 34 (4), 102399.
- Jean, B., **Kim, Daekwan**, Sinkovic, R. and Cavusgil, E. (2024), “The Effect of Business Model Innovation on SMEs’ International Performance: Contingent Roles of Foreign Institutional Voids and Entrepreneurial Orientation,” *Journal of Business Research*, 175, 114449.
- Ro, S., **Daekwan Kim***, B. Lamont*, and D. Maslach* (2024), “Liability of Foreign Identity and Association: Evidence in the U.S. Automobile Industry,” *Journal of World Business*, 59 (6), 101582. (* equal contributions)
- Lee, JY., **Daekwan Kim**, BC Choi, and A. Jimenez (2023), “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,” *Journal of International Business Studies*, 54, 599-630.
- Kim, Daekwan**, GC Shin, Bryan Jean, S. Tamer Cavusgil (2023), “The Relational Dynamics in Supply Chain System Development and Firm Performance” 154 (1), 113278, *Journal of Business Research*.
- Jeong, Insik, Bryan Jean, **Daekwan Kim**, and Saeed Samiee (2022), “Managing External Disruptive Forces in International Marketing,” *International Marketing Review*.
- Jean, Ruey-Jer ‘Bryan’ and **Daekwan Kim** (2021), “Signalling Strategies of Exporters on Internet Business-to-Business Platforms,” *Journal of Management Studies*, 58 (7), 1695-2002.
- Jean, Bryan, **Daekwan Kim**, Kevin Zhou, and S. Tamer Cavusgil (2021), “E-platform use and exporting in the context of Alibaba: A signaling theory perspective,” *Journal of International Business Studies*, 52, 1501-1528.
- Jean, Ruey-Jer ‘Bryan’, **Daekwan Kim**, Geon-Choel Shin, and Tomas Hult (2021), “Enhancing Performance in Emerging-Market-Supplier/MNE-Buyer Relationships: An Examination of

- the Interplay between Virtual and Relational Governance”, *Industrial Marketing Management*, 93, 101-114.
- Jean, Ruey-Jer ‘Bryan’, **Daekwan Kim**, and KyuYeong Choi (2021), “Pattern of Information Technology Use and Relationship Learning in International Customer-Supplier Relationships”, *International Business Review*, 30 (4), 101815.
- 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.
- Jean, B, **Daekwan Kim**, Yung-Chih Lien, Sangbum Ro, (2020), “The Moderating Effect of Virtual Integration on Intergenerational Governance and Relationship Performance in International Customer-Supplier Relationships,” *International Marketing Review*, 37 (3), 579-592.
- Jean, Bryan and **Daekwan Kim** (2020), “Internet and SMEs’ internationalization: The role of platform and website,” *Journal of International Management*, 26 (1), 100690.
- Kim, YD, Y Kim, MJ Magnusen, **Daekwan Kim**, (2020), “Relationships as strategic assets: a sport fan equity approach,” *International Journal of Sport Management and Marketing*, 20 (1-2), 47-63.
- 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**, K. Choi, B. Jean, and J. Cadogan (2018), “Ethno-national ties and international opportunity exploitation: the role of environmental factors,” *International Business Review*, 29 (4), 101526.
- 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 Yeniyurt, **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.

REFEREED CONFERENCE PROCEEDINGS, BOOKS, AND BOOK CHAPTERS
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Shahzad, Khuram, Di Fan, Carl Fey, Wei Lui, and **Daekwan Kim** (2025), "How Government Export Support Programs' Hard and Soft Mechanisms Interact and Compliment to Enhance Emerging Economies' SME Export Performance," AIB Conference Proceedings.

Jean, Ruey Jer "Bryan" and **Daekwan Kim** (2023), "The Effect of Digital Business Model Innovation on SMEs' International Performance: The Contingent Roles of Foreign Institutional Voids and Entrepreneurial Orientation," AIB Conference Proceedings.

Jean, Ruey Jer "Bryan" and **Daekwan Kim** (2022), "Determinants of Exporters' Online De-Internationalization," AIB Conference Proceedings.

Jean, Ruey Jer "Bryan" and **Daekwan Kim** (2021), "Exporters Use of Internet B2B Platform: Opportunity for Emerging Market Sellers," AIB Conference Proceedings (Virtual).

- 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

Kutlubay, O., S. Yayla, M. Cicek, **Daekwan Kim**, and R. Jean, “The Effects of Market Diversification on the Global Performance of Cultural Products: The Contingent Roles of Product Globalization Strategies and Market Compatibilities,” Under 4th Review at *International Business Review*.

Tang, Ryan, Y. Zhu, **Daekwan Kim**, S.T. Cavusgil, “Sustainability in Global Supply Chains: An Empirical Investigation,” Under Revise and Resubmit at *Production and Operations Management*.

Messner, W. and **Daekwan Kim**, “Consumption of Social Media Information: A Blockchain

Perspective,” Under Review and Resubmit at *International Journal of Research in Marketing*.

RESEARCH IN PROGRESS

Jean, R., **Daekwan Kim**, Kevin Zhou, S.T. Cavusgil, and P. Buckley, “Network Effects and Mobile Apps’ International Involvement Choices: A Contingency Model,” Finalizing to Submit to *Journal of World Business*.

Jean, B., E. Park, and **Daekwan Kim**, “Adoption of Uber Eats in the Restaurant Industry: Short- and Long-term Performance Implications,” Drafting the study to submit to *Journal of Marketing*.

Lee, JY, JY Shin, BC Choi, and **Daekwan Kim**, “MNE Sustainability and Subsidiary Performance in Global Value Chain: The Moderating Role of Global Network and Host Country Sustainability Pressures,” Finalizing to submit to *Strategic Management Journal*.

Jean, B., **Daekwan Kim**, and S. Samiee, “Smartphone App User Size and Product Performance: Is a Bigger Size Always Better?” Under conceptualization to target *Journal of Marketing*.

Lee, JY, Ryan Tang, **Daekwan Kim**, BC Choi, and FL Cooke, “The Mobility of MNE Expatriates in Value-creation and Value-capturing and Their Impacts on Subsidiary Global Outsourcing Emphasis.” Finalized to submit to *Strategic Management Journal*.

Lee, JY, YS Yang, **Daekwan Kim**, and FL Cooke, “Cultural Friction within Marketing Team and Foreign Subsidiary’s Marketing Focus” Revising to submit to *Journal of International Marketing*.

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

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

PRESENTATIONS

Kim, D., Research Workshop, School of Marketing and Communication at the University of Vaasa, "Master Class II: Achieving Methodological Excellence in International Business Research," School of Marketing and Communication at the University of Vaasa, Finland. (December 2, 2024).

Kim, D., Research Workshop, School of Marketing and Communication at the University of Vaasa, "Research Seminar," School of Marketing and Communication at the University of Vaasa, Finland. (November 21, 2024).

Kim, D., Research Workshop, School of Marketing and Communication at the University of Vaasa, "Master Class I: Achieving Methodological Excellence in International Business Research," School of Marketing and Communication at the University of Vaasa, Finland. (October 30, 2024).

International Marketing Masterclass: "Publishing in International Marketing: Achieving Methodological Excellence in Academic Research", AIB Annual Conference, 2024, Seoul, Korea.

"Adapting to Change: Innovative Marketing Strategies in an Era of Global Disruptions and Digital Transformation (Panelist)", AIB Annual Conference, 2024, Seoul, Korea.

"The Effect of Digital Business Model Innovation on SMEs' International Performance: The Contingent Roles of Foreign Institutional Voids and Entrepreneurial Orientation", AIB Annual Conference, 2023, Warsaw, Poland.

"Determinants of Exporters' Online De-Internationalization," AIB Annual Conference, 2022, Miami, Florida.

"Exporters Use of Internet B2B Platform: Opportunity for Emerging Market Sellers," AIB Annual Conference, 2021, Virtual.

"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 Annual Conference, 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.

TEACHING

Seminar in Marketing Models (Doctoral Seminar in SEM)

Marketing Research (MBA)

Marketing Strategy (MBA)

Multinational Business Operations (MBA & UG)

Global Business Seminar (MBA, MSM, and MAcc)

Marketing Research (MSM & UG)

Multinational Marketing

International Management

International Franchising Management

International Business

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

SERVICE

Associate Editor, Journal of International Marketing

Since June, 2024

Senior Editor, International Business Review

North America Region

Since Jan, 2021

Associate Editor, Decision Sciences Journal

Since 2014

Information Technology and International Business-to-Business Relationships

Guest Co-editor, Journal of International Marketing

Marketing's Role in the Management of Fast-Evolving Global Supply Chains

Since June, 2024

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 Business Studies, Fall 2005 – Fall 2007 and since Spring 2024

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

Panelist, Digital Globalization: Shaping the Future of IB Theory and Practice

Academy of International Business Annual Conference, 2025

Faculty Mentor, AIB/Sheth Foundation International Marketing Research Colloquium

Academy of International Business Annual Conference, 2025

Vice Chair-Research, AIB Shared Interest Group-Digitalization

Academy of International Business, since Spring 2025

Member of DSI Publication Committee

Decision Sciences Institute, since Spring 2015-Fall 2017

Board Member

AMA Global Marketing Special Interest Group

Since 2019

Track Co-chair

International Marketing Track

2024 Academy of International Business Conference

Track Co-chair

Knowledge, Innovation, and Technology Track

2021 Academy of International Business Conference

Chapter Co-chair

Academy of International Business (AIB) Southeast Chapter

January-December, 2022

Conference Chair

Academy of International Business (AIB) Southeast Conference
Virtual Meeting (Virtual)
October, 2021

Conference Chair

Academy of International Business (AIB) Southeast Conference
Virtual Meeting (Virtual)
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, University Faculty Senate
Florida State University, Spring 2020 through Spring 2022

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

Alternative Member, University Faculty Senate
Florida State University, Spring 2012 through Spring 2014

College Level Service

Member, College MBA Admission Committee
The College of Business, Fall 2014 – Spring, 2024

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 2006
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, & Spring 2024
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

HONORS, AWARDS, AND RECOGNITION
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Fulbright-University of Vaasa Scholar, *University of Vaasa*, Vaasa, Finland, 2024 & 2025

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 2022
College of Business Summer Research Grant, Summer 2021
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

DOCTORAL DISSERTATION COMMITTEES

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