

HEEJUNG BYUN

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EDUCATION

UNIVERSITY OF MARYLAND, ROBERT H. SMITH SCHOOL OF BUSINESS
Ph.D. Candidate in Strategic Management and Entrepreneurship

College Park, MD
Degree expected 2018

SEOUL NATIONAL UNIVERSITY

Master of Science in Business Administration
Bachelor of Business Administration

Seoul, Korea

Feb 2010
Feb 2008

DISSERTATION

Title: “**Essays on a Demand-side Driver of Industry Evolution**”

- Committee: Rajshree Agarwal (Chair), Waverly Ding, David Kirsch, David Waguespack, Bennet Zelner
- SRF Dissertation Research Grant, Strategic Management Society (2017)

Summary:

Focusing on the role of demand in industry evolution, my three-chapter dissertation incorporates the embeddedness perspective to investigate market-entry decisions and their subsequent performance implications. In contrast to existing models of industry evolution, which either focus on supply-side capabilities or assume arm’s-length demand, I investigate the role of embedded exchange with existing clients in the firm’s scope decisions and their subsequent firm performance. Given the relationship with existing clients, I explore how firms choose to pursue new market opportunities, cope with market destruction, and exploit increases in demand. Within the context of the US lobbying industry, I explore lobbying firms’ decisions to diversify into new issue domains. In each chapter, I exploit exogenous regime changes in the US lobbying industry: a new market creation and a market destruction.

RESEARCH INTERESTS

My research is grounded on the embeddedness perspective to study issues in corporate strategy, entrepreneurship, and human capital acquisition.

PUBLICATIONS

Byun, H., Frake, J., & Agarwal, R. 2017. Leveraging Who You Know by What You Know: Specialists, Generalists, and Returns to Relational Capital. *Strategic Management Journal*. Forthcoming.

Byun, H. & Kim, T.-H. 2017. Identity Claims and Diffusion of Sustainability Report: Evidence from Korean Listed Companies, 2003-2010. *Journal of Business Ethics*. 140(3): 551–565.

Kim, K.-H., Kim, T.-H, Kim, T.-Y., & Byun, H. 2016. Lateral Hiring and the Performance of Professional Service Firms: The Moderating Effects of Leverage Ratio. *International Journal of Human Resource Management*. 27(3): 338-354.

WORKING PAPERS

Byun, H., Raffiee, J., & Ganco, M. Employee Capability Discontinuities and Firm Knowledge Space: The Effects on Employee Entrepreneurship and Mobility.

- **Revise & Resubmit at *Organization Science*.**

Raffiee, J. & Byun, H. Revisiting the Portability of Performance Paradox: The Role of Knowledge Similarity, Knowledge Complementarity, and Relational Resource Transfer.

- **Revise & Resubmit at *Academy of Management Journal*.**

Byun, H., Zelner, B. A., & Kim, T.-H. Principal-Principal Agency Problem and Shareholder Activism: The Rise of Minority Shareholder Movement in Korea, 2001-2008.

- ***Academy of Management Best Paper Proceedings*, OMT Division.**

Byun, H. When is a Client Not Right? Performance Implications of Client-led Diversification.

- ***Job Market Paper. Dissertation Chapter.***

Byun, H., Kim, T.-H. & Olson, D. Modes of Acquisition and Relational Assets Transfer in Professional Service Firms.

Byun, H. & Kirsch, D. A. Organizational Timing Norms: Synchronicity in Asynchronous Email Communication.

Lu, S., Seo, M., Byun, H., & Kirsch, D. A. Social Sharing of Emotions in Organizations: Evidence from Archival E-mail Data.

GRANTS AND AWARDS

- Recipient, SRF Dissertation Research Grant, Strategic Management Society, 2017 (\$6,000)
- Recipient, Jacob K. Goldhaber Travel Grant, University of Maryland, 2016 (\$600)
- Winner, Best Doctoral Paper in Entrepreneurship Award, Dingman Center for Entrepreneurship, University of Maryland, 2017 (\$1,000)
- Winner, Best Doctoral Paper in Innovation and Entrepreneurship Award, Ed Snider Center for Enterprise and Markets, University of Maryland, 2017 (\$500)
- Winner, Best PhD Paper Award, Strategic Management Society, 2016 (\$1,500)
- Winner, Best Interdisciplinary Paper Award, Strategic Management Society Strategic Human Capital Interest Group, 2016
- Winner, Best PhD Student Paper Award, Association of Korean Management Scholars, 2016 (\$1,000)
- Winner, Best PhD Student Paper Award, Association of Korean Management Scholars, 2013 (\$1,000)

CONFERENCE PRESENTATIONS

Byun, H. 2017. When is a Client Not Right? Performance Implications of Client-led Diversification. Paper presented at Consortium on Competitiveness and Cooperation (CCC) 2017, Philadelphia, PA and at 2017 Strategic Management Society Annual Conference, Houston, TX.

Byun, H., Raffiee, J., & Ganco, M. 2017. Employee Capability Discontinuities and Firm Knowledge Space: The Effects on Employee Entrepreneurship and Mobility. 2017 Paper presented at Academy of

Management Annual Meetings, Atlanta, GA, and at Wharton People & Organizations Conference, Philadelphia, PA, and at 2017 Strategic Management Society Annual Conference, Houston, TX.

Byun, H., Frake, J., & Agarwal, R. 2016. Leveraging Who You Know by What You Know: Specialists, Generalists, and Returns to Relational Capital. Paper presented at 2016 Academy of Management Annual Meetings, Anaheim, CA and at 2016 Strategic Management Society Annual Conference, Berlin, Germany.

Byun, H. & Kim, T.-H. 2015. Modes of Acquisition, Relational Assets Transfer, and Performance in Professional Service Firms. Paper presented at 2015 Academy of Management Annual Meetings, Vancouver, Canada

Byun, H. & Kirsch, D. A. 2015. Organizational Timing Norms: Evidence from Email Time-to-Responses. Paper presented at 2015 Academy of Management Annual Meetings, Vancouver, Canada and at workshop on the Micro Foundations of Social Networks and the Implications for Strategy and Entrepreneurship Research, Copenhagen Business School, Denmark.

Byun, H. & Kim, T.-H. 2013. Principal-Principal Agency Problem and Shareholder Activism: The Rise of Minority Shareholder Movement in Korea 2001-2008. Paper presented at 2013 Academy of Management Annual Meetings, Orlando, FL.

Kim, K., Kim, T.-H., & Byun, H. 2012. Effects of Lateral Hiring on Firm Performance. Paper presented at 2012 Academy of Management Annual Meetings, Boston, MA.

Byun, H., & Kim, T.-H. 2010. Identity Claims and Diffusion of Sustainability Report: Evidence from Korean Listed Firms, 2003-2009. Paper presented at 2010 Academy of Management Annual Meetings, Montreal, Canada.

PROFESSIONAL SERVICE

Ad-hoc reviewer:

- Organization Science
- Strategic Entrepreneurship Journal
- Organization Studies
- Journal of Business Ethics

Volunteer reviewer:

- Academy of Management Meetings (BPS and OMT)
- Strategic Management Society

TEACHING EXPERIENCE

Instructor, University of Maryland, Robert H. School of Business, Undergraduate program

- Strategic Management (BMGT 495) *Spring 2017*
Instructor rating: **3.71**/4.0 (Department mean: 3.44)
- Business Policies (BMGT 495) *Summer 2015*
Instructor rating: **3.57**/4.0 (Department mean: 3.46)

Teaching Assistant for Prof. Rajshree Agarwal, University of Maryland, Robert H. School of Business

- Strategic Management (Executive MBA) *Spring* 2014, 2015
- Strategic Innovation and Entrepreneurship (Executive MBA) *Spring* 2014, 2015

WORK EXPERIENCE

Republic of Korea Army Headquarters, Analysis & Assessment Group
Associate Researcher

Feb 2010- Dec 2011

REFERENCES

Rajshree Agarwal

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