

# Hyunsun Kim-Hahm

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## EDUCATION

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### University of Illinois at Urbana-Champaign

Champaign, IL  
expected 2020

*Ph.D. in Business Administration*

Concentration: Organizational Behavior/Theory

Committee: Geoffrey Love (chair), Matthew Kraatz, Michael Bednar, Mario Schijven, John Lammers

Dissertation Title: Spillover effects of media attention from nascent to established firms: The case of startups and venture capital firms in the U.S., 1968-2018

Dissertation Summary: My dissertation examines how media attention given to startups influences the investment decisions of funders, enabling venture capital firms to raise more funds if they identified and endorsed those startups in the past. Based on the premise that attention is a scarce resource, my study illuminates how simple heuristics based on familiarity and fluency may affect funders' judgment. Using a unique, large dataset of media accounts, I sustain that the media's selection criteria — particularly its focus on novelty and drama — sometimes result in spotlighting startups that happen to be newsworthy, leading funders to allocate more funds to venture capital firms that are perceptually associated with those newsworthy startups.

### Seoul National University

Seoul, Korea  
2012

*M.S. in Business Administration*

Concentration: Organizational Behavior/Human Resource Management.

### Yonsei University

Seoul, Korea  
2007

*Bachelor of Business Administration*

## RESEARCH INTERESTS

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Social judgment and evaluations (i.e., reputation, celebrity, media attention); novelty, new industries; venture capital industry; methods: content analysis, computational analysis

## TEACHING INTERESTS

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Organizational design, strategy, entrepreneurship, human resource management

## WORKING PAPERS

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**Kim-Hahm, H.** and Love, EG. Ambiguity, diagnosticity, and reputation (in)consistent actions: The case of patent litigation in the U.S., 1988-2012. (*Revise and Resubmit* at Corporate Reputation Review)

**Kim-Hahm, H.,** Lammers, JC. and Leblebici, H. From contested professional logics to hybrid organizations: The emergence of alternative litigation financing firms in the US, 1992-2019. (*Target journal: Administrative Science Quarterly*)

**Kim-Hahm, H.** You know, I was the fairy godmother: Spillover effects of media attention from startups to established venture capital firms. (*Target journal: Academy of Management Journal*)

## WORK-IN-PROGRESS

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**Kim-Hahm, H.** Evolution of media attention to startups: The case of venture capital-backed startups in the U.S. 1968-2018. (*Stage: data analysis*)

Ryu, J., **Kim-Hahm, H.**, Love, EG., and Bednar, M. Media visibility and reputational judgement. (*Stage: developing conference paper*)

**Kim-Hahm, H.** and Li, Y. How does familiarity of stories influence audience evaluation?: Literary sources, social media reaction, and performance in the U.S. Feature Film industry. (*Stage: data collection*)

Ramaswamy Vijayasankaran, A. and **Kim-Hahm, H.** Is the Cramer Bounce for real?: A natural Experiment on CEO celebrity and firm performance. (*Stage: data collection*)

## PRESENTATIONS

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Pecha Kucha 3 on Social Evaluations, *Academy of Management Annual Meeting*, Chicago, IL, 2018

**Kim, H.** and Love, EG. When do firms act (in)consistently with their reputations?

*European Group for Organizational Studies*, Copenhagen, Denmark, 2017

**Kim, H.** and Leblebici, H. From Contested professional logics to hybrid organizations: The emergence of alternative litigation financing firms in the US, 2007-2016.

*Strategic Management Society Annual Conference*, Denver, CO, 2015

**Kim, H.** and Love, EG. How corporate reputation affects strategic decisions: The moderating influence of differential roles and relationship uncertainty.

*7<sup>th</sup> Medici Summer School*, Bologna, Italy, 2015

**Kim, H.** and Leblebici, H. Categories, audience discovery, and the emergence of new organizational forms: A case of alternative litigation financing in the U.S., 2009-2015.

*Academy of Management Annual Meeting*, Philadelphia, PA, 2014

**Kim, H.** and Love, EG. Reputations for toughness and patent litigation outcomes: Effects of differential roles and embeddedness.

## HONORS AND AWARDS

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|-----------|---|
| 2019      | Summer research support   |
| 2018      | Teacher ranked as excellent by students (“outstanding”, top 10%)    |
| 2018      | Fall travel support   |
| 2018      | Summer research support   |
| 2015-2016 | Richard D. and Anne Marie Irwin Doctoral Fellowship                 |
|           | - A competitive award won by only one student in the group per year |
| 2014      | Zwisler Summer Doctoral Fellowship                                  |
|           | - Faculty-nominated award based on outstanding research potential   |

## INTERNATIONAL WORK EXPERIENCE

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Schneider Electric, *Project Financial Controller*  
Société Générale Private Banking, *Research Analyst*  
AIESEC Ghana, *Cultural Envoy for Exchange Development*

**Grenoble, France** 2007-2008  
**Hong Kong** 2006  
**Accra, Ghana** 2004

## TEACHING EXPERIENCE

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### Instructor

Strategic Human Resource Management Fall 2018  
- Student evaluation: **4.8/5.0** (in top 10%)  
- Teacher ranked as excellent by students

Human Resource Management Fall 2017  
- Student evaluation: 4.3/5.0

### Teaching Assistant

iMBA, Strategic Management (Instructor: Deepak Somaya) Spring 2020

Undergraduate, Management and Organizational Behavior Fall 2019  
(Instructors: Geoffrey Love and Judith White)

Undergraduate, Management and Organizational Behavior Spring 2014  
(Instructors: Denise Loyd and Raveh Harush)

Undergraduate, Management and Organizational Behavior Fall 2013  
(Instructor: Geoffrey Love)

## INVITED CONSORTIA AND WORKSHOPS

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OMT Doctoral Student Consortium, Academy of Management, Chicago, IL, 2018

OMT Dissertation Workshop, Academy of Management, Chicago, IL 2018

Medici Summer School in Management Studies, Bologna, Italy, 2015

## PROFESSIONAL AFFILIATIONS

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Academy of Management (AOM), European Group for Organizational Studies (EGOS)

## SKILLS

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Computer skills: R, Python, Stata

Language: Fluent in English; native Korean; conversational French; basic Spanish and Chinese

## PERSONAL INTERESTS

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Trekking, skiing, sourdough experiments

## REFERENCES

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Geoffrey Love (chair), Gies College of Business, University of Illinois Urbana-Champaign,  
(217) 333-2194, glove@illinois.edu

Matthew Kraatz, Gies College of Business, (217) 333-7994, kraatz@illinois.edu

Michael Bednar, Gies College of Business, (217) 244-0330, mkbednar@illinois.edu

Joseph Mahoney, Gies College of Business, (217) 244-8257, josephm@illinois.edu

John Lammers, Department of Communication, (217) 333-8912, jclammer@illinois.edu

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