

HYUNSUN KIM-HAHM

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EDUCATION

Ph.D., Business Administration expected
2020
University of Illinois at Urbana-Champaign, Champaign, IL

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 (e.g., reputation, celebrity) of new organizations spillover to an established organization? If so, how? This question is interesting because prior studies generally frame “newness” as a liability, emphasizing newer actors as recipients of spillover benefits from more established actors. 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 startups while ignoring well-established organizations with proven track records. I examine this relationship in the context of the U.S. venture capital industry, with a comprehensive media coverage dataset covering over seventy years from the inception of the industry to date, 1946-2018. Preliminary findings show such media behaviors apparently translate into substantial benefits for venture capital firms through their affiliation with 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

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

WORKING PAPERS

Kim-Hahm, H. and Love, EG. Ambiguity, diagnosticity, and reputation (in)consistent actions: The case of patent litigation in the U.S., 1988-2012. (under review 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: spillovers of media attention from nascent startups to established venture capital firms. (*Target journal: Academy of Management Journal*)

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*)

PRACTICAL EXPERIENCES

- 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

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.

7th *Medici Summer School*, Bologna, Italy, 2015

Kim, H. and Leblebici, 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.*

TEACHING INTERESTS

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

TEACHING EXPERIENCE

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

HONORS AND AWARDS

- 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

SKILLS AND LANGUAGE

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

WORKSHOP ATTENDED

- 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

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

REFERENCES

E. Geoffrey Love (chair)
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