

Tan Kim

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ACADEMIC EMPLOYMENT

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

Assistant Professor of Management

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 resource constrained and unknown organizations navigate uncertainty and build legitimacy through behavioral strategies. I investigate how these 'unknown' entities leverage founder characteristics, organizational positioning, and strategic stakeholder engagement to accelerate growth and market recognition. My work explores the interplay between individual level factors (founder status, reputation, celebrity) and organizational level strategies in shaping stakeholder evaluations from initial investor interest to customer adoption and employee attraction.

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.

Papers Under Review

Kim, T. & Pollock, T. G. “American Idol Next Door: Conforming Behavior, Media Attention, and Achieving Celebrity.” *Revise and Resubmit (R&R) – Organization Science*

- 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*
- SMA 2025 Best Paper in OT Track, 2025 Southern Management Association Annual Conference

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)

Other Publications (In Political Science)

Jho, W. & **Kim, T.** (2012). American Hegemony and Political Dynamics of Financial Cooperation in East Asia. *Journal of International Studies*, 16(1), 3-28.

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

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
<i>Best 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

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

Ad hoc Reviewer, Journal of Management, 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, 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. HRD/HRM Staff, Human Resource Team	2015
18th Fighter Wing, the Republic of Korea Air Force, Gangwon, South Korea. 1st Lieutenant, Intelligence Officer, Top Secret Manager	2011 – 2014
The National Assembly of the Republic of Korea, Seoul, South Korea. Intern, the Rep. Gyeongphil Nam's Office	2005

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 Distinguished Professor of
Business and Dean Endowed Chair

E. J. Ourso College of Business
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