

Hyung-Kun “HK” Park

6100 Main St MS-531 · McNair Hall Rm. 402 (MB-392) · Houston, TX 77005

hkpark@rice.edu · Personal Website

EDUCATION

Ph.D. Candidate in Business, Strategic Management **Expected May 2027**

M.A. in Business, Strategic Management **2025**

Jones Graduate School of Business, Rice University, Houston, Texas

Dissertation Title: Essays on strategic responses to complexity in corporate sustainability.

Committee: Laszlo Tihanyi (Chair), Alessandro Piazza, Diana Jue-Rajasingh, Gökçe Günel

M.S. in Business Administration, International Business **2021**

School of Business, Yonsei University, Seoul, South Korea

Thesis title: How corporate sustainability capability buffers legitimization crisis of firms.

B.A. in Asian Studies **2018**

Underwood International College, Yonsei University, Seoul, South Korea

Exchange student, Peking University, Beijing, China

PUBLICATIONS

- [1] Kim, J. H., Kwak, J., & **Park, H.-K.**, 2025. ESG as a nonmarket strategy to cope with geopolitical tension: Empirical evidence from multinationals' ESG performance. *Strategic Management Journal*, 46(3): 693–722. [link](#)

- *Finalist*, 2026 AIB Annual Meeting Sustainability SIG Research Awards
- *Winner*, 2025 Korean Academy of International Business Best International Paper

WORKS IN PROGRESS

Working Papers

- [2] To widen or to narrow: How headquarters of multinational firms set policy scope under fragmentation in environmental regulatory priorities. *Job Market Paper; Dissertation Chapter 2*
- [3] Evolving expectations and corporate environmental practices: Evidence from sustainable infrastructure development in the Global South. *Dissertation Chapter 1*
- [4] From indifference to engagement: Which reference point matters for corporate engagement in the ESG framework. (with Alessandro Piazza and Laszlo Tihanyi)

Selected Ongoing Projects

- [5] Hushing as a response to polarized market reaction. *Dissertation Chapter 3*
Stage: Empirical analysis
- [6] Geopolitical tension and charitable giving. (with Jin Hyung Kim and Haram Seo)
Stage: Research design & data collection

PRE-DOCTORAL RESEARCH EXPERIENCE

- [1] **Park, H.-K.**, Kim, J.-H., & Kwak, J., 2023. Between social expectations and social performances: Challenges for the SDG partnership in Korea. *Korean Social Science Journal*, 50(1): 39–52. [link](#)
- [2] Kwak, J., Jin, M., & **Park, H.-K.**, 2020. The history of Sino-ASEAN technology cooperation: Review of the recent two decades. *The Review of Business History*, 35(2): 41–60. [link](#)
- [3] Kwak, J., & **Park, H.-K.**, 2020. Empowering and engaging stakeholders. In Ban Ki-Moon Foundation For a Better Future, *Redesign our future*: 38–44. <https://bf4bf.or.kr/rnd/sdgs-report/>
- [4] Chang, S.-H., Kwak, J., **Park, H.-K.**, & Lee, J., 2019. Informal ties and the effects on innovation: Analysis on the Chinese information technology (IT) firms. *Journal of Industrial Innovation*, 35(4): 233–254. [link](#)

AWARDS AND RECOGNITIONS

2025	Best international paper award, Korean Academy of International Business (Seoul)
2025	Outstanding reviewer award (STR Division), AOM Annual Meeting (Copenhagen)
2020	Research fellowship, Institute for Global Engagement & Empowerment
2020	Research fellowship, Yonsei Graduate Student Association & Co-Op
2018–20	Research fellowship, Yonsei School of Business
2017	Scholarship, Chungwoo Scholarship Fund
2017	Scholarship for exchange program, Yonsei University

CONFERENCES AND SYMPOSIA

All conferences and symposia by paper

- [1] Evolving expectations and corporate environmental practices: evidence from sustainable infrastructure development in the Global South.
 - Duke PhD Strategy Conference (Duke University, Durham, NC; May 2026)*
 - Managing in Emerging Markets Conference (Washington University, St. Louis, MO; May 2026)*
- [2] From indifference to engagement: Which reference point matters for corporate engagement in the ESG framework.
 - Nonmarket Strategy Research Community Doctoral Conference (Virtual; May 2025)*
 - Academy of Management Annual Meeting (Chicago, IL; July 2024)*
 - Strategy and Environment group research paper presentation (Rice University, Houston, TX; April 2023)*
- [3] ESG as a nonmarket strategy to cope with geopolitical tension: Empirical evidence from multinationals' ESG performance.
 - Academy of Management Annual Meeting (Chicago, IL; July 2024)*
 - Academy of International Business Annual Meeting (Seoul, Korea; July 2024)

* Presenter

Invited Workshops

- AOM IM Doctoral Student Consortium (Copenhagen, Denmark; July 2025), AOM STR Managing Your Dissertation Workshop (Chicago, IL; Aug 2024), Alliance for Research on Corporate Sustainability (ARCS) Doctoral Workshop (UCLA, Los Angeles, CA; June 2024), AOM OMT Navigating Your First Year Workshop (Boston, MA; Aug 2023), AOM ONE Starting Your Sustainability PhD Journey with ONE (Boston, MA; Aug 2023)

TEACHING EXPERIENCE

- 2025 **Instructor, University of Houston**
Intro to Strategic Management (Undergraduate - Spring 2025)
• Designed syllabus and served as sole instructor
- 2021–25 **Teaching assistant, Rice University**
Intro to Maximum Likelihood Estimation (PhD - Fall 2025)
Competitive Strategy (MBA - Summer 2022/23/24)
Digital Transformation (MBA - Spring 2022/23)
Strategy in Technology Ecosystems (MBA - Fall 2021/22/24)
Strategic Management (Undergraduate - Fall 2021/22)
- 2018–20 **Teaching assistant, Yonsei University**
Executive Education for Technical Barriers to Trade (Executive - Fall 2020)
East Asia Management System (PhD - Fall 2019/20)
Global Business Environment (Undergraduate - Fall 2019/20)
International Business (Undergraduate - Spring 2019)
Managing in China (Undergraduate - Fall 2018)

ACADEMIC SERVICE

Conference Review

- 2021– Academy of Management Annual Meeting (STR, & IM Division)
2025– Alliance for Research on Corporate Sustainability
2024– Academy of International Business Annual Meeting

Conference/Consortium

- 2024 Organizing committee member, Rice Doctoral Consortium on Emerging Market
2021 Session coordinator, Global Engagement & Empowerment Forum, Yonsei University

PROFESSIONAL EXPERIENCE

- 2020-21 Intern, Yonsei University Institute for Global Engagement & Empowerment
2013-15 Air-traffic Controller (Sergeant), Republic of Korea Army

PROJECT EXPERIENCE

- 2019–21 **Research assistant, Yonsei University School of Business**
"Evaluation of current project portfolio in Tanzania and Mozambique". Requested by Korea International Cooperation Agency.
"Redesign our future: The UN SDGs, 5 years and next 10 years". Requested by Ban Ki-Moon Foundation For a Better Future.
"Korea-ASEAN standards cooperation for 4th industry revolution". Requested by Korea Agency for Technology and Standards.
"Technical barriers to trade (TBT) executive program". Requested by Korea Agency for Technology and Standards.
- 2019 **Ad-hoc consultant, Hyundai NGV**
"Feasibility of academic partnership with universities in Indonesia".

SKILLS

Languages

English (fluent), Korean (native), Chinese (intermediate), Japanese (Beginner), Spanish (Beginner)

Computing literacy

Proficient in R, Stata, SQL, $\text{\LaTeX}$, Microsoft Office