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Department of Marketing
College of Business
Florida State University
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EDUCATION

Doctor of Philosophy, Michigan State University
Received August 2003
Major: Marketing
Minor: International Business

Masters in Business Administration, Kent State University
Received May 1995
Concentration: International Business and Information Systems

Bachelor of Arts, Yonsei University, Seoul, Korea
Received August 1990
Major: Economics

INTERESTS

Primary Research Interests

Information Technology and its Implications for a Firm's International Marketing Activities; Information Technology for Supply Chain Management; e-Commerce; International Channel Relationships; Family Conglomerates in Emerging Markets; Global Brand Management.

Primary Teaching Interests

International Marketing/Business, Electronic/Internet Marketing, e-Commerce, Marketing Research, Marketing Strategy, and Marketing Management.

REFEREED PUBLICATIONS

Jean, Ruey-Jer 'Bryan', Rudolf R. Sinkovics, and **Daekwan Kim**, "Information Technology and Organizational Performance within International Business to Business relationships -A Review and an Integrated Conceptual Framework," *International Marketing Review*, (forthcoming).

Knight, Gary and **Daekwan Kim** "International Business Competence and the Contemporary Firm," *Journal of International Business Studies*, (forthcoming).

Lee, Ruby, Qimei Chen, **Daekwan Kim**, and Jean Johnson, "When Knowledge Transfer Works in MNC-Foreign Subsidiary Relationships: From A Network and Environmental Contingency Perspective," *Journal of International Marketing*, (forthcoming).

- Andrews, Melinda and **Daekwan Kim**, (2007) "Revitalizing Suffering Multinational Brands: An Empirical Study," *International Marketing Review*, 24 (3), 350-372.
- Seggie, Steven, **Daekwan Kim**, and S. Tamer Cavusgil, (2006) "Brand Equity: A Supply Chain Perspective," *Journal of Business Research*, 59 (8), 887-895.
- Deligonul, Seyda, **Daekwan Kim**, Tony Roath, and Erin Cavusgil, (2006) "The Achilles' Heel of an Enduring Relationship: Appropriation of Rents between a Manufacturer and its Foreign Distributor," *Journal of Business Research*, 59 (7), 802-810.
- Wu, Fang, Sengun Yenyurt, **Daekwan Kim**, and S. Tamer Cavusgil, (2006) "The Impact of Information Technology on Supply Chain Capabilities and Firm Performance: A Resource-Based View," *Industrial Marketing Management*, 35 (4), 493-504.
- Kim, Daekwan**, S. Tamer Cavusgil, and Roger Calantone, (2006) "Information System Innovations and Supply-Chain Management: Channel Relationships and Firm Performance," *Journal of the Academy of Marketing Science*, 34 (1), 40-54.
- Calantone, Roger, **Daekwan Kim**, Jeffrey Schmidt, and S. Tamer Cavusgil, (2006) "The Influence of Internal and External Firm Factors on International Product Adaptation Strategy and Export Performance: A Three-Country Comparison," *Journal of Business Research*, 59 (2), 176-185.
- Kim, Daekwan** and S. Tamer Cavusgil, (2006) "Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study," *International Journal of Internet Marketing and Advertising*, 3 (1), 89-104.
- Goldsmith, Ron, **Daekwan Kim**, Leisa Flynn, and W. Kim (2005) "Price Sensitivity and Innovativeness Among Korean Consumers," *Journal of Social Psychology*, 145 (5), 501-508.
- Bonner, Joseph, **Daekwan Kim**, and S. Tamer Cavusgil, (2005) "Self-Perceived Strategic Network Identity and Its Effects on Market Performance in Alliance Relationships," *Journal of Business Research*, 58 (10), 1371-1380.
- Kim, Daekwan**, S. Tamer Cavusgil, and Roger Calantone, (2005) "The Role of Information Technology in Supply Chain Relationships: Does Partner Criticality Matter?" *Journal of Business & Industrial Marketing*, 20 (4/5), 169-178.
- Kim, Daekwan**, Destan Kandemir, and S. Tamer Cavusgil (2003), "The Role of Family Conglomerates in Emerging Markets: What Western Companies Should Know," *Thunderbird International Business Review*, 46 (1), 13-38.
- Cavusgil, S. Tamer, Destan Kandemir, and **Daekwan Kim** (2003), "The Drivers for the Evolution of Family Conglomerates in Emerging Markets," *Bogazici Journal*, 17 (1), 23-44.
- Kim, Daekwan** (2003), "The internationalization of US Internet portals: does it fit the process model of internationalization?" *Marketing Intelligence & Planning*, 21 (1), 23-36.

Cavusgil, S. Tamer, Destan Kandemir, and **Daekwan Kim** (2004), “Family Conglomerates and MNCs in Emerging Markets,” *Multinationals in Emerging Nations* edited by S. Benjamin Prasad and Pervez N. Ghauri.

Goldsmith, Ronald, **Daekwan Kim**, and Leisa Flynn (2007) “Some Antecedents of Price Sensitivity,” AMA Summer Educators' Conference Proceedings.

Lee, Ruby P., Qimei Chen, **Daekwan Kim**, Jean L. Johnson (2007) “Enhancing New Product Outcomes Through Knowledge Transfer within MNC Networks”, AMA Summer Educators' Conference Proceedings.

Knight, Gary and **Daekwan Kim** (2006) “International Business Competence and the International SME,” Academy of Management Conference Proceedings.

Andrews, Melinda and **Daekwan Kim** (2006) “Revitalizing Suffering Multinational Brands: An Empirical Study,” AIB Conference Proceedings.

Goldsmith, Ronald, **Daekwan Kim**, Leisa Flynn, and Wan-Min Kim (2006) “Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective,” AIB Conference Proceedings.

Knight, Gary, **Daekwan Kim**, and S. Tamer Cavusgil (2005) “International Business Competence: What Value Does It Have?” AIB Conference Proceedings.

Kim, Daekwan, Seyda Deligonul, and S. Tamer Cavusgil (2002), “Manufacturer-Foreign Distributor Relationships: A Study of Relationship Continuity,” AMA Summer Educators' Conference Proceedings.

Calantone, Roger, **Daekwan Kim** and Jeffrey Schmidt (2002), “The Influence of Internal and External Firm Factors on Export Performance and International Product Adaptation Strategy,” AMA Summer Educators' Conference Proceedings.

Kim, Daekwan (2001), “Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” AMA Summer Educators' Conference Proceedings.

Kim, Daekwan and Destan Kandemir (2000), “The Evolution of Family Conglomerates in Emerging Markets,” AIB Conference Proceedings.

RESEARCH UNDER REVIEW

Lee, Ruby and **Daekwan Kim**, “Strategic and Financial Implications of Service Outsourcing Along Supply Chain,” under review at *Industrial Marketing Management*.

Kim, Daekwan, Steven Seggie, and S. Tamer Cavusgil, “Do Supply Chain Integration and Responsiveness Impact Upon Brand Equity and Firm Performance?” under first revision at *Journal of Business and Industrial Marketing*.

Goldsmith, Ron, **Daekwan Kim**, and Leisa Flynn, “Status Consumption and Price Sensitivity,” under review at *Journal of Marketing Theory and Practice*.

Cavusgil, S. Tamer, Gary Knight, **Daekwan Kim**, and Jason Greenman, “The Critical Roles of Entrepreneurial, Learning, and Market Orientations in the International Performance of Services Firms” under review at *Journal of Service Research*.

Kim, Daekwan and David Closs, “Does IT Matter to CPFR?” under review at *Supply Chain Management: An International Journal*.

RESEARCH IN PROGRESS

Goldsmith, Ron, **Daekwan Kim**, Leisa Flynn, and W. Kim, “Multidimensionality of Innovativeness and its Impact on Price Sensitivity among Korean Consumers,” being prepared for submission to *Industrial Marketing Management*.

Kim, Daekwan, Seyda Deligonul, and S. Tamer Cavusgil, “The Appropriation of IT Competency and Partner Involvement,” being prepared for submission to *Industrial Marketing Management*.

Kim, Daekwan, S. Tamer Cavusgil, and Roger Calantone, “The Impact of IT Resources on Channel Relationship and Customer Equity Drivers: An Empirical Investigation,” finalizing to submit to *Journal of Marketing*.

Calantone, Roger, S. Tamer Cavusgil, and **Daekwan Kim**, “Does Information Technology Increase Firm Performance? The Mediating Roles of Interfirm Coordination Efficiency, Supply Chain Responsiveness and Partner Role Dependency” targeted for *Journal of Management Information Systems*.

Goldsmith, Ron, **Daekwan Kim**, Leisa Flynn, and W. Kim, “Antecedents of Price Sensitivity: A Cross-Cultural Study,” targeted for *Journal of Marketing*.

Lee, Ruby and **Daekwan Kim**, “Foreign Market Entry and Shareholder Values,” targeted for *Journal of International Business Studies*.

Daekwan Kim and Douglas Johansen, “Successful International Service Outsourcing: What Does It Take?” targeted for *Journal of Marketing*.

Daekwan Kim and Leisa Flynn, “Customer Retention: What Does It Take?” targeted for *Journal of Marketing*.

Singh, Renu, Larry Giunipero, and **Daekwan Kim**, “Searching for Supply Chain Efficiency: Triadic Case Analysis,” targeted for *Decision Science*.

Kim, Soo Wook and **Daekwan Kim**, “Organizational Structures Suitable for IS Utilization in Supply Chain Management,” targeted for *Information and Management*.

Kim, Daekwan and S. Tamer Cavusgil, “Does culture matter to online information disclosure of eTailers?: A cross national study,” targeted for *Journal of International Marketing*.

Kim, Daekwan and Soo Wook Kim, “The Influence of Supply Chain Management Information Systems on Firm’s Marketing Activities: An Empirical Investigation,” targeted for *Journal of Supply Chain Management*.

PRESENTATIONS

“Some Antecedents of Price Sensitivity,” AMA Summer Educators’ Conference, Summer 2007

“Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective,” AIB Conference Proceedings.” AIB, Summer 2006

“International Business Competence: What Value Does It Have?” AIB, Summer 2005.

“The Impact of Information Technology on Global Supply Chain Management,” AMA Summer Educators’ Conference, Summer 2003.

“Manufacturer-Foreign Distributor Relationships: A Study of Relationship Continuity,” AMA Summer Educators' Conference, Summer 2002.

“Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” AMA Summer Educators' Conference, Summer 2001.

“Does Online Information Disclosure Matter to eTailers? A Cross Cultural Study,” presented at the Faculty Seminar in Global Electronic Commerce organized by Visiting International Professional Program at Michigan State University, Summer 2001.

“The Impact of International Electronic Commerce on MNEs’ performance,” Midwest Marketing Camp, Summer 2000.

“Family Conglomerates and Their Roles in Emerging Markets,” presented at an MBA class in International Business at Michigan State University, Spring 2000.

“Electronic Commerce for SMEs,” presented at a class for Korean Businesses organized by Korea Trade Center in Chicago, Spring 2000.

TEACHING

Multinational Marketing, Spring and Summer 06, Spring and Summer 07, and Fall 07

International Management, Fall 05, Summer 06, and Fall 06

Multinational Business Operations (MBA), Summer 05, Spring and Summer 06, and Spring 08

Multinational Business Operations, Fall 03, Spring and Fall 04, Spring and Fall 05, Summer and Fall 2006, and Summer I & II and Fall 07

International Business, Summer 2003

Basic Marketing Concepts, Summer 2006 and Summer I & II, 07

Quantitative Business Research Methods, Summer 2000 and 2002

Introduction to Marketing, Summer 2001

SERVICE

Editorial Review Board, Journal of International Business Studies, Fall 2005 – Fall 2007

Ad Hoc Reviewer, Journal of International Business Studies, since Spring 2003
Ad Hoc Reviewer, Journal of Academy of Marketing Science
Ad Hoc Reviewer, Journal of Operations Management
Ad Hoc Reviewer, Decision Science Journal
Ad Hoc Reviewer, Journal of Business Research
Ad Hoc Reviewer, International Marketing Review
Ad Hoc Reviewer, Production and Operations Management
Ad Hoc Reviewer, International Business Review
Manuscript Reviewer, Academy of International Business, 2000, 2004, 2005, 2006, 2007, and 2008
Manuscript Reviewer, Academy of Marketing Science, 2008
Manuscript Reviewer, European Marketing Academy Conference, 2007
College Undergraduate Curriculum Committee, College of Business, since 04/05
Chair, Departmental Undergraduate Curriculum Committee, Department of Marketing, since Spring 06
Departmental Undergraduate Curriculum Committee, College of Business, since 04/05
Department Representative for the University Commencement Ceremony, Florida State University, 03/04, 04/05, and Summer 06
Faculty Advisor, International Business Association, Florida State University, since Spring 06

DOCTORAL DISSERTATION COMMITTEE

Esther Swilley, Marketing, College of Business, Florida State University, completed in May 2007
Jim Zboja, Marketing, College of Business, Florida State University, completed in Fall 2006
Reham Eltantawy, Marketing, College of Business, Florida State University, completed in Summer 2005

BUSINESS EXPERIENCE

Senior Market Researcher and IT Manager, 7/95 – 7/99

Korea Trade and Investment Promotion Agency (KOTRA) in Chicago.

Senior Market Researcher with responsibility for comprehensive economic, market, and product research; trade data, market statistics and company financial data analyses; economic and market trend analyses; consumer and industrial product marketing; and negotiations with US business partners.

IT manager with responsibility for database management, hands-on IT training to employees, and internal IT infrastructure including both hardware and software.

Financial Aid Counselor, 6/94-5/95

Financial Aid Office, Kent State University, Kent, OH

Responsibilities included awarding various financial aid funds, verifying student financial status, processing electronic FAFSA, and making financial aid presentations for potential students and parents.

PROFESSIONAL ACTIVITIES

Program Leader and Instructor, Summer 2006 and 2007

Florida State University International Program in Tokyo, Japan

Program Coordinator and Seminar Moderator, Summer 2001 and 2002

Annual Korean Faculty Seminar in Global Electronic Commerce hosted by Visiting International Professional Programs at Michigan State University

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association

Academy of International Business

AWARDS/HONORS

First Year Assistant Professor Summer Grant, Funded \$13,000, Summer 2004

Best Dissertation Award, Honorable Mention, Technology SIG, AMA, Summer 2003

Center for International Business Education and Research Dissertation Grant, Summer 2002 and 2003

Graduate School Dissertation Completion Fellowship, Summer 2002

Eli Broad Graduate School of Management Fellowship, Summer 2002

AMA Sheth Doctoral Consortium Fellow, Emory University, 2002

Phi Kappa Phi Honor Society, 2002

Annual Albert Haring Symposium Fellow, Indiana University, 2001

Annual Academy of International Business Doctoral Consortium, November 2000

REFERENCES

S. Tamer Cavusgil

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All of the above can be reached at:

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