

Hyun Jung (Elle) Yoon

Department of Management
Terry College of Business | University of Georgia
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EDUCATION

- Ph.D. Terry College of Business, University of Georgia (Expected May 2022)
Major: Strategic Management
- M.S. Warrington School of Business, University of Florida, 2017
Major: Marketing - Consumer Behavior
- M.S.S.S. Indiana University – Bloomington, 2015
Major: Statistics
- B.B.A. Seoul Women's University, 2012 (with Honors)
Major: Business Administration
Minor: English Language & Literature

RESEARCH INTERESTS

Corporate Governance, Strategic Leadership, CEO Characteristics, Stakeholder Interests, Executive Decision Making, Corporate Reputation.

WORKS IN PROGRESS

Busenbark, J. R., **Yoon, H.**, Gamache, D. L., & Withers, M. How much of a problem is endogeneity really? Examining endogeneity in strategic management research with the impact threshold of a confounding variable. Targeted Journal: *Strategic Management Journal*. (Writing stage).

Yoon, H., Gamache, D. L., Pfarrer, M. D., & Kiley, J. The Hidden Cost of Fame: The Beneficial and Detrimental Effects of Publicly Promoting New CEOs through Firm Communication. Targeted Journal: *Academy of Management Journal*. (Data collection stage).

Campbell, R. J., Graffin, S. D., Jeong, S.-H., & **Yoon, H.** Born to give back? How CEO birth order influences corporate social responsibilities. Targeted Journal: *Academy of Management Journal*. (Data collection stage).

Gamache, D.L, McNamara, G.M., Mannor, M.J., & **Yoon, H.** CEO regulatory focus and market reaction to strategic events. Targeted Journal: *Academy of Management Journal*. (Data analysis stage).

CONFERENCE PRESENTATION

Busenbark, J.R., **Yoon, H.**, Gamache, D., Withers, M. 2018. How much of a problem is endogeneity really? Examining endogeneity in strategic management research with the impact threshold of a confounding variable. Presented at Strategic Management Society Annual Conference; Paris, France.

PROFESSIONAL ACTIVITIES & ACADEMIC SERVICE

Memberships

Academy of Management
Strategic Management Society

Reviewing

Strategic Management Society Special Conference, 2018 – present
Academy of Management Annual Meeting, 2017 – present
Society for Consumer Psychology, 2017

Teaching Experience

Graduate Assistant for Dr. Charles Lyons, University of Georgia. 2017 - 2018.

- Principles of Management (Undergraduate)

Teaching Assistant for Dr. Yanping Tu, University of Florida, 2016 - 2017.

- Consumer Analysis (MBA)
- Consumer Behavior (Undergraduate)

Teaching Assistant for Dr. Arturo Valdivia, Indiana University, 2014 - 2015.

- Introductory Statistics (Undergraduate)

Teaching Assistant for Instructor Hannah Bolte, Indiana University, 2014 - 2015.

- Business Statistics (Undergraduate)

FELLOWSHIP & SCHOLARSHIP

Butterworth Foundation Fellowship (\$3,000 per year), 2015 - 2017.

IU Korean Alumni Fund Scholarship (\$3,000), 2014 - 2015.

Seoul Women's University Merit-based Scholarship (\$6,500 per year), 2009 - 2012.

WORK EXPERIENCE

Indiana Statistical Consulting Center (ISCC)

Jan 2015 – Jun 2015

- *Assistant Statistical Consultant*

Shiseido Korea

Jan 2013 – Jun 2013

- *Intern in Marketing Department*

National Credit Union Federation of Korea

Dec 2011 – Feb 2012

- *Head intern in Legal Team*

Korea Trade-Investment Promotion Agency (KOTRA)

Oct 2010 – Dec 2010

- *Head intern in Miami Business Center*

LANGUAGES

Korean: Native

English: Fluent

Spanish: Basic

REFERENCE

Daniel L. Gamache, Ph.D.
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