Tan Kim

Department of Management and Marketing,
College of Business, Texas A&M University–San Antonio
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ACADEMIC EMPLOYMENT

Texas A&M University, San Antonio, TX, USA.
Assistant Professor of Management and Entrepreneurship Jul 2025 –

EDUCATION

The University of Tennessee, Knoxville, TN, USA.
Ph.D. in Strategy and Entrepreneurship 2025
- Dissertation: From Celebrity to Competitive Advantage: The Role of Social Approval Assets in Nascent Firms' Strategic Behaviors
- Committee: Drs. Timothy Pollock (Chair), David Williams, Joseph Harrison, Jeffrey Lovelace

Seoul National University, Seoul, South Korea.
M.S. in Business Administration (Human Resources & Organizations) 2020
- Thesis: Corporate Social Responsibility As a Competitive Advantage Strategy of Firms
- Advisor: Dr. Kyungmook Lee

Yonsei University, Seoul, South Korea.
M.A. in Political Science (International Political Economy) 2011
B.A. in Political Science and International Relations 2009

RESEARCH INTERESTS

Strategic Stakeholder Management, Entrepreneurship, Social Evaluations (Reputation, Celebrity, Status), Behavioral Strategy, IPOs

My research bridges strategy and organization theory, examining how social evaluations such as status, reputation, and celebrity shape the trajectories of low-profile actors like startups, founder-CEOs, and influencers. I study how these actors accumulate intangible social-approval assets and leverage them for rapid growth, and how they manage the audiences that evaluate them, from venture capital investors to employees. My empirical contexts include the entertainment industry and IPOs of early-stage ventures. I am also extending this work to global and Korean settings, examining how institutional investors such as national pension funds assess firms' ESG ratings and how employees respond to these reputational signals. Methodologically, I draw on text and content analysis as well as machine-learning techniques, including CNN-based image analysis, to capture how perceptions form and shift over time.

RESEARCH

Peer-Reviewed Publications

1) 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.
2) Jho, W., & Kim, T. (2012). American Hegemony and Political Dynamics of Financial Cooperation in East Asia. *Journal of International Area Studies*, 16(1).

Book Chapter

1) Nam, H., Kim, T., & Ju, M. (2009). The Possibility of Korean ODA: The Research on the Development Cooperation by VRIO. In Korea International Cooperation Agency (KOICA) (Ed.), *The Future of Korean Development Cooperation*. Paju: Hanwool Academy Press.

Working Paper (Full Manuscript Available Upon Request)

1) Kim, T. & Pollock, T. G. From Obscurity to Celebrity: Behavioral Consistency, Media Coverage, and Audience Resonance
   - *Under Review at Journal of Management Studies*
   - **Emerging Scholar**, 2023 Oxford Reputation Symposium, University of Oxford
   - **Best Doctoral Student Paper** (Organization Theory Division), 2024 Southern Management Association (SMA) Annual Conference

2) D'Oria, L., Vaughn, J., Kim, T., Combs, J. G., & Crook, T. R. Is there 'really' a liability of newness? A quantitative Review
   - *Under Review at Strategic Management Journal*

3) Kim, T. Celebrity Construction in Startup Firms: How Founder CEO-Firm Celebrity Alignment Shapes Strategic Outcomes
   - Preparing submission, target – Academy of Management Review

4) Kim, T. From Social Approval to Performance: How Founder CEO Celebrity Shapes Stakeholder Evaluations of IPO Firms
   - Preparing Submission, target – *Academy of Management Journal*
   - **Best Paper & Best Doctoral Student Paper** (Organization Theory Division), 2025 Southern Management Association (SMA) Annual Conference

5) Kim, T. Whose Eyes Matter? Audience-Specific Reception of ESG Reputational Signals.
   - Draft available, target – *Strategic Management Journal*

Work In Progress

1) Song, R. & **Kim, T.** Text Embeddings as a Measurement Strategy in Management Research: Applications and Validation
   - Data collection stage, target – *Academy of Management Journal* (Methods)

2) Kim, T. & Park, M. Temporal Attention in Entrepreneurial Stakeholder Management and Audience Heterogeneity
   - Data collection stage, target – *Journal of Business Venturing*

3) **Kim, T.** & Jung, J. Dance with Followers: Stakeholder Enrollment and Co-Creating Business Model.
   - Data collection stage, target – *Journal of Business Venturing*
   - Presented at the 2023 Babson College Entrepreneurship Research Conference (BCERC)

Presentations, Workshops, and Mentorship

1) Conference Presentations

Southern Management Association (SMA) Annual Conference	2024-26
The Cornell Emerging Markets Institute PhD Conference	2024
Oxford Reputation Symposium, Emerging Scholars' Session, University of Oxford	2023
Babson College Entrepreneurship Research Conference (BCERC)	2023

2) Consortia and Workshops

Strategic Management Society (SMS) Annual Conference PDW	2025
Markets 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

3) Invited Mentorship

Mentor, Academy of Management (AOM), Social Issues in Management (SIM) Division Doctoral Consortium 2026
Mentor, Southern Management Association (SMA) Doctoral Consortium ("Research Development with Unobtrusive Data"), 2025

HONORS AND AWARDS

Best Paper *(Organization Theory Division), Southern Management Association (SMA) 2025 Annual Conference 2025*
Best Doctoral Student Paper *(Organization Theory Division), SMA 2025 Annual Conference 2025*
Best Doctoral Student Paper *(Organization Theory Division), SMA 2024 Annual Conference 2024*
Finalist, Outstanding Doctoral Student Teacher Award (The University of Tennessee) 2024
SEO Ph.D. Program Teaching Award (The University of Tennessee) 2024
Research Promise Award *(The University of Tennessee) 2024*
Emerging Scholar*, 2023 Oxford Reputation Symposium (University of Oxford) 2023*
Best Student Engagement Award *(The University of Tennessee) 2023*
Best Instructor *(Republic of Korea Air Force 18th Fighter Wing) 2014*
Runner-up*,* The 5th International Development Thesis Competition (KOICA) 2008
Winner, The 1st Social Venture Competition Korea (SEN KOREA) 2006

SCHOLARSHIPS AND FELLOWSHIPS

Graduate Teaching Assistantship (The University of Tennessee) 2020-2025
Teaching Assistantship (Seoul National University) 2018-2019
Teaching Assistantship (Yonsei University) 2009-2011
Research Fellow, Brain Korea 21 (National Research Foundation of Korea) 2009-2010
Undergraduate Admission Scholarship (Yonsei University) 2003-2009

TEACHING

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

1) Principles of Management (Fall 2025, Spring, Summer & Fall 2026)
- Evaluations: 4.8/5.0
- Major topics: Strategy, International Business, HRM, Leadership, Entrepreneurship

2) Human Resource Management and Process (Summer 2026) – Evaluations: 4.6/5.0
3) Special Problems in Management (Independent Study, Spring 2026)

The University of Tennessee – Knoxville, TN 2022-2024

Primary Instructor
1) 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, Leadership, and CSR.

Teaching Assistant (Prof. Russell Crook)
1) 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)

SERVICE

Journal Reviewing

Ad hoc Reviewer, Journal of Management (three rounds) 2025
Ad hoc Reviewer, Journal of Business Research 2025

Conference Reviewing

Reviewer, Academy of Management Annual Conference 2022-present
Reviewer, Southern Management Association Annual Conference 2024-present
Reviewer, Babson College Entrepreneurship Research Conference 2021-2024

Departmental and University Service

Search Committee, Assistant Professor of Instruction, Texas A&M–San Antonio 2026
Advisor, Entrepreneurship Club, Texas A&M University – San Antonio 2025-present
Mentor, Geekdom Startup Incubator Bootcamp 2025
New Building Planning Committee, Haslam College of Business 2023-2025
Graduate Student Senate, The University of Tennessee 2022-2023
President, UT Korean Graduate Student Association 2021-2023

Other

Student Contributor, Administrative Science Quarterly Blog 2021

SKILLS

Content Analysis (LIWC, Topic Modeling), **Text & Sentiment Analysis** (BERT, NLP), **Image Analysis** (CNN, Computer Vision), **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, Classified Information Control Officer
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.
Dean, E. J. Ourso College of Business
E. J. Ourso Distinguished Professor of Business and Dean Endowed Chair
Louisiana State University

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