

CURRICULUM VITAE

Sang-Myung Lee

17, Handang-dong, Seongdong-gu, Seoul
School of Business, Hanyang University, 133-791, KOREA
Phone: (82-2) 2220-2594; E-Mail: sanglee@hanyang.ac.kr

RESEARCH INTERESTS

Business Strategies in the Innovative Industries
Entrepreneurship
Business Practices in Pacific Rim Countries

TEACHING INTERESTS (All in English and Korean)

Strategic Management
Innovation Strategy
Entrepreneurship
Management and Business Strategy in the Global Context
General Management

EDUCATION

Ph.D., University of Oregon, Eugene, OR, USA, Sep. 2000 – August 2005

Focus: Business Strategy and Organizational Theory

Dissertation: "The Determinants of E-business Model Performance: A Suggested Framework for Understanding Interaction on the Web"

Committee: Dr. Mike Russo (Chair), Dr. Richard Steers, Dr. Grant Castner, Dr. Bruce Blonigen

Master of Business Administration, Seoul National Univ., Seoul, KOREA, March 1995 – August 1997

Focus: Marketing Strategy

Dissertation: "The Application of Relationship Marketing in the International Transactions"

Bachelor of Science in Economics (Cum Laude), Sogang Univ., Seoul, KOREA, Feb. 1987 – March 1995

Minor: Business Administration

PROFESSIONAL APPOINTMENTS

Associate and Assistant Professor, Hanyang University, Seoul, KOREA, Sep. 2006 – present

Visiting Associate Professor/Instructor, University of Oregon, Eugene, OR, USA, Every summer since 2008

Assistant Professor, University of Redlands, Redlands, CA, USA, July 2005 – June, 2006

Instructor and Research Assistant, University of Oregon, Eugene, OR, USA, Sep. 2000 – June, 2005

Coordinator and Researcher, APII (Asia Pacific Information Infrastructure) Cooperation Center* at KISDI (Korea Information Society Development Institute), Seoul, KOERA, Aug. 1997 – Jan. 1999

Major Tasks: Coordinate International Cooperative Research among APEC Economies

* APEC (Asia Pacific Economic Cooperation) Telecommunications Working Group Affiliated Institutes

Co-founder and Senior Researcher, CenterWorld Corporation, Seoul, KOREA, Sep. 1998 – Sep. 2000

Major Tasks: Consulting on E-business Strategy and Organizational Re-design

RESEARCH

Publications in International Journal:

- Kim, K., and Lee, S. "Does Sustainability affect Corporate Performance and Economic Development? Sustainability, 2018
- Lim, I., Lee, J., and Lee, S. "An Analysis and Improvement Strategy of the Technology Transfer Efficiency for Public Research Institutes" International Journal of Software Engineering and Its Applications, 10 (12) 227-238. 2016
- Guzman Sanchez, F., and Lee, S. "Impact of Education and Culture on Entrepreneurship" International Journal of u- and e- Service, Science and Technology, 9 (9) 89-100. 2016
- Moon, H., and Lee, S. "Vertical Alliance Portfolios and the Business Performance of Small Technology-based Firms" Technology Analysis and Strategic Management, 28 1-14. 2016
- Kim, K., Choi, J., and Lee, S. "Why Does Bundled Product in Telecommunication Service Market Matter?: Evidence from South Korea" International Journal of u- and e- Service, Science and Technology, 9 (3) 209-226. 2016
- Kim, I., Kim, S., and Lee, S. "Which Combo is Better?- Movie Genre and Audience Rating Analysis" Review of Business Research, 14(3) 95-100. Sep. 2014
- Choi, J., Lee, S., and Oh, S. "Toward an Integrated Framework for Assessing Website Performance" Journal of Academy of Business and Economics, 14(1) 67-78. Mar. 2014
- Kim, K., and Lee, S. "Does Platform Diversification Directly Influence on Performance? International Journal of Business Research, 14(1) 45-56. Mar. 2014.
- Lee, S. "Native Language as an Information Flow Barrier in the Internet" Review of Business Research, 14(1) 71-78. Mar. 2014
- Kim, I., Lee, F., and Lee, S. "Consumer's Risk Perception and Purchase Intention in the Internet: Online/Offline Integrated Approach". Journal of Marketing Perspective, 1 45-54. Mar. 2014.
- Lee, S. and Cho. J. "The Effect of Unexpected Earnings Components on Security Analyst's Earnings Forecasts." The Empirical Economics Letters, 12(7) 745-751. July 2013.
- Lee, S., Steers, R. Han, J., and Lee, B. "Key Characteristics of Successful Korean Venture" Journal of Academy of Business and Economics, 13(2) 93-103. June 2013.
- Choi, J., Lee, S., and Ahn, S. "Navigate New Industry: Korea's Navigation Pioneer, Thinkware" Review of Business Research, 13(2) 11-20. June 2013
- Choi, J., Lee, S., and Ahn, S. "Strategy of a Leading Business in an Innovative and Competitive Environment: KT's Strategic Decision in Broadcasting and Telecommunications Convergence" Review of Business Research, 12(5) 84-93. Oct. 2012
- Lu, Z., Kahle, L., Lee, S., and Lee, S-Y. "Football Fans' Contrasting Motivation: China, S.Korea, and the US" Asia Pacific Journal of Innovation and Entrepreneurship 6(1) 9-27. May, 2012
- Lee, S., Ungson, G., and Russo, M. "What Determines an Engaging Website?: An Empirical Study of Website Characteristics and Operational Performance" Journal of High Technology Management Research 22, 67-79. July 2011
- Lee, S., & Ungson, G. "Toward a Theory of Synchronous Technological Assimilation," Journal of World Business. 43(3):274-289, 2008.

Publications in Book Chapter:

Sanchez-Runde, C, Lee, S., & Steers, R. "Cultural Drivers of Work Behavior: Personal Values, Motivation, and Job Attitudes" in "Cambridge Handbook of Culture, Organizations, and Work" Cambridge University Press. 2009.

Lee, S.H., & Lee, S. "Korean Economic Crisis and Entrepreneurial Renewal: Crisis as an opportunity," in "The Changing Face of South Korean Management" at Routledge Working in Asia' Series. 2009.

Publications in Korean Journal:

Lee, J. Kim, H., and Lee, S. "A Study on the Globalization Types of Korean Venture Firms" International Business Review 21(3) 155-182. Sep. 2017.

Moon, H., and Lee, S. "The Moderating Impact of Middle Manager's Strategy Implementation on the Entrepreneurial Orientation-Performance Relationship" 조직과 인사관리연구 40(3) 185-212. Aug. 2016

Liu, D., Kim, S., Lee, S., and Park, C. "A Case Study on Vertical Integration and Growth Strategy of Samlip General Food" KBR 20(3) 21-51. Aug. 2016

Kim, S., Han, J., and Lee, S. "The Effects of Fear of Failure Factors Affecting Entrepreneurial Intentions of Startup Business Candidate. Asia Pacific Journal of Business Venturing and Entrepreneurship 11(3) 49-61. June. 2016

Lee, S. "Solid – A case of co-prosperity of Human and Business" Asan Entrepreneurship Review 2(2) 1-25, April. 2016

Moon, H., and Lee, S. "Entrepreneurial Orientation, Organizational Learning, Social Capital and Performances in Korean SMEs" Asia Pacific Journal of Small Business 38 (1) 207-235. Mar. 2016

Choi, M., Choi, J., and Lee, S. "The Effects of CEOs' Transformational Leadership and Educational Service Quality on Business Performance and Social Responsibility" KBR 20 (1) 257 – 289. Feb. 2016

Kim, C., Lee, J., and Lee, S. "The Effects of Strategy of Private Equity Fund on Performance" Asia Pacific Journal of Small Business 37 (4) 181-207. Dec. 2015

Lee, J., and Lee, S. "The Relationship between Entrepreneurial Education and Entrepreneurial Intentions: Focusing on Moderating Effects of Entrepreneurial Orientation and Environmental Factors" Asia-Pacific Journal of Business Venturing and Entrepreneurship 10 (3) 61-74. June 2015.

Kim, K., Choi, J., and Lee, S. "The Platform Strategy of Global IT Firms" Productivity Review 29 (2), 25-55. June 2015.

Ko, D., Moon, H., and Lee, S. "A Study on the Effect of Government R&D Supports on Firm's Innovation Activities" Korean Journal of Business Administration 28 (5), 1325-1344, May 2015.

Choi, D., Kim, K., and Lee, S. "Impacts of the Creating Shared Value's Motivation and Performance on the Stakeholders" Korean Corporation Management Review, 22 (2) 153-174, Apr. 2015.

Lim, I., Lee, J., and Lee, S. "A Study on Enhancing National Competitiveness in Sensor Industry: based on the Porter's Diamond Model" Productivity Review, 28 (4) 147-174, Dec. 2014.

Lim, I., Lee, S., and Lee, J. "A Study on the Success Factors of Technology Transfer and Commercialization in the High-Tech Industry" Journal of Korean Technology Innovation Society, 17(3) 490-518. Sep. 2014.

Moon, H., and Lee, S. "The Relationship between Partner Knowledge Asymmetries and Learning Performance in International Joint Ventures" Journal of International Business Review, 18(3) 45-73. Sep. 2014.

Cho, S., Lee, S., and Park, B. "Lean Startup: The Way to Reduce Failure Rate of Startups" Asia-Pacific Journal of Business Venturing and Entrepreneurship, 9(4) 41-53. Aug. 2014.

- Lee, M., and Lee, S. "Growing Pains of Venture Firms and Performance" *Asia Pacific Journal of Small Business*, 17(1) 31-41. Mar. 2014
- Lee, H., Lee, J., Kim, H., and Lee, S. "Evaluation and Suggestions on Venture Policies in Korea." *Korea Business Review*, 16(2) 211-228, May 2012.
- No, K., Han, J., and Lee, S. "Secret of 60 Years' Sustainable Growth: Longitudinal Case Analysis of LG Chem, Ltd" *Journal of CEO and Management Studies*, 15(1) 49-67. April, 2012
- Baek, S., Kan, S., and Lee, S. "Exploring Announcement Effects of Innovation Activities of IT Firms" *Journal of Strategic Management* 14(3) 119-140. Dec. 2011
- Lee, B., and Lee, S. "Characteristics of Successful Senior Ventures" *Journal of CEO and Management Studies*, 14 (3) 117-136. Dec. 2011
- Lee, B., Suh, C., and Lee, S. "MNCs' Adoption of Global Information Systems: Motivation Factors for Korean Subsidiaries as Recipients" *East and West Studies* 23 (1), 103-123. June 2011
- Lee, B., Lee, S., and Han, J. "The Hidden Champion of the Top-Notch High Tech Manufacturers in Korea : The Growth and Globalization Efforts of Jusung Engineering Co." *International Business Review* 14(1) 125-150. Mar. 2010
- Lee, B., Lee, S., and Kim, K. "A Global Expansion Strategy of THE BASIC HOUSE into China: A Pioneer of the Korean SPA" *Journal of CEO and Management Studies* 13(1) 163-187. Apr. 2010
- Pyo, H., Lee, S., and Han, J. "Study on the Performance of High Tech Ventures in Beijing, China: Effect of Founding Team Characters and Guanxi Utilization." *The Korean Venture Management Review* 12(4) 1-18, Nov. 2009.
- Choi, J., Lee, S., and Ahn, S. "Transformation of CJ Group into Korea's Media Giant" *Management Education Review*, 13(2) 1-45, Nov. 2009.
- Lim, S., Kwon, H, Park, Y, and Lee, S. "Aspects and Prospects of Flexible and Coordinated Sectoral Bargaining in Korea." *Korean Journal of Industrial Relations*, 19(2): 203-229, June 2009.
- Lee, M, Han, J, and Lee, S. "An Empirical Study of the Effects of Entrepreneurs' Characteristics on Growing Pains." *The Korean Small Business Review*, 31(1): 35-49. Mar. 2009
- Lee, S., Choi, J, and Ahn, S. "How Does a Tortoise Catch up a Hare?" *The Journal of Digital Policy and Management*, 7(1): 125-136. Mar. 2009
- Choi, J, and Lee, S. "Merger and Acquisition on Content Firms and Its Effect on Media Industry." *Telecommunications Review* 18(4) 669-681. Aug. 2008
- Lee, S., Choi, J., and Lee, K. "First Mover Advantage in the Internet Marketplace." *Journal of the Korea Society of IT Services*. 7(2): 59-75. June. 2008

INDUSTRY SEMINARS AND CONSULTING WORKS

Small and Medium Business Administration of KOREA
 Samsung, LG, Hyundai Motor, Doosan, Hanwha etc.