

# Tan Kim

One University Way, San Antonio, TX 78224, USA  
ORCID: 0009-0005-2728-2970 | tkim@tamusa.edu | tankim.net

## ACADEMIC EMPLOYMENT

### Texas A&M University, San Antonio, TX, USA.

Assistant Professor of Management & Entrepreneurship

Jul 2025 -

## EDUCATION

### The University of Tennessee, Knoxville, TN, USA.

Ph.D. in Management and Entrepreneurship

2020 – 2025

- Dissertation  
: From Celebrity to Competitive Advantage: The Role of Social Approval Assets in Nascent Firms' Strategic Behaviors
- Committee  
: Timothy Pollock (Chair), David Williams, Joseph Harrison, Jeffrey Lovelace (Univ. of Virginia)

### Seoul National University, Seoul, South Korea.

M.S. in Business Administration (Human Resources & Organizations)

2018 – 2020

### Yonsei University, Seoul, South Korea.

M.A. in Political Science (International Political Economy)

2009 – 2011

B.A. in Political Science and International Relations

2003 – 2009

## RESEARCH INTERESTS

### Strategic Leadership, Stakeholder Management, Social Evaluations, IPO, Emotion, Category

My research examines how entrepreneurial leaders and startup founders navigate uncertainty and shape stakeholder decision-making, social evaluations, and firm performance. I explore how status, reputation, and celebrity influence startup evaluations and strategic outcomes, impacting both external stakeholders (investors, customers) and internal stakeholders (employees, board members). Using content analysis, NLP, and machine learning techniques, I analyze how stakeholder relationships, founder identity, and demographic characteristics shape organizational perceptions and competitive advantage over time.

## RESEARCH

### Peer-Reviewed Publications

Yan, J., Wang, X., Munyon, T. P., Crook, T. R., & **Kim, T.** (2024). Firm actions and media tenor after a data breach: A quasi-replication and extension of Zavyalova et al.'s (2012) product harm study. *Journal of Management Scientific Reports*, 2(1), 27-61.

## Working Paper

**Kim, T.** & Pollock, T. G. “American Idol Next Door: Conforming Behavior, Media Attention, and Achieving Celebrity.” *Under Review at Administrative Science Quarterly*

- Emerging Scholar, 2023 Oxford Reputation Symposium, University of Oxford
- SMA 2024 Best Doctoral Student Paper, 2024 Southern Management Association Annual Conference

**Summary:** This study uses American Idol data and CNN analysis to show how individuals gain audience approval through a two-stage process: initial conformity establishes legitimacy, while later differentiation becomes effective as media exposure increases familiarity. The findings illuminate how organizations can manage stakeholder perceptions during funding and recruitment phases, bridging category theory with strategic management perspectives.

## Dissertation

Title: From Celebrity to Competitive Advantage: The Role of Social Approval Assets in Nascent Firms’ Strategic Behaviors

Kim, T. Celebrity Construction in Startup Firms: How Founder CEO-Firm Celebrity Alignment Shapes Strategic Outcomes

- Essay One, Conceptual Paper, Preparing Submission, target – *Academy of Management Review*
- Presented in 2023 *Academy of Management Review* Idea Development Workshop (IDW)

Kim, T. From Social Approval to Performance: How Founder CEO Celebrity Shapes Stakeholder Evaluations of IPO Firms

- Essay Two, Empirical Paper, Preparing Submission, target – *Academy of Management Journal*

## Work In Progress

Combs, J. G., D’Oria, L., **Kim, T.**, & Crook, T. R. Mitigating the Liability of Newness: The Role of Strategic Resources. Meta-Analysis. (STR/HR)

- Data coding completed and manuscript under preparation, target – *Strategic Management Journal*

Song, R. & **Kim, T.** “Text Embeddings as a Measurement Strategy in Management Research: Applications and Validation” (Methods)

- Data collection stage, target – *Academy of Management Journal* (Methods)

Fuller, R. & **Kim, T.** “The Impact of Virtual Team Turnover on Individual Performance and Perceptual Social Capital Outcomes Over Time.” (STR/HR)

- Preparing submission, target – *Organization Science*

**Kim, T.** & Jung, J. “Dance with Followers: Stakeholder Enrollment and Co-Creating Business Model.”

- Data collection stage, target – *Strategic Management Journal* (ENT/STR)
- Presented in 2023 Babson College Entrepreneurship Research Conference (BCERC)

## Invited Presentations and Symposiums

### Invited Conference Presentations

Southern Management Association Annual Conference, 2024  
 The Cornell Emerging Markets Institute PhD Conference, 2024  
 Oxford Reputation Symposium. Presented in “Emerging Scholars’ Session,” 2023  
 Babson College Entrepreneurship Research Conference (BCERC), 2023

### Invited Consortia and Workshops

Market and Management Ph.D. Development Program, University of Maryland, 2024  
 Academy of Management OMT division Late-Stage Doctoral Consortium, 2024  
 The Cornell Emerging Markets Institute 2024 PhD Conference, 2024  
 Babson College Entrepreneurship Research Conference Doctoral Consortium, 2023  
 Oxford Reputation Symposium Professional Development Workshop, 2023  
 Academy of Management Review Idea Development Workshop, 2023  
 Southeastern Entrepreneurship Research Conference, The University of Alabama, 2022

## HONORS AND AWARDS

Winner, <i>Best Doctoral Student Paper</i> , 2024 Southern Management Association Annual Conference	2024
Finalist, <i>Outstanding Doctoral Student Teacher Award</i> (The University of Tennessee)	2024
SEO Ph.D. Program <i>Teaching Award</i> (The University of Tennessee)	2024
SEO Ph.D. Program <i>Research Promise Award</i> (The University of Tennessee)	2024
<i>Emerging Scholar</i> , 2023 Oxford Reputation Symposium, (University of Oxford)	2023
Best <i>Student Engagement Award</i> (The University of Tennessee)	2023
Graduate Teaching Assistantship (The University of Tennessee)	2020-Present
Teaching Assistantship (Seoul National University)	2018 – 2019
<i>Best Instructor</i> (Republic of Korea Air Force 18th Fighter Wing)	2014
Teaching Assistantship (Yonsei University)	2009 – 2011
<i>Research Fellow</i> , Brain Korea 21 (National Research Foundation of Korea)	2009 – 2010
Finalist, The 5th <i>International Development Thesis Competition</i> (KOICA)	2008
Winner, The 1st <i>Social Venture Competition</i> Korea (SEN KOREA)	2006
Undergraduate Admission Scholarship (Yonsei University)	2003 – 2009

## TEACHING

**Texas A&M University –San Antonio, TX** **2025**

*Primary Instructor*

- MGMT3311 – Principles of Management (Fall 2025)

**The University of Tennessee – Knoxville, TN** **2022 – 2023**

*Primary Instructor*

- MGT 202 - Introduction to Business Management (Fall 2022, Spring & Fall 2023)

- Evaluations: 4.3 (Fall 2022), 4.5 (Spring 2023), 4.5 (Fall 2023) / 5
- 85 students per semester, primarily freshmen, from all business majors
- Major topics: Strategy, Entrepreneurship, Strategic HRM, Motivation, Leadership, and CSR.

**Teaching Assistant (Prof. Russell Crook)**

- Strategic Leadership (Executive MBA, Spring; Fall 2024)

**Seoul National University, Seoul, South Korea.**

**2018 – 2020**

**Teaching Assistant**

- Contemporary Management Theories (Undergraduate, Fall 2018; 2019)
- Business and Society (Undergraduate, Spring 2018; 2019)
- Seminar in Organization Theory (Graduate, Spring 2018; 2019)
- Organizational Design (Executive MBA, 2018; 2019)
- Entrepreneurship (MBA, 2019)

**Yonsei University, Seoul, South Korea.**

**2009 – 2011**

**Teaching Assistant**

- International Political Economy (Undergraduate, Spring 2009)
- Information Society and Politics (Undergraduate, Fall 2009)
- International Political Economy (Graduate, Spring 2009)
- Globalization and International Political Economy in East Asia (Graduate, Fall 2009)

## **SERVICES**

Advisor, Entrepreneurship Club, Texas A&M University – San Antonio	2025-
Ad hoc Reviewer, Journal of Management	2025
Ad hoc Reviewer, Journal of Business Research	2025
Volunteer Reviewer, Southern Management Association Annual Conference	2024 – present
New Building Planning Committee, Haslam College of Business	2023 – present
Graduate Student Senate, The University of Tennessee	2022 – 2023
Volunteer Reviewer, Academy of Management Annual Conference	2022 – present
Volunteer Reviewer, Babson College Entrepreneurship Research Conference (BCERC)	2021 – present
Student Contributor, Administrative Science Quarterly Blog	2021 – present
President, The University of Tennessee Korean Graduate Student Association	2021 – 2023

## **SKILLS**

Content Analysis (LIWC, Topic Modeling), Text & Sentiment Analysis (BERT, NLP), Statistical Modeling (Stata, Panel Data Analysis, Regression), Data Processing (Python, Stata)

## **PROFESSIONAL WORK EXPERIENCE**

Korea Academy of Management, Seoul, South Korea.	2019 – 2020
Administrative Secretary	
GS Global Corporation (Sales \$1.9 Billion in 2015), Seoul, South Korea.	2015
HRD/HRM Staff, Human Resource Team	

18th Fighter Wing, the Republic of Korea Air Force, Gangwon, South Korea.	2011 – 2014
1st Lieutenant, Intelligence Officer, Top Secret Manager	
The National Assembly of the Republic of Korea, Seoul, South Korea.	2005
Intern, the Rep. Gyeongphil Nam's Office	

## REFERENCES

### **Timothy G. Pollock, Ph.D.**

Haslam Chair in Business and Distinguished  
Professor of Entrepreneurship  
International Research Fellow - Oxford  
University Centre for Corporate Reputation

Department of Management and  
Entrepreneurship  
Haslam College of Business  
The University of Tennessee-Knoxville

### **T. Russell Crook, Ph.D.**

Department Head and First Horizon Foundation  
Distinguished Professor

Department of Management and  
Entrepreneurship  
Haslam College of Business  
The University of Tennessee-Knoxville

### **David W. Williams, Ph.D.**

Diane Walker & Raffi Markarian Professor of  
Entrepreneurship

Department of Management and  
Entrepreneurship  
Haslam College of Business  
The University of Tennessee-Knoxville