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College of Business Administration  
Seoul National University  
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## ACADEMIC POSITIONS

- Sep 2013 – Current Professor of Management and International Business,  
Seoul National University, College of Business Administration
- March 2017 – Feb 2019 Associate Dean of Faculty  
Seoul National University, Graduate School of Business
- March 2009 – Feb 2011 Associate Dean for Executive MBA Program  
Seoul National University, Graduate School of Business
- March 2006 – Aug 2013 Associate Professor of Management and International Business,  
Seoul National University, College of Business Administration
- Fall 2005- Feb 2006 Associate Professor of Management and International Business,  
KAIST, Graduate School of Management
- Fall 2003- Summer 2005 Assistant Professor of Management and International Business,  
KAIST, Graduate School of Management
- Fall 2000- Summer 2003 Assistant Professor of Management and International Business,  
University of Miami, School of Business Administration

## EDUCATION

- 2000 Ph. D. in Strategic Management & Global Business Strategy,  
New York University, Stern School of Business, New York, NY  
Dissertation thesis: Resource Access and Firm Value: A Test of Resource Effects in  
the International Airline Industry
- 1995 Ph.D. in Strategic Management  
Seoul National University, School of Management, Seoul, Korea  
Dissertation thesis: Market Competition, Inter-Competitor Alliance and Performance

1991 Master of Business Administration, awarded with distinction  
Seoul National University, School of Management, Seoul, Korea  
Major: Strategic Management

1989 Bachelor of Business Administration, awarded with distinction  
Seoul National University, School of Management, Seoul, Korea

## **ACADEMIC HONORS AND AWARDS**

2021 Best Paper selected for the Academy of Management from the Academy of Management Annual Conference.

2020 Research Grant for Strategic Behavior of Airline Companies from the BEST Alliance Research Group in China, Japan, and Korea

2019 Finalist for the AIB Best Paper Award from the Academy of International Business Annual Conference at Copenhagen, Denmark.

2017 Research Grant for Creative Thinking from Korea Research Foundation, the Ministry of Education

2016 Research Grant for Creative Education Methods for College Students from Seoul National University

2011 Selected the Top 20 Best Management Experts in Korea

2009 Best Teaching Awards, SNU

2008 One of the top 20 Maestro of Management selected by Maeil Business Newspaper

2006 Best Teaching Awards, SNU

2005 Best Research Award, KAIST

2004 Best Research and Teaching Awards, KAIST

2003 General Research Grant, Korea Research Foundation. Funded Research Topic: Investigating performance implications of e-commerce alliances before and after technology bubble bursting in the U.S.

2002-2003 General Research Grant, University of Miami

2001 Best Reviewer from the BPS Division at the annual meeting of Academy of Management conference in Washington, D.C.

2001 Finalist for the Richard N. Farmer Dissertation Award Competition from the

Academy of International Business annual conference at Sydney, Australia.

- 2001 Finalist for the Free Press Doctoral Dissertation Award Competition from the Business Policy and Strategy Division at the annual meeting of the Academy of Management conference in Washington, D.C.
- 2001 Finalist for the Barry M. Richman Dissertation Award Competition from the International Management Division at the annual meeting of the Academy of Management conference in Washington, D.C.
- 2000-1995 Stern Graduate Fellowship, Stern School of Business, New York University, New York, NY.
- 1999 Doctoral Dissertation Research Grant, Stern School of Business, New York University
- 1998 Excellence of Teaching for International Business Management, Stern School of Business, New York University, New York, NY
- 1994 Fulbright Research Fellowship, Institute of International Education, New York, NY.
- 1989 Alumni Association Award for excellence in coursework in the B.B.A. program, School of Management, Seoul National University, Seoul, Korea

## **REFEREED PUBLICATIONS**

- Namgyoo K. Park, Christina Yourim Ko, Jayoung Kim, and Hyunsoo Kim, 2021. Merger and Acquisition Strategies of Platform vs. Non-Platform Firms. Academy of Management Annual Conference (Best Paper Proceedings). (<https://doi.org/10.5465/AMBPP.2021.253>)
- Namgyoo K. Park, Wanjin Jang, Evan Leigh Thomas & Joshua Smith. 2021. How to Organize Creative and Innovative Teams: Creative Self-Efficacy and Innovative Team Performance, Creativity Research Journal, 33:2, 168-179, DOI: 10.1080/10400419.2020.1842010
- Yoonhee Choi, Namgyoo K. Park. 2020. Examining the pull, the push, and their simultaneous effects on managerial turnover. Management Decision, 58(12): 2639-2654.
- Namgyoo K. Park, Monica Youngshin Chun, Jeonghwan Lee. 2019. How Do Mobility Direction and Human Assets of Mobile Engineers Affect Joint Knowledge Creation after M&As? Sustainability. 11(16): 1-21. (<https://doi.org/10.3390/su11164417>)
- Namgyoo K. Park, Jinju Lee, & Xavier Martin. 2019. Alliance Portfolio Complexity and Order-of-Entry Effects in International Alliance Formations. Academy of International Business Annual Conference, Copenhagen, Denmark, Jun, 2019(Best Paper Proceedings).

- Wanjin Jang, Namgyoo K. Park, Monica Young-Shin Chun. 2019. Unite as Small Fish and Dream Like a Whale: The Story of Yello Mobile. Korea Business Review, 23(4), 1-31
- Namgyoo K. Park, Xavier Martin, Jinju Lee. 2018. Effects of functional focus on bounded momentum: Examining firm- and industry-level alliances. Strategic Organization, 16(2): 167-191.
- Namgyoo K. Park, Wanjin Jang, & Seoyun Paik. 2017. Resources Access through International Alliances and Firm Value: A Test of Resource Effects in the International Airline Industry. Strategic Management Research. 20(1): 55 – 83.
- Namgyoo K. Park, Monica Youngshin Chun & Jinju Lee. 2016. Revisiting Individual Creativity Assessment: Triangulation in Subjective and Objective Assessment Methods, Creativity Research Journal, 28(1):1-10,
- Namgyoo K. Park, Jeonghwan Lee and Uisung D. Park. 2015. Korean Air Cargo: Strategic Challenges in an Evolving Environment. Asian Case Research Journal. 19:1. pp. 127-154.
- Kim, H., Park, N.K. & Lee. 2014. How does the second-order learning process moderate the relationship between innovation inputs and outputs of large Korean firms? Asia Pacific Journal of Management, 31: 69-103.
- Jeonghwan Lee , Namgyoo K. Park , Hyojung Kim. 2014. The effect of change in organizational identity on knowledge creation by mobile R&D workers in M&As. Journal of Organizational Change Management, 27(1): 41-58.
- Park, N.K., Mezas, J.M., Lee, J. & Han, J.H. 2014. Reverse knowledge diffusion: Competitive dynamics and the knowledge seeking behavior of Korean high-tech firms. Asia Pacific Journal of Management, 31: 355-375.
- Namgyoo K. Park, Uisung D. Park & Jeonghwan Lee. 2012. Do the Performances of Innovative Firms Differ Depending on Market-oriented or Technology-oriented Strategies? Industry and Innovation, 19(5): 391-414.
- Namgyoo K. Park & Jeonghwan Lee. 2012. Sajo Group's Long Journey: Re-entering a Mature Market. Asian Case Research Journal, 16(2): 379-407.
- Park, Namgyoo K., Shu, Jung-Hyun. & Kim, Hyo-Jung. 2009. Strategic Momentum and Globalization Strategies in the Korean Online Contents Industry. The Korean Small Business Review, 31: 179-201.
- Park, Namgyoo K. & Kim, Hee-Yeon. 2009. How Does the Strength of Network Ties Affect Film Export? Korean Management Review, 37: 1613-1629.
- Park, Namgyoo K., & Han, Jaehoon. 2008. Review on the Effect of SMEs Entrepreneurship on Firms' Growth and Globalization Strategy. The Korean Small Business Review, 30: 157-170.

- Park, Namgyoo K., Han, J., & Kim, H. 2008. Samsung Electronics LCD Division's Market Leader Strategy under the Crystal Cycle of LCD Industry. International Business Journal, 19: 55-91.
- Park, Namgyoo K., Cho, Y., Han, J., Kim, J. & Kim, H. 2008. Perceived Uncertainty and Effect of Outsiders in New Product Development. The Korean Venture Management Review, 11: 1-25.
- Park, Namgyoo K., Han, J., & Kim, J. 2008. Growth Momentum of Korean Film Industry and Global Expansion Strategy from ShowBox Case. Management Education Review, 11: 229-274.
- Ando, Naoki, Rhee, Dong-Kee, & Park, Namgyoo K. 2008. Parent Country Nationals or Local Nationals for Executive Positions in Foreign Affiliates: An Empirical Study of Japanese Affiliates in Korea. Asia Pacific Journal of Management, 25: 113-134.
- Lee, J., & Park, Namgyoo K. 2007. Small-world Networks in the Presence of Constraints: An Empirical Investigation of the Airline Route Network. Seoul Journal of Business, 13: 3-19.
- Park, Namgyoo K., & Mezas, J. 2005. Before and after the technology sector crash: The Effect of environmental munificence on stock market response to alliances of e-commerce firms. Strategic Management Journal, 26: 987-1007.
- Park, Namgyoo K. 2004. A guide to using event study methods in multi-country settings. Strategic Management Journal, 25: 655-668.
- Park, Namgyoo K., Mezas, J., & Song, J. 2004. A Resource-based View of Strategic Alliances and Firm Value in the Electronic Marketplace. Journal of Management, 30: 7-27.
- Park, J., Park, Namgyoo K., & Zhang, A. 2003. The impact of international alliances on rival firm value: A study of the British Airways/USAir alliance. Transportation Research, 39: 1-18.
- Park, Namgyoo K. 2001. E-alliances: How to select alliance partners and alliance types? International Journal of E-business Strategy Management, 3 (2): 151-157.
- Park, Namgyoo K., and Cho, D. S. 1997. The effect of strategic alliance on performance. Journal of Air Transport Management, 3 (3): 155-164.

## **BOOKS**

- Park, Namgyoo K. 2021 Creativity with Random Combination Method: Creative Thinking Method #1. Korea, Seoul: The Academy of Creativity.
- Park, Namgyoo K. 2021 Creativity with Random Combination Method (Instructor Manual): Creative Thinking Method #1. Korea, Seoul: The Academy of Creativity.
- Park, Namgyoo K. 2018 Creative Revolution: How to develop future talent for Digital Transformation. Korea, Seoul: Korea.com

- Park, Namgyoo K. 2017. Strategic Thinking. Korea, Seoul: iCreate.
- Park, Namgyoo K. 2016. Creative Management. Korea, Seoul: iCreate.
- Park, Namgyoo K. 2013. Entrepreneurship: Core Conditions of Successful Creative Economy. Korea, Seoul: Institute of Korean Economy Research,
- Park, Namgyoo K. 2012. Integrated Creative Design: Innovative Companies. Korea, Seoul: Apple.
- Park, Namgyoo K. 2010. White Collar Innovations. Korea, Seoul: iCreate
- Park, N. K. 2007. Strategic Thinking. Korea, Seoul: Tryler & Company.
- Rhee, D.K., Park, N. K., Cho, Y.G., & Kim, D. H. 2006. Evolution and Development of Overseas Subsidiaries of Korean Multinational Corporations. Korea, Seoul: Seoul National University Press.

## **BOOK CHAPTERS**

- Park, Namgyoo K. & Martin, X. 2019 Using Alliances to Test Core Theories of Strategic and International Management: The Case of Resource-based View. In Frontiers of Strategic Alliance Research (Contractor, Farok J. and Reuer, Jeffrey J. editors) Cambridge University Press.
- Park, Namgyoo K., 2010. Competition Strategies of the Logistics Industry. Business Case Series 11, Graduate School of Business, Seoul National University
- Park, Namgyoo K., & Lee, Junghwan. 2010. Market Sustaining Strategies in the Mature Industry. Business Case Series 11, Graduate School of Business, Seoul National University
- Luo, Y., Shenkar, O., Park, Namgyoo K. 2002. Contract completeness and international joint ventures. In Cooperative Strategies and Alliances: What We Know 15 Years Later (Lorange, P. and Contractor, F. editor). Emerald Group.
- Song, J., Park, Namgyoo K., & Mezas, J. 2002. Do strategic alliances matter in E-commerce? A study of the impact of strategic alliances on firm value in the electronic marketplace. In Cooperative Strategies and Alliances: What We Know 15 Years Later (Lorange, P. and Contractor, F. editor). Emerald Group.

## **IN PROGRESS MANUSCRIPTS**

- Merger and Acquisition Strategies of Platform vs. Non-Platform Firms. Investigating how platform firms execute M&A strategies and developing the 1<sup>st</sup> draft.
- Revisiting the Relationship between Age and Individual Creativity (Currently collected the data of about 18,000 people in Korea)

Political instability, termination experience, and alliance termination., Data: 478 international alliances of 65 international airlines from 1946 to 2017

Corporate Creativity, M&As, and Acquisition Premium., Data: Top 200 high-tech firms in US from 2001 to 2018

Corporate Creativity, Business Relatedness, and Knowledge Creation after M&As., Data: Top 300 firms in US from 2001 to 2018

Knowledge intensiveness and acquisition premiums in the global M&As (Currently conducting a small number of case studies as a pilot study)

## **REFEREED CONFERENCE PAPERS**

Namgyoo K. Park & Wanjin Jang. The Curvilinear Relation Between CSE(Creative Self-Efficacy) and Innovative Performance at the Team Level: Moderating Effects of Personality and Background Diversity. Creativity Conference, Oregon, USA, July 2019.

Namgyoo K. Park, Jinju Lee, & Xavier Martin. Alliance Portfolio Complexity and Order-of-Entry Effects in International Alliance Formations, Academy of International Business Annual Conference, Copenhagen, Denmark, June 2019 **(Best Paper Proceedings)**.

Namgyoo K. Park, Jinju Lee, & Hyojung Kim “Finding a Better Match for Creative Collaboration: A Dyad Level Analysis of Co-Authorship and Creative Performance in Academic Collaboration, Academy of Management Annual Conference, Chicago, Illinois, Aug, 2018

Namgyoo K. Park, Jinju Lee & Sang-Hyun Park. Revisiting Alliance Formation: The Moderating Effect of Alliance Portfolio Complexity and Alliance Termination, Academy of Management Annual Conference, Atlanta, Georgia, Aug, 2017

Namgyoo K. Park, Jinju Lee, & Seoyun Paik. Alliance Portfolio Complexity and Order-of-Entry Learning Effects in Int'l Alliance Formations, Academy of Management Annual Conference, Anaheim, California, Aug, 2016

Namgyoo K. Park & Jinju Lee. Managing Complex Alliance Portfolios: The Moderating Effect of Market Entry Timing, Korean Society of Strategic Management Spring Conference, Seoul Korea, Apr, 2016

Namgyoo K. Park, Jinju Lee & Kira Choi. The Hierarchy Myopia of Organizational Learning, Academy of Management Annual Conference, Vancouver, Canada, Aug, 2015

Namgyoo K. Park, Xavier Martin, Jinju Lee, & John M. Mezas Effect of Functional Focus on Bounded Momentum: Examining Firm and Industry-level Alliances, Korean Academy of International Business Spring Conference, Seoul Korea, Apr, 2014

- Choi, Y., Cho, T., & Park, Namgyoo K. The Effects of CEO Certification and the Subsequent Compensation. The Academy of Management Meeting, Montreal, Canada, August 2010.
- Park, Namgyoo K., Kim, H., Kim, J., Shu, J., & Choi, Y. In Search of Dyadic Creativity in Scholarly Outcomes. The Academy of Management Meeting, Montreal, Canada, August 2010.
- Park, Namgyoo K., Kim, H., & Kim, H. Creative Collaboration Outcomes at the Dyad Level. The Academy of Management Meeting, Chicago, Illinois, August 2009.
- Park, Namgyoo K., Kim, H., & Kim, H. Creative Collaboration Outcomes at the Dyad Level. The Academy of Management Meeting, Chicago, Illinois, August 2009.
- Park, Namgyoo K., Cho, Y., Han, J., Kim, J. & Kim, H. Perceived Uncertainty and Effect of Outsiders in New Product Development. The Academy of Management Meeting, Philadelphia, Pennsylvania, August 2008.
- Park, Namgyoo K. The Review on the Evolution of The Airline Route Network in the U.S. The Korean Academy of International Business Meeting, Seoul, Korea, November 2007
- Mezias, John., & Park, Namgyoo K. Home-country environmental conditions, international expansions, and firm value: The case of e-commerce firms in the United States. The Academy of Management Meeting, Honolulu, Hawaii, August 2005.
- Lee, Jeho., Park, Namgyoo K., & Kim, Sungho. Scale-free Networks in the presence of constraints: An empirical investigation of the airline route network. The Academy of Management Meeting, Honolulu, Hawaii, August 2005.
- Mezias, John., & Park, Namgyoo K. Environmental conditions, international investments, and firm value: The case of e-commerce firms. The Academy of Management Meeting, Stockholm, Sweden, August 2004.
- Park, Namgyoo K., & Mezias, John. Environmental munificence, inter-firm alliances, and firm value: The case of e-commerce sector. The Academy of Management Meeting, Seattle, Washington, August 2003.
- Park, Namgyoo K. Resource access and firm value: A test of resource effects in the international airline industry. The Academy of Management Annual Meeting, Seattle, Washington, August, 2003.
- Park, Namgyoo K., & Mezias, John. From irrational exuberance to bubble bursting: The effect of stock market on strategic alliances of e-commerce firms. The Strategic Management Society meeting, Paris, France, September 2002.
- Park, Namgyoo K., & Mezias, John. Environmental munificence, strategic alliances, and firm value: The case of e-commerce sector. The Academy of Management Meeting, Denver, Colorado, August 2002.



- Park, Namgyoo K., Schreiber, S., Futado, A., & Mezias, John. International Expansion and Firm Value in the Electronic Marketplace. The International Academy of E-Business Annual Meeting, Orlando, Florida, March 2002.
- Park, Namgyoo K. Resource access and firm value: A test of resource effects in the international airline industry. The Academy of International Business Annual Meeting, Sydney, Australia, November, 2001.
- Park, Namgyoo K., Mezias, J., & Song, J. Increasing returns, strategic alliance and firm value in the electronic marketplace. The Strategic Management Society meeting, San Francisco, California, October, 2001.
- Park, Namgyoo K. Resource access and firm value: A test of resource effects in the international airline industry. The Academy of Management Annual Meeting, Washington, D.C., August 2001.
- Park, Namgyoo K., & Martin, Xavier. When do resources enhance firm value? Testing alliance and resource effects on firm value. The Academy of Management Annual Meeting, Washington, D.C., August 2001.
- Song, Jaeyong, Park, Namgyoo K., & Mezias, John. Do strategic alliances matter in E-commerce?: A study of the impact of strategic alliances on firm value in the electronic marketplace. The 2<sup>nd</sup> Cooperative Strategies and Alliances Conference at IMD, Lausanne, Swiss, June 2001.
- Luo, Yadong, Shenkar, Oded, & Park, Namgyoo K. Contract completeness and international joint ventures. The 2<sup>nd</sup> Cooperative Strategies and Alliances Conference at IMD, Lausanne, Swiss, June 2001.
- Park, Namgyoo K., & Song, Jaeyong. Strategic alliance and firm value in the electronic marketplace. The International Academy of E-Business Annual Meeting, San Francisco, California, March 2001.
- Park, Jong-Hun, Zhang, Anming, and Park, Namgyoo K. Strategic alliances and rival firm value. The Academy of International Business Annual Meeting, Charleston, South Carolina, November 1999.
- Park, Namgyoo K., Resource Access and firm value. The conference on multinational strategy: An interdisciplinary conversation, The Wharton School, University of Pennsylvania, October 1999.
- Martin, Xavier, and Park, Namgyoo K. Bounded momentum and strategic alliances. The Academy of Management Annual Meeting, Chicago, IL, August 1999.
- Park, Jong-Hun, Zhang, Anming, and Park, Namgyoo K. Strategic alliances and firm value: A longitudinal study of the British Airways/USAir alliance. The Academy of Management Annual Meeting, Chicago, IL, August 1999.

- Park, Namgyoo K. Multi-market contacts and alliance formation in the international airline industry. The 6<sup>th</sup> Annual CCC Doctoral Colloquium, New York University, New York, NY, April 1999.
- Martin, Xavier, and Park, Namgyoo K. Whose alliances, and what for? A longitudinal multi-level analysis of why firms repeatedly enter into international alliance. The Academy of International Business Annual Meeting, Monterey, Mexico, October 1997.
- Martin, Xavier, and Park, Namgyoo K. Why firms repeatedly enter into international alliance: A longitudinal study. The Academy of Management Annual Meeting, Boston, August 1997.
- Park, Namgyoo K., and Cho, Dong-Sung. Market competitive intensity, firm capabilities, and inter-competitor cooperation. The Academy of International Business Annual Meeting, Seoul, Korea, November 1995.

## **PROFESSIONAL EXPERIENCE & COMMITTEE**

- Since Mar 2019 External Director of The Board of Directors of Korean Air Co.
- Since Mar 2008 External Director of Asea Cement Co. (# 1 Cement Company in Korea)
- Mar 2016 – Feb 2019 External Director of iRiver. (# 1 Mobile Music Player Company in Korea)
- Jan 2018 – Dec 2018 Associate President of Korean Strategic Management Society
- Jan 2017 – Dec 2018 President of Academy of Creativity
- Jan 2015 – Dec 2017 Associate President of Korean Academy of International Business
- Jan 2012 – Dec 2014 Associate President of Korean Strategic Management Society
- 2007 & 2010 Director of Korean Strategic Management Society
- 2007 & 2010 Director of Korean Academy of International Business
- 2009 – 2012 Member of Review Board of Korean Scientists and Engineers Mutual-Aid Association
- 2008 – 2013 Director of Samchully Scholarship Foundation
- 2007-2008 Editorial Board Member of International Business Review

## **PROFESSIONAL SERVICE AND MEMBERSHIP**

- Ad hoc reviewer, Journal of International Management
- Reviewer, International Academy of E-Business (E-Business Strategy Division)

Reviewer, Academy of Management (Business Policy and Strategy, International Management, and Organization and Management Theory divisions)

Reviewer, Academy of International Business Annual Meeting

Strategic Planning Subcommittee on the Management Department's New Course Development  
Faculty Search Committee in Strategy (for a junior person)

Member, Strategic Management Society

Member, Academy of Management

Member, Academy of International Business

Member, International Academy of E-Business