

# DALEE YOON

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## RESEARCH INTERESTS

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Founder CEO, Corporate Governance, Startup, Entrepreneurship, Commercialization, CEO Communication

## 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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Sohn, W., Yoon, D., & Ha, J. 2025. Inside or outside? The role of decision origin in idea pivoting in creative teams. *Journal of Business and Psychology*, 41, 379–400. <https://doi.org/10.1007/s10869-025-10057-0>

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*, 20(1), 79–104. <https://doi.org/10.1002/sej.1540>

Lee, Y., Tao, W., Li, J., & Yoon, D. 2025. Drivers of employee engagement with organizational diversity: The power of strategic internal communication. *Public Relations Review*, 51(3), 102583. <https://doi.org/10.1016/j.pubrev.2025.102583>

Lee, Y., Yoon, D. & Yue, C. 2025. The value of CEO communication on social media for 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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Yoon, D., Lee, Y., & Dong, E. (Under Review). [Title omitted to preserve the blind review process]. *Personnel Review*

Dong, E., Lee, Y., & Yoon, D. (Under Review). [Title omitted to preserve the blind review process]. *Corporate Communications: An International Journal*

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

## WORKING PAPERS AND RESEARCH IN PROGRESS

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Yoon, D., Bae, J. & Kim, S. The influence of entrepreneurs' team orientation on the backers' investment decisions: Evidence from crowdfunding activities

- Data collection in progress

Lee, Y. & Yoon, D. Strategic Internal Communication of Generative Artificial Intelligence and Employee Creativity

- In preparation for submission

Yoon, D., Shim, J., 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. & 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 completed and analyses in progress

Yoon, D., Kim, J., & Sohn, W. Beyond the decision to leave: Daily erosion of entrepreneurial commitment

- Data collection in progress

## ACADEMIC CONFERENCE PRESENTATION AND PAPER WORKSHOP

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Yoon, D., Bae, J. & Kim, S. The influence of entrepreneurs' team orientation on the backers' investment decisions: Evidence from crowdfunding activities

- Academy of Management Annual Meeting, Philadelphia, 2026 (scheduled)
- SEJ Paper Development Workshop, Shenzhen, China, 2026 (scheduled)

Yoon, D., Shim, J., Kubo, R., & Ito, K. New perspective on corporate spinoff as human resource redeployment and stakeholder conflict mitigation

- SMS Special Conference, Hong Kong, 2026 (scheduled)

Dong, E., Lee, Y., & Yoon, D. Promoting environmental sustainability through employee green voice: The role of senior green leadership

- 111th Annual Convention National Communication Association, Denver, 2025 (coauthor presented)
- Public Relations Division Top Paper Award

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

- Academy of Management Annual Meeting, Chicago, 2024

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

- Academy of Management Annual Meeting, Seattle, 2022

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

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

- 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 (coauthor presented)
- Brownbag Seminar, Korea University Business School, Korea University, Seoul, 2022
- Nanyang Business School\*, Nanyang Technological University Singapore, 2021 (coauthor presented)

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, Faculty Lead at UH, 2026-2027

Public Relations Division Top Paper Award, Annual Convention National Communication Association, 2025

NSF I-Corps Hub: Desert and Pacific Region, Research Lead at UH, 2024-2025

Shidler Funding for Behavioral Research Primary Data Collection, 2025  
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>

MBA Consulting Practicum (BUS 696, MBA Core Course)

- 4.38/5 on Course Evaluation in Spring, 2025

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)

- 4.67 on Course Evaluation in Fall, 2025
- 4.82 on Course Evaluation in Spring, 2025
- 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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<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.

Management and Industrial Relations Department, Shidler College of Business

- Department Brownbag and Workshops Co-organizer, 2022–2026
- Participants, Doctoral Students Admissions, 2024, 2025, and 2026
- Member, Doctoral Students Exam Committee, 2021, 2022, 2024, and 2026
- MIR Department Hiring Committee, 2022

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

- VPIR, Pacific Asian Center for Entrepreneurship (PACE)
- Judge, UH Venture Competition, 2025 and 2026

University of Hawai'i at Mānoa

- NSF I-Corps Hub: Desert and Pacific Region, Faculty Lead at UH, 2026
- NSF I-Corps Hub: Desert and Pacific Region, Research Lead at UH, 2024 and 2025
- UH Ānuenue 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
- Ad-hoc Reviewer of *Academy of Management Journal*, *Strategic Entrepreneurship Journal*, *Entrepreneurship Theory and Practice*, *Journal of Business Venturing*, *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)

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**

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