

# DALEE YOON

Shidler College of Business, University of Hawai'i at Mānoa  
2404 Maile Way, Honolulu, HI 96822  
Phone: +1 (808) 956-7611  
Email: [dalee.yoon@hawaii.edu](mailto:dalee.yoon@hawaii.edu)

## RESEARCH INTERESTS

---

Founder CEO, Corporate Governance, Startup firms, Entrepreneurship, Product Commercialization

## EMPLOYMENT

---

### Shidler College of Business, University of Hawai'i at Mānoa

Assistant Professor, Department of Management and Industrial Relations, 2020 – Present

## EDUCATION

---

### Purdue University

Ph.D. in Management, Area of Strategic Management, 2020

### Korea University

Master of Science in Business Administration, Area of Strategic Management (Major: Management), 2015

Bachelor of Arts in English Language & Literature; Bachelor of Business Administration, 2012

## PUBLICATION

---

Lee, J., Yoon, D., & Boivie, S. 2020. Founder CEO succession: The role of CEO organizational identification. *Academy of Management Journal*. Vol. 63, No. 1.

## WORKING PAPERS AND RESEARCH IN PROGRESS

---

Yoon, D., Lee, J., & Rhee, S. Founder's Entry Strategy and Funding Performance in the Crowdfunding Industry: The Mediating Role of Founder's Attention

- Revise and Resubmit at *Strategic Entrepreneurship Journal*

Lee, Y., Tao, W., Li, J., & Yoon, D. Drivers of Employee Engagement with Organizational Diversity: The Power of Strategic Internal Communication

- Revise and Resubmit at *Public Relations Review*

Lee, Y., Yue, C., & Yoon, D. The Value of CEOs' Conversational Communication on Social Media in Internal Relationship Management and Employees' Social Media Engagement

- Revise and Resubmit at *Internet Research*

Yoon, D., Lee, Y., & Dong, E. Toward an Authenticity of CEO Activism on Race: The Role of Organizational Racial Justice and Diversity-Oriented CEO Leadership

- Under review at *Corporate Governance: An International Review*

Dong, E., Lee, Y., & Yoon, D. Promoting Environmental Sustainability through Employee Green Voice: The Role of Senior Green Leadership

- Under review at *Public Relations Review*

Shim, J., Yoon, D., Kubo, R., & Ito, K. New Perspective on Corporate Spinoff as Human Resource Redeployment and Stakeholder Conflict Mitigation

- Data collection completed and manuscript preparation in progress

Yoon, D., Bae, J. & Kim, S. The Influence of Entrepreneurs' Team Orientation on the Backers' Investment Decisions: Evidence from Crowdfunding Activities

- Data collection completed and manuscript preparation in progress

## **ACADEMIC PRESENTATION**

---

Yoon, D., Lee, J. & Rhee, S. Founder's entry strategy type and funding performance in crowdfunding industry

- Brownbag Seminar, Paul Merage School of Business, University of California, Irvine, 2023
- Brownbag Seminar, Korea University Business School, Korea University, Seoul, 2022
- Academy of Management Annual Meeting, Seattle, 2022
- Strategic Management Society Conference, London, 2022 (accepted but withdrawn)
- Nanyang Business School, Nanyang Technological University Singapore, 2021

Shim, J., Yoon, D., Rhee, S., & Kubo, R. New Perspective on Corporate Spinoff as Human Resource Redeployment and Stakeholder Conflict Mitigation

- AMJ Paper Development Workshop, Kyoto University, Japan, 2023

Yoon, D. & Lee, Y. CEO Activism on Race: Examining the Impact of Authenticity on Employee Reactions

- Annual Conference of American Studies Association of Korea, Seoul, Korea, 2023 (accepted but withdrawn)

Yoon, D. Entrepreneurs' financing decision preference on nascent entrepreneurial projects: Evidence from crowdfunding

- Annual Global Ph.D. Colloquium, Fordham University, New York, 2019
- Global Entrepreneurship and Innovation, Washington D.C., 2019
- Strategy Science, Salt Lake City, 2019
- Strategic Management Society Conference, Minneapolis, 2019
- Krannert Strategy Proseminar, Purdue University, 2019

Yoon, D. & Lee, J. Do hybrid entrepreneurs perform better? The mediating role of entrepreneurial thresholds

- Academy of Management Annual Meeting, Chicago, 2024
- SKK Business School, Sungkyunkwan University, 2021
- Krannert Strategy Proseminar, Purdue University, 2019

Lee, J., Yoon, D., & Boivie, S. Organizational identification and founder CEO succession: Evidence from IPO firms

- Academy of Management Annual Meeting, Atlanta, 2017
- Krannert Strategy Proseminar, Purdue University, 2017

Yoon, D. & Kim, E. Vaccination for survival: Turnaround experience and future performance

- Strategic Management Society Conference, Denver, 2015 (accepted)
- Euro-Asia Management Studies Association, Bangkok, 2014

## **AWARDS AND HONORS**

---

Shidler College Professor of the Semester for a Business Core Course, UH Manoa, 2023

Schulze Publication Award, Entrepreneurship and Innovation Exchange, 2022  
Outstanding Ph.D. Paper Awards, Annual Global Ph.D. Colloquium, 2019.  
Reviewer Award, ENT Division, Academy of Management, 2019.  
Distinguished Teaching Award, Krannert School of Management, Purdue University, 2019.  
Distinguished Teaching Award, Krannert School of Management, Purdue University, 2018.  
Graduate Assistantship, Krannert School of Management, Purdue University, 2015-2020  
Best M.S. Student Dissertation, Korea University Business School, 2015

## **TEACHING EXPERIENCE**

---

Shidler College of Business, University of Hawai'i at Mānoa  
Applied Research Methods in Management (MGT 650, Ph.D. Seminar Course)

- 5.00/5 on Course Evaluation in Fall, 2023

Strategic Management (BUS 345, Undergraduate Core Course)

- 4.56/5, 4.80/5, and 5.00/5 on Course Evaluation in Spring, 2023
- 4.89/5 and 5.00/5 on Course Evaluation in Spring, 2023
- 4.82/5 and 5.00/5 on Course Evaluation in Fall, 2022
- 4.89/5 and 4.83/5 on Course Evaluation in Spring, 2022
- 4.08/5 and 4.86/5 on Course Evaluation in Spring, 2021

Krannert School of Management, Purdue University

Strategic Management (MGMT 352, Undergraduate Core Course)

- 4.77/5 and 4.62/5 on Average Course and Instructor Evaluation in Spring, 2020
- 4.43/5 on Average Course and Instructor Evaluation in Fall, 2018
- 4.48/5 on Average Course and Instructor Evaluation in Spring, 2018

Teaching Assistant, Krannert School of Management, Purdue University

- Management Entrepreneurial Ventures (MGMT 484, Undergraduate Elective Course) in Fall, 2016
- Strategic Management (MGMT 451, Undergraduate Core Course) in Fall, 2015

Teaching Assistant, Korea University Business School

- Strategic Management (BUSS 402, Undergraduate Core Course) in Spring, 2015
- Strategic Management (Executive MBA Core Course) in Fall, 2013

## **PROFESSIONAL ACTIVITIES**

---

Member of STR Young Korean Scholar Seminar

Volunteer Reviewer of Academy of Management Annual Meeting (STR and ENT)

Doctoral Consortium: 2019 ENT Doctoral Consortium at the Academy of Management

## **WORK EXPERIENCE**

---

**MOYOYO** (web-based education company), 2014-2015

Co-founder & Team Leader, Business Development Team in Korea

- Identified business area for entry; convinced the CEO to modify the initial plan to launch the business as it was commercialized; developed start-up strategy for the company that organizes social events for socializing
- Drafted the business plan and forecast for the Korean government to obtain funding, "The Vitalization

Business for Global Business Establishments for the Young Entrepreneurs on Technology Foundation Program” (50K)

**DELOITTE CONSULTING, 2010**

Intern, Strategy & Operation in Korea

- Worked on the industrial convergence strategy project from Ministry of Knowledge and Economy
- Conducted market analysis for LED lighting device at a leading Korean company
- Drafted proposals for the 3D industry development in Gwangju and for the overseas expansion for the leading multinational company