

## HYUNSUN KIM-HAHM

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### EDUCATION

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**Ph.D., Business Administration** expected  
**University of Illinois at Urbana-Champaign, Champaign, IL** 2020  
Organizational Theory *with minors in* Strategy and Entrepreneurship, Research Methods

*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 Committee:* E. Geoffrey Love (chair), Matthew S. Kraatz, Michael K. Bednar, Mario Schijven, John C. Lammers

*Dissertation Summary:* Do social evaluations of startup firms spillover to venture capital firms? If so, how? This question is interesting because prior studies generally frame “newness” as a liability, emphasizing newer firms as recipients of spillover benefits from more established firms. In my dissertation, I theorize and assess how newness can sometimes become an asset, by integrating ideas from research on media effects. I explain how the media’s selection criteria—particularly its focus on novelty and drama—can lead to an interesting pattern of spotlighting new firms (startups in this case) while ignoring well-established firms (venture capital firms in this case) with proven track records. To test my hypotheses, construct a unique dataset of the media accounts of U.S. venture capital firms and venture-capital backed startups, covering the years from 1968-2018. Preliminary findings corroborate that media attention to startup firms translate into substantial benefits for venture capital firms through their affiliation with these startups.

**M.S., Business Administration, Seoul National University, Seoul, Korea** 2012  
Organizational Theory. *Thesis:* Capability asymmetry and patent conflict

**B.B.A., Yonsei University, Seoul, Korea** 2007

### RESEARCH INTERESTS

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Social judgment and evaluations (i.e., reputation, celebrity), media effects; firm formation and industry creation; methods: content analysis, computational analysis

### TEACHING INTERESTS

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Entrepreneurship, Strategy, Organizational Design (macro), Human Resource Management, Organizational Behavior (micro), and Negotiation.

### 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, J.C. 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 nascent startups to established venture capital firms. (*Target journal: Academy of Management Journal*)

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## WORK-IN-PROGRESS

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

**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*)

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*)

**Kim-Hahm, H.** and Li, Y. Familiar stories, popularity, or quality?: Literary sources, social media reaction, and film performance in the U.S. Movie industry. (*stage: data collection*)

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## PRESENTATIONS

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

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

## **HONORS AND AWARDS**

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

## **TEACHING EXPERIENCE**

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*Instructor, Strategic Human Resource Management*, Fall 2018

- Taught lecture- and discussion-based classes
- Student evaluation: **4.8/5.0** (in top 10%)

*Instructor, Human Resource Management*, Fall 2017

- Student evaluation: 4.3/5.0

*Teaching Assistant, Management and Organizational Behavior*, Spring 2014

- Assisted Professor Denise L. Loyd, communicated with undergraduate students, designed exam questions, and graded exams and assignments in a class of 400 students

*Teaching Assistant, Management and Organizational Behavior*, Fall 2013

- Assisted Professor E. Geoffrey Love

## **PROFESSIONAL EXPERIENCES**

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- Schneider Electric, *Financial Controller*, Seoul, **Korea**, 2009
- Schneider Electric, *Project Financial Controller*, Grenoble, **France**, 2007 - 2008
- Société Générale Private Banking, *Research Analyst*, **Hong Kong**, 2006
- AIESEC Ghana, *Cultural Envoy for Exchange Development*, Accra, **Ghana**, 2004

## **SKILLS AND LANGUAGE**

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- Stata, Python, R
- Fluent in English; native Korean; conversational French; basic Spanish and Chinese

## **WORKSHOP ATTENDED**

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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 ASSOCIATIONS**

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*Academy of Management, European Group for Organizational Studies, Strategic Management Society*

## REFERENCES

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E. Geoffrey Love (chair)  
Gies College of Business  
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