

# CURRICULUM VITAE

## SUN HYUN PARK

College of Business Administration/ Graduate School of Business  
Seoul National University  
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### ACADEMIC POSITIONS

- Graduate School of Business, Seoul National University, Seoul, Republic of Korea
  - Professor of Strategy and International Management, Sep 2021- Present
  - Associate Professor of Strategy and International Management, June 2014 – Aug 2021
- Marshall School of Business, University of Southern California, CA, USA
  - Assistant Professor of Management and Organization, June 2012-June 2014
- Kellogg School of Management, Northwestern University, IL, USA
  - Visiting Scholar, Feb 2019-Feb 2020

### EDUCATION

- University of Michigan, Ann Arbor, MI, USA
  - Ph.D. in Strategy, Stephen M. Ross School of Business, May 2012
- Seoul National University, Seoul, Republic of Korea
  - Bachelor of Business Administration, College of Business Administration, August 2000
  - Master of Business Administration, College of Business Administration, February 2003
- University of St. Gallen (HSG), St. Gallen, Switzerland
  - International Study Program (MBA level exchange program), Spring 2002

### RESEARCH INTEREST

Corporate Governance, Organization Theory, Top Management Team and Board of Directors, Strategy Implementation, Historical Approaches

### PUBLICATIONS – Peer-Reviewed Journal

- Jung, H.J., Lee, Y.H. and Park, S.H., 2022, “Just Diverse Among Themselves: Performance Feedback and Board Diversity in Expertise and Ascriptive Backgrounds”, *Organization Science*, 34 (2), 657-679
  - Time, “Board Diversity Is Sacrificed When Companies Underperform, Study Finds” (2022.08.09) <https://time.com/6204684/board-diversity-underperformance/>
  - Fortune, “Board diversity declines when companies face financial pressure” (2022.08.12) <https://fortune.com/2022/08/11/board-diversity-declines-when-companies-face-financial-pressure/>
- Park, S.H., Chung, S. and Rajagopalan, N., 2021, “Be Careful What You Wish For: CEO and Analyst Firm Performance Attributions and CEO Dismissal”, *Strategic Management Journal*, 42(10):1880-1908
  - Rajagopalan, N, Park S.H. and Chung, S. 2022, “Why CEOs Shouldn’t Take All the Credit”, *Harvard Business Review*, <https://hbr.org/2022/05/research-why-ceos-shouldnt-take-all-the-credit>
- Park, S.H. and Patterson, K., 2021, “Being Counted and Remaining Accountable; Maintenance of Quarterly Earnings Guidance by U.S. Public Companies”, *Organization Science*, 32(3):544-567
- Park, S.H. and Zhang, Y., 2020 “Cultural Entrepreneurship in Corporate Governance Practice Diffusion: Framing of “Independent Directors” by U.S.-Listed Chinese Companies”, *Organization Science*, 31(6), 1359-1384
- Park, S.H., Zhang, Y. and Keister L., 2020 “Governance Innovations in Emerging Markets”, *Academy of Management Perspectives*, 34(2): 226–239

- Park S.H. and Westphal, J.D., 2013, "Social Discrimination in the Corporate Elite: How Status Affects the Propensity for Minority CEOs to Receive Blame for Low Firm Performance", *Administrative Science Quarterly*, 58:542-586
- Westphal, J.D. and Park S.H., 2012, "Unintended Agency: Impression Management Support as a Trigger of Institutional Change in Corporate Governance", *Research in Organizational Behavior*, 32: 23-46
- Westphal, J.D., Park, S.H., McDonald, M.L. and Hayward, M.L.A., 2012, "Helping Other CEOs Avoid Bad Press: Impression Management Support among CEOs towards Journalists", *Administrative Science Quarterly*, 57:217-268 [won Best Paper Award for OMT Division of the Academy of Management, 2011]
- Park, S.H., Westphal, J.D., and Stern, I., 2011, "Set Up For a Fall: The Insidious Effects of Flattery and Opinion Conformity Toward Corporate Leaders", *Administrative Science Quarterly*, 56: 257-302

## PUBLICATIONS – BOOK

- Westphal, J., & Park, S. H. 2020. *Symbolic Management: Governance, Strategy, and Institutions*. Oxford University Press.

## PAPERS UNDER REVISION

- Zhang, Y, Min. Y, and Park. S. H., "Risks Related to Doing Business in China: Country Risk Attributions of Negative Earnings Surprise by US-listed Chinese Firms", Revise and Resubmit, *Organization Science*
- Kim, J.W. and Park, S. H., "Do Bad Times Cultivate Courage?: CEO Downcycle Imprinting and Counter-cyclical Strategies", Revise and Resubmit, *Strategic Organization*
- Westphal, J.D., Rajyalakshmi, K., and Park, S.H., "Leveling the Playing Field: The Diffusion of Coordinated Impression Management Support among Minority Leaders and The Consequences for Media Coverage of Firm Leadership", Reject and Resubmit, *Strategic Management Journal*

## WORK IN PROGRESS

- Westphal, J., Zajac, E. & Park, S. H. "Symbolic Management: Toward an Interdisciplinary Understanding of Appearances", *Research in the Sociology of Organizations*, [edited volume] Oxford University Press.
- Kim, M., Park, S. H., Jung, H.J., and Lee, Y.H. "Embeddedness of Gender Diversity Effect: Top Gun Flight Competition in the Korean Air Force"
- Ko, S.J. and Park, S.H., "Is Blood Thicker than Water? Sibling Rivalry and Strategic Change in Family Business Groups"
- Baik, B., Kim, E., Park, S. H. and Smith, N.B., "Analyst Coverage Networks and Forecast Errors"

## CONFERENCE PROCEEDINGS

- Jung H.J., Lee, Y.H. and Park, S.H., 2020, "Just Diverse Among Themselves: Performance Feedback and Board Diversity in Expertise and Ascriptive Backgrounds", *Academy of Management Annual Meetings Best Papers Proceedings*
- Nahm, P. and Park, S.H., 2018, "Value of Friendship: Instrumental and Sentimental Motivations for Executive's Networking Behavior", *Academy of Management Annual Meetings Best Papers Proceedings*
- Ko, S.J. and Park, S.H., 2017, "Is Blood Thicker than Water? Sibling Rivalry and Strategic Change in Family Business Groups", *Academy of Management Annual Meetings Best Papers Proceedings*
- Park S.H. and Westphal, J.D., 2013. "That should be me: How status in the corporate elite affects the propensity for demographic minority CEOs to get blamed in the press for low firm performance", *Academy of Management Annual Meetings Best Papers Proceedings*

- Westphal, J.D., Park, S.H., McDonald, M.L. and Hayward, M.L.A., 2011. "Helping Other CEOs Avoid Bad Press: Impression Management Support among CEOs towards Journalists", *Academy of Management Annual Meetings Best Papers Proceedings*
- Park, S.H., Westphal, J.D., and Stern, I., 2010. "The Higher They Rise, the Harder They Fall: The Insidious Effects of Ingratiation Towards High Status Corporate Elites", *Academy of Management Annual Meetings Best Papers Proceedings*

## ACADEMIC PRESENTATIONS

- Kim, M., Park, S. H., Jung, H.J., and Lee, Y.H. "Embeddedness of Gender Diversity Effect: Top Gun Flight Competition in the Korean Air Force"
  - Wharton People and Organization Conference, Philadelphia, U.S.A. October 2025
  - Strategic Management Society Annual Meetings, Istanbul, Türkiye, 2024
- Kim, J.W. and Park, S. H., "Do Bad Times Cultivate Courage?: CEO Downcycle Imprinting and Counter-cyclical Strategies"
  - International Corporate Governance Society Annual Meeting, Miami, FL., November 2023
  - Academy of Management Annual Meetings, Seattle, WA., August 2022
- Jung H.J., Lee, Y.H. and Park, S.H. "Just Diverse Among Themselves: Performance Feedback and Board Diversity in Expertise and Ascriptive Backgrounds"
  - Wharton People and Organization Conference, Philadelphia, U.S.A. October 2019
  - Academy of Management Annual Meetings, Vancouver, Canada, August 2020 (virtual)
- Cho, Y.H. and Park, S. H. "How Are Other Elites Doing: Social Identity, Comparison, and Aspiration of CEOs in Firm Risk-Taking"
  - Strategic Management Society Annual Meetings, London, UK, October 2020 (virtual)
- Choe, S. and Park, S. H. "The Paradox of Minority Conformity: Same-gender Referencing among Female Financial Analysts"
  - Academy of Management Annual Meetings, Boston, MA., August 2019
- Choe, S., Park, S. H., & Cho, Y. H. "Self-inflicted Struggles and Triumphs: Initiating Strategic Change Through Crisis Construction"
  - Academy of Management Annual Meetings, Chicago, IL. August 2018
- Jung, K., Park, S. H. "Captain or the Ship? How Individual and Organizational Status Affect Innovation in Orchestras"
  - Academy of Management Annual Meetings, Boston, MA., August 2019
- Nahm, P. and Park, S.H., 2018, "Value of Friendship: Instrumental and Sentimental Motivations for Executives' Networking Behavior"
  - Sunbelt International Social Network Conference, Beijing, China, April 2017
  - Strategic Management Society Annual Meetings, Houston, TX, U.S.A., October 2017
- Westphal, J.D. and Park, S. H., "Social Network Ties and Symbolic Management in Firm Leadership and Governance"
  - Academy of Management Annual Meetings, Chicago, IL., U.S.A., August 2018 (Invited)
- Ko, S.J. and Park, S.H., "Is Blood Thicker than Water? Sibling Rivalry and Strategic Change in Family Business Groups",
  - Strategic Management Society Hong Kong Special Conference, November 2016
  - INSEAD Conference on Behavioral Perspectives on Corporate Governance, Fontainebleau, France, June, 2017,
- Park, S.H., and Rajagopalan, N., "The Romance of Leadership and CEO Dismissal"
  - Strategic Management Society Annual Conference, Denver, October 2015
- Park, S.H., and Zhang, Y., "Lost in Translation? The "Independent Directors" Reinterpreted By the U.S. Listed Chinese Companies, 2000-2008"
  - Academy of Management Annual Meetings, Vancouver, Canada, August, 2015
  - Annual Conference for Corporate Governance, Institutions, and Organizations (CGIO), National University of Singapore, August, 2015
- Park, S.H. and Patterson, K., "Breaking the Local Convention: Abandonment of Quarterly Earnings Guidance by U.S. Public Firms, 2000-2009"
  - Academy of Management Annual Meetings, Philadelphia, August, 2014

- Park S.H. and Westphal, J.D., 2013. "That should be me: How status in the corporate elite affects the propensity for demographic minority CEOs to get blamed in the press for low firm performance"
  - Academy of Management Annual Meetings, Orlando, August, 2013
- Westphal, J.D., Park, S.H., McDonald, M.L. and Hayward, M.L.A., 2011. "Helping Other CEOs Avoid Bad Press: Impression Management Support among CEOs towards Journalists"
  - Academy of Management Annual Meetings, San Antonio, August, 2011
- Park, S.H., 2011, "The Triad That Binds: How Common Financial Analyst Coverage Reveals Different Motivations of Corporate Leaders to Maintain Board Interlocks"
  - Social Network Seminar, Political Science Dpt., University of Michigan, December 2010
  - Quantitative Methodology Program Seminar, Institute for Social Research (ISR), University of Michigan, February 2011
  - 4th Annual Political Networks Conference, Gerald R. Ford School of Public Policy, University of Michigan, June 2011
- Park, S.H., Westphal, J.D., and Stern, I., 2010. "The Higher They Rise, the Harder They Fall: The Insidious Effects of Ingratiation Towards High-Status Corporate Elites"
  - Strategic Management Society Annual Conference, Washington, D.C., October 2009
  - Academy of Management Annual Meetings, Chicago, August 2010
  - Strategic Management Society Annual Conference, Miami, November 2011
- Park, S.H., "Lost in Translation? The "Independent Directors" Reinterpreted By the NYSE Listed Chinese Companies, 2000-2008"
  - Michigan Economic Sociology Seminar, Sociology, University of Michigan, October 2008

## TEACHING

- Teaching Excellence Award, SNU Business School, 2016, 2021, 2023
  - "Strategic Management" Core, BBA Undergraduate, Global MBA, Executive MBA
  - "Research Methods in Strategic Management", M.S./Ph.D. level seminar
  - "Social and Psychological Processes in Strategic Management", M.S./Ph.D. level seminar
  - "Shifts in External Environment and Strategic Innovation", Executive MBA
  - "Strategy and Organization", BBA Undergraduate, Executive MBA
  - "Doing Business in Korea", "Understanding Global Competitiveness of Korean Companies", Undergraduate, MBA-level lectures to international students visiting SNU

## HONORS AND AWARDS

- Nomination for Best Paper Award for "Do Bad Times Cultivate Courage?: CEO Downcycle Imprinting and Counter-cyclical Strategies" with J.W. Kim, *Strategic Management Society*, Annual Meeting, 2022
- Best Paper Award for " Stock Market Reactions to CEO Succession in Family-Controlled Firms ", with Jiah Ryu and Dongkee Rhee, *Korean Management Association*, 2022
- Best Paper Award for "Diversity as a Source of Competitive Advantage: Synthesizing Social Categorical and Cognitive Diversity Dimensions", *Korean Academy of Management Journal*, 2021
- Best Paper Award for "Is Blood Thicker than Water? Sibling Rivalry and Strategic Change in Family Business Groups", with Seok Jin Ko, *Strategic Management Society*, Hong Kong Special Conference, 2016
- Nomination for Best Conference Paper Award for "CEO Performance Over-claim: Consequences on Investor Expectations and CEO Dismissal", *Strategic Management Society* Annual Conference, 2017
- "International Scholarship Award", *Korean Academy of Management*, 2016
- "Emerging Scholar Award", *Korean Academic Society of Business Administration*, 2015
- "Emerging Scholar Award", *Korean Society of Strategic Management*, 2015
- "Next-Generation Pioneering Scholarship" Research Grant, *Seoul National University*, 2015

- Best Paper Award for “Helping Other CEOs Avoid Bad Press: Impression Management Support among CEOs toward Journalists”, OMT Division of the *Academy of Management*, 2011, San Antonio, TX (with James Westphal, Michael McDonald, and Mathew Hayward)
- Strategy Research Foundation (SRF) Dissertation Grant Award 2011 for “The Triad That Binds: How the Social Structure of Analyst and Journalist Performance Evaluations Influences Relations among Corporate Leaders and Their Strategic Decision Making”
- Nomination for Best Conference Paper Award for “The Triad That Binds: How Common Financial Analyst Coverage Reveals Different Motivations of Corporate Leaders to Maintain Board Interlocks”, *Strategic Management Society* Annual Conference, 2011, Miami, FL
- Gerald & Lillian Dykstra Fellowship, Ross School of Business, University of Michigan (awarded for teaching and academic excellence), 2010-2011

## WORKING EXPERIENCE

- Researcher, Management Research Center, College of Business Administration, Seoul National University, Seoul, Korea, Aug 2006 – Mar 2007
- Controlling Manager, Mercedes-Benz Korea, Seoul, Korea, Jun 2004 – Jul 2006; Responsible for management reporting, revenue, and cost controlling
- Management Associate, Asian Management Associate Program, Daimler Chrysler, Dec 2002 – May 2004; Worked at DaimlerChrysler corporate HQ (Stuttgart, Germany), regional HQ (Singapore), and local subsidiary (Melbourne, Australia) in the financial controlling positions
- Business Analyst (Intern), PricewaterhouseCoopers, Seoul, Korea, Aug 2000 – Dec 2000

## PROFESSIONAL ACTIVITIES & SERVICE

- Editorial Service
  - Associate Editor for *Strategic Management Journal* (2022-2025)
  - Guest Editor for “Decentering Strategic Leadership and Governance Research: Insights from Diverse Institutional Landscapes”, *Journal of Management Studies* (2025)
  - Editorial Review Board for *Administrative Science Quarterly* (2022-2024)
  - Editorial Review Board for *Strategic Management Journal* (2019-2021)
  - Editorial Review Board for *Strategic Organization* (2019-2021)
  - Division Representative-at-Large, Organization and Management Division, *Academy of Management* (2016-2019)
  - Research Committee, Organization and Management Division, *Academy of Management* (2018-2021)
  - Invited Referee for the *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *American Sociological Review*, *Management Science*, *Organization Science*, and *Strategic Management Journal*.
  - Reviewer for the *Academy of Management* Annual Meeting and *Strategic Management Society* Annual Meeting
- Academic Memberships
  - *Academy of Management* (Strategy, Organization and Management Theory)
  - *Strategic Management Society* (Strategic Leadership & Governance)
  - *International Corporate Governance Society* (Director, Executive Board)
- Korean Industry and Social Service
  - Independent Director for *Doosan Corp*, *SK Bio Science*, *Doosan Oricom*, and *SNU Technology Holdings*
  - Advisory Board Member for the *Korean Ministry of Employment and Labor*, *Samsung Electronics*, and *SK Center for Social Value Enhancement Studies*