

# DALEE YOON

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## RESEARCH INTERESTS

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

## ACADEMIC POSITIONS

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

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

### Krannert School of Management, Purdue University

Student Instructor, Strategic Management Department, 2018 – 2020

## EDUCATION

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### 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

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Yoon, D., Lee, J., & Rhee, S. 2025. Founder's Entry Strategy and Funding Performance in the Crowdfunding Industry: The Mediating Role of Founder's Attention. *Strategic Entrepreneurship Journal*. Conditionally Accepted.

Lee, Y., Yoon, D. & Yue, C. 2025. The Value of CEOs' Conversational Communication on Social Media in Internal Relationship Management and Employees' Social Media Engagement. *Internet Research*.

<https://doi.org/10.1108/INTR-05-2024-0705>

Lee, J., Yoon, D., & Boivie, S. 2020. Founder CEO succession: The role of CEO organizational identification. *Academy of Management Journal*, 63(1), 224-245. <https://doi.org/10.5465/amj.2017.0091>

## ONLINE PUBLICATION

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Lee, J., Yoon, D., & Boivie, S. 2021. What Makes Founders Leave Their Companies? *Entrepreneur & Innovation Exchange*. <https://doi.org/10.32617/709-618132331ecc5>

## MANUSCRIPTS UNDER REVIEW

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Lee, Y., Tao, W., Li, J., & Yoon, D. (1<sup>st</sup> Round Revise and Resubmit). [Title omitted to preserve the blind review process]. *Public Relations Review*

Sohn, W. & Yoon, D. (1<sup>st</sup> Round Revise and Resubmit). [Title omitted to preserve the blind review process]. *Journal*

*of Business and Psychology*

Yoon, D., Lee, Y., & Dong, E. (1<sup>st</sup> Round Revise and Resubmit). [Title omitted to preserve the blind review process].

*Corporate Governance: An International Review*

Dong, E., Lee, Y., & Yoon, D. (Under Review). [Title omitted to preserve the blind review process]. **Work,**

*Employment and Society*

Yoon, D., Bae, J. & Kim, S. (Under Review). [Title omitted to preserve the blind review process]. **Strategic**

*Entrepreneurship Journal*

**WORKING PAPERS AND RESEARCH IN PROGRESS**

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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

Houshmand, M. & Yoon, D. Case Study: Makana Aloha Foundation and Maui Fire

- Interview completed; manuscript in the final polishing stage, and teaching note is in progress

Yoon, D. & Lee, J. Hybrid Entrepreneurship as a Superior Approach? Unpacking the Role of Entrepreneurial Thresholds

- In preparation for submission

Kwak, S., Park, Y., Yoon, D., & Zhang, T. Emotional Cues in IPO Roadshows: Evidence from Shanghai and Shenzhen

- Data collection phase

**ACADEMIC CONFERENCE PRESENTATION**

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Yoon, D. & Lee, J. Do Hybrid Entrepreneurs Perform Better? The Mediating Role of Entrepreneurial Thresholds

- Academy of Management Annual Meeting, Chicago, 2024

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., Lee, J. & Rhee, S. Founder's Entry Strategy Type and Funding Performance in Crowdfunding Industry

- Academy of Management Annual Meeting, Seattle, 2022
- Strategic Management Society Conference, London, 2022 (accepted but withdrawn)

Yoon, D. Entrepreneurs' Financing Decision Preference on Nascent Entrepreneurial projects: Evidence from Crowdfunding

- The listed title represents the most recent and final version, submitted to the following conferences at different stages. Each version presented was refined and expanded with new analyses and perspectives, resulting in versions that have notably evolved from one another rather than merely revisions of the same paper
- 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

Lee, J., Yoon, D., & Boivie, S. Organizational Identification and Founder CEO Succession: Evidence from IPO Firms

- Academy of Management Annual Meeting, Atlanta, 2017

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

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

## **INVITED ACADEMIC PRESENTATION**

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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
- Nanyang Business School, Nanyang Technological University Singapore, 2021

Yoon, D. Entrepreneurs' Financing Decision Preference on Nascent Entrepreneurial projects: Evidence from Crowdfunding

- Lee Business School, University of Nevada, Las Vegas, 2019
- Shidler College of Business, University of Hawai'i at Mānoa, 2019
- HKBU School of Business, Hong Kong Baptist University, 2019
- Sam M. Walton College of Business, University of Arkansas, 2019
- Krannert Strategy Proseminar, Purdue University, 2019
- HKU Business School, University of Hong Kong, 2019
- PolyU Faculty of Business, Hong Kong Polytechnic University, 2019
- School of Management and Economics, Chinese University of Hong Kong at Shenzhen, 2019

Yoon, D. & Lee, J. Do Hybrid Entrepreneurs Perform Better? The Mediating Role of Entrepreneurial Thresholds

- 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

- Krannert Strategy Proseminar, Purdue University, 2017

## **AWARDS, HONORS, AND GRANTS**

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NSF I-Corps Hub: Desert and Pacific Region, Research Lead at UH, 2024-2027

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

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Shidler College of Business, University of Hawai'i at Mānoa<sup>1</sup>

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)

- 4.80/5 and 4.86/5 on Course Evaluation in Fall, 2024
- 4.56/5, 4.80/5, and 5.00/5 on Course Evaluation in Spring, 2024
- 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

Korea University Business School, Korea University

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

## SERVICE AND PROFESSIONAL ACTIVITIES

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Management and Industrial Relations Department, Shidler College of Business

- Department Brownbag and Workshops Co-organizer, 2022-2024
- Member, Doctoral Students Exam Committee, 2021, 2022, and 2024
- MIR Department Hiring Committee, 2022

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

- Pacific Asian Center for Entrepreneurship (PACE)

University of Hawai'i at Mānoa

- NSF I-Corps Hub: Desert and Pacific Region, Research Lead at UH
- UH Ānuenu Connection Program, Faculty Mentor

Professional and Academic Community in Strategy

- Member of STR Young Korean Scholar Seminar
- Member of Strategic Management Society and Academy of Management

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<sup>1</sup> The rating at Shidler is derived from responses to the question: 6. Considering everything, how would you rate this course? from the University of Hawai'i's course evaluation system.

- Ad-hoc Reviewer of *Academy of Management Journal*, *Journal of Business Review*, *Corporate Governance: An International Review*, *Journal of Strategic Management*, Academy of Management Annual Meeting (STR and ENT), Strategic Management Society, Asia Academy of Management Conference and Strategic Management Society Special Conference

## **WORK EXPERIENCE**

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**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