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Department of Marketing
The College of Business
The 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 Management Information Systems

Bachelor of Arts, Yonsei University, Seoul, Korea

Received August 1990

Major: Economics

ACADEMIC EXPERIENCE

Associate Professor (Tenured)

Department of Marketing

The College of Business

Florida State University

Since Fall 2009

Assistant Professor

Department of Marketing

The College of Business

Florida State University

Fall 2003 – Summer 2009

Research/Teaching Assistant

Department of Marketing and Supply Chain Management

The College of Business

Michigan State University

Fall 1999 – Summer 2003

INTERESTS

Primary Research Interests

Information Technology and its Implications for a Firm's Marketing Activities, Information Technology for Interfirm Collaborations, Information Technology and International Marketing Strategies, Family Conglomerates in Emerging Markets, Global Brand Management, e-Commerce.

Primary Teaching Interests

International Marketing, Marketing Strategy, Marketing Management, Marketing Research, Electronic/Hi-tech Marketing, and e-Commerce.

REFEREED JOURNAL PUBLICATIONS

Kim, Daekwan, Choton Basu, S. Tamer Cavusgil, G.M. Naidu, and Erin Cavusgil, "What Makes Born-Globals Innovative? A Customer Relationship Perspective," *Journal of Business Research* (forthcoming).

Kim, Daekwan and Ruby Lee, (2010) "Systems Collaboration and Strategic Collaboration: Their Impacts on Supply Chain Responsiveness and Market Performance," *Decision Sciences Journal*, 41 (4), 955-981.

Lee, Ruby and **Daekwan Kim**, (2010) "Implications of Service Processes Outsourcing on Firm Value," *Industrial Marketing Management*, 39 (5), 853-861.

Goldsmith, Ron, Leisa Flynn, and **Daekwan Kim**, (2010) "Status Consumption and Price Sensitivity," *Journal of Marketing Theory and Practice*, 18 (4), 323-338.

Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, (2010) "Drivers and Performance Outcomes of Knowledge Sharing for Suppliers in Power-asymmetric Cross-border Relationships: The Role of Communication Culture," *Journal of International Marketing*, 18 (1), 63-85.

Knight, Gary and **Daekwan Kim** (2009), "International Business Competence and the Contemporary Firm," *Journal of International Business Studies*, 40 (2), 255-273.

Kim, Daekwan and Erin Cavusgil, (2009) "The Impact of Supply Chain Integration on Brand Equity" *Journal of Business and Industrial Marketing*, 24 (7), 496-505.

Jean, Ruey-Jer 'Bryan', Rudolf R. Sinkovics, and **Daekwan Kim** (2008), "Information Technology and Organizational Performance within International Business to Business Relationships -A Review and an Integrated Conceptual Framework," *International Marketing Review*, 25 (5), 563-583.

Lee, Ruby, Qimei Chen, **Daekwan Kim**, and Jean Johnson (2008), "Knowledge Transfer Between Multinational Corporations' Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes," *Journal of International Marketing*, 16 (2), 1-31. (Received Journal of International Marketing Best Paper (STC) Award)

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), "Do Supply Chain IT Alignment and Supply Chain Interfirm System Integration Impact upon Brand Equity and Firm Performance?" *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.

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, 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.

Kim, Daekwan and S. Tamer Cavusgil (2006), “What Drives Online Information Disclosure of 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 for Fashion 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.

REFEREED CONFERENCE PROCEEDINGS, BOOKS, AND BOOK CHAPTERS

Ruey-Jer Bryan Jean, Rudolf R Sinkovics, and **Daekwan Kim** (2010), “Information Technology and Cultural Distance as Moderators of Key Account Management in Global Customer-Supplier Relationships”, AMA Winter Educators' Conference Proceedings.

Kim, Daekwan, Seong-Do Cho, Pandapotan Sinaga, Kyoungun Kim, and Gang Ok Jung (2010), “The Effects of Home Country Culture on MNC Performance”, AMA Winter Educators'

Conference Proceedings.

Kim, Daekwan, Ruby Lee, and S. Tamer Cavusgil (2009), “Customer Value Creation: The Role of Relationship-Enabled Supply Chain Responsiveness”, AMA Summer Educators' Conference Proceedings.

Zou, Shaoming, **Daekwan Kim**, and S. Tamer Cavusgil (2009), *Export Marketing Strategy: Tactics and Skills That Work*, Business Expert Press.

Lee, Ruby and **Daekwan Kim** (2008), “Strategic and Financial Implications of Service Outsourcing Along Supply Chain,” AIB Conference Proceedings.

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**, and 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.

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.

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

Kim, Daekwan, Bryan Jean, and Rudolf Sinkovics, “Drivers and Performance Outcomes of Supplier Innovation Generation in Customer-Supplier Relationships: The Role of Power-Dependence,” under review at *Decision Sciences Journal*.

Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, “Antecedents and Consequences of Smaller Suppliers’ Electronic Integration with International Customers: Effect of Communication Culture,” under review at *Journal of the Academy of Marketing Science*.

Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, “Antecedents and Outcomes of Supplier Innovativeness in International Customer-Supplier Relationships” under review at *Industrial Marketing Management*.

Kim, Daekwan, Seong-Do Cho, Pandapotan Sinaga, Kyungeun Kim, and Gang Ok Jung, “The Effects of Home Country Culture on MNC Performance: Korean Wave in Indonesia,” under review at *Advances in International Marketing*.

RESEARCH IN PROGRESS

Kim, Daekwan, Seyda Deligonul, Erin Cavusgil, and S. Tamer Cavusgil, “Competency in Channel Information Technology and Firm Performance: The Role of Partner Involvement,” targeted for *Journal of Business Research*.

Kim, Daekwan, Gary Knight, and Gang Ok Jung, “What Makes Born-Global Firms Born-Global?” targeted for *Journal of International Business Studies*.

Townsend, Janell D., **Daekwan Kim**, and Michael Brusco, “Global Segmentation: Evidence in and Implications from the Automobile Industry,” targeted for *Journal of Marketing*.

Kim, Daekwan, Geon-Cheol Shin, and Bung Sun, “Incoming MNCs: When are They Cultural Imperialism?” under review at *International Business Review*.

Kim, Daekwan and Geon-Cheol Shin, “The Impacts of Franchisor Orientations on Franchisee Orientations: A Structuration Theory Perspective” under data collection.

Knight, Gary, **Daekwan Kim**, and David Kuhlmeier, “Antecedents and Consequences of Electronic Integration in International Supplier Buyer Relationships: Effect of Communication Culture,” targeted for *International Business Review*.

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” targeted for *Journal of Service Marketing*.

Kim, Daekwan, S. Tamer Cavusgil, and Roger Calantone, “The Impact of IT Resources on Interfirm Relationships and Customer Equity Drivers: An Empirical Investigation,” being prepared for submission to *International Journal of Research in Marketing*.

Kim, Daekwan, and S. Tamer Cavusgil, “Customer Value Creation: The Role of Relationship-Enabled Responsiveness,” targeted for *Marketing Letter*.

Jean, Bryan, Rudolf Sinkovics, and **Daekwan Kim**, “Drivers and Performance Outcomes of Key Account Management Capabilities in International Customer-Supplier Relationship: the Moderating Effect of Cultural distance and Information Technology Advancement,” targeted for *European Journal of Marketing*.

Kim, Daekwan, “The Worldwide Impact of Corporate Mega-sponsorships of World Sports Events on Firm Performance” targeted for *Journal of Marketing*.

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

PRESENTATIONS

“Strategic and Financial Implications of Service Outsourcing Along Supply Chain,” AIB annual conference, 2008.

“Factors of International Brand Revitalization,” an invited panel presentation, AIB Conference, 2008.

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

“Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective,” AIB annual conference, Summer 2006

“International Business Competence: What Value Does It Have?” AIB conference, 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 06, Summer 06, Spring 07, Summer 07, Fall 07, Spring 08, and Spring & Summer 09, Spring 10, and Spring 11.

Basic Marketing Concepts, Summer 06, Summer 07, and Summer 09

Introduction to Marketing, Summer 2001

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

Global Business Seminar (MBA), Spring 11

International Franchising Management, Spring 10

Multinational Business Operations, Fall 03, Spring and Fall 04, Spring and Fall 05, Summer 06, Fall 2006, Summer I & II 07, Fall 07, Fall 08, Summer and Fall 09, and Summer 10.

International Business, Summer 2003

International Management, Fall 05, Summer 06, Fall 06, and Summer 09

Quantitative Business Research Methods, Summer 2000 and 2002

SERVICE

Track Cochair

Global Marketing Track

2010 AMA Winter Marketing Educators' Conference

Editorial Review Board Membership

Journal of International Marketing, since Summer 2010

Journal of International Business Studies, Fall 2005 – Fall 2007

Ad Hoc Reviewer

Journal of Academy of Marketing Science

Journal of Operations Management

Decision Science Journal

Journal of Business Research

Journal of International Business Studies

International Marketing Review

Production and Operations Management

International Business Review

Thunderbird International Business Review

Management International Review

Manuscript Reviewer

American Marketing Association

Academy of Marketing Science

European Marketing Academy Conference

Academy of International Business

Committee

Member, College Undergraduate Curriculum Committee
The College of Business, since 04/05
AACSB accreditation-related activities at the college level

Chair, Departmental Undergraduate Curriculum Committee
Department of Marketing, since Spring 06
AACSB accreditation-related activities at the department level

Member, Departmental Undergraduate Curriculum Committee
The 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**Douglas Johansen**

Marketing, The College of Business
Florida State University, completed in April, 2011
Currently under data analysis

Bryan Jean

Marketing, The Manchester Business School
The University of Manchester, completed in July, 2008
Manchester, United Kingdom
Research faculty at The Manchester Business School

Esther Swilley

Marketing, The College of Business
Florida State University, completed in June 2007
Assistant professor at Kansas State University

Jim Zboja

Marketing, The College of Business
Florida State University, completed in Fall 2006
Assistant professor at Eastern Michigan University

Reham Eltantawy

Marketing, The College of Business
Florida State University, completed in Summer 2005
Assistant professor at The University of North Florida

OTHER PROFESSIONAL ACTIVITIES

Program Leader and Instructor, Summer 2009
Florida State University International Program in Seoul, Korea

Instructor, Summer 2007
Florida State University International Program in Valencia, Spain

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

INDUSTRY EXPERIENCE

Senior Market Researcher and Information Systems Manager, 7/95 – 7/99
Korea Trade and Investment Promotion Agency (KOTRA) in Chicago

Graduate Assistant, 5/94-5/95
Financial Aid Office, Kent State University, Kent, OH

Inventory Manager, 8/92-4/94
Broadway (OJ) Enterprises
Akron, OH

AWARDS/HONORS

Journal of International Marketing Best Paper Award, 2008
College of Business Summer Research Grant, Funded \$12,000, Summer 2011
College of Business Summer Research Grant, Funded \$12,000, Summer 2010
College of Business Summer Research Grant, Funded \$12,000, Summer 2009
College of Business Summer Research Grant, Funded \$12,000, Summer 2008
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

Fuller E. Callaway Professorial Chair
Director, Institute of International Business
Robinson College of Business
Georgia State University
35 Broad Street, Suite 1438
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Roger J. Calantone

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Rudolf Sinkovics

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Lance Gentry

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