

# HYEONSUH LEE

John Chambers College of Business & Economics • West Virginia University  
6132 Reynolds Hall, 83 Beechurst Ave, Morgantown, WV 26505  
hyeonsuh.lee@mail.wvu.edu

## ACADEMIC POSITIONS

---

**John Chambers College of Business & Economics, West Virginia University**  
Assistant Professor of Entrepreneurship, July 2022 –

## EDUCATION

---

**Gies College of Business, University of Illinois at Urbana-Champaign, Champaign, IL**  
Ph.D in Strategy and Entrepreneurship, 2022

**Yonsei University, Seoul, Republic of Korea**  
M.S. in Business Administration (summa cum laude), 2016  
B.B.A in Business Administration, 2014

## RESEARCH INTERESTS

---

Entrepreneurship; experimentation; nascent industry; innovation

## PUBLICATIONS

---

Lee, H., Shah, S. K., & Agarwal, R. 2024. “Spinning an Entrepreneurial Career: Motivation, Attribution & the Development of Organizational Capabilities.” *Strategic Management Journal*, 45(3): 463-506

Lu, X., Lee, H., & Coles, R. 2023. “Move Fast and Break Things? The Contingent Nature of Product Acceleration in Nascent Markets.” *Strategy Science*, 8(4): 484-507

Lee, H. 2023. “Unraveling the Effect of Pre-entry Knowledge of Founders on Experimentation in Nascent Industries: A Configurational Approach.” *Journal of Business Research*, 167, 114155

Sonka, S., Lee, H., & Shah, S. K. 2023. “The YieldWise Approach to Post-Harvest Loss Reduction: Creating Market-Driven Supply Chains to Support Sustained Technology Adoption.” *Agriculture*, 13(4): 910

Bae, S. J. & Lee, H. 2020. “The Role of Government in Fostering Collaborative R&D Projects: Empirical Evidence from South Korea.” *Technological Forecasting and Social Change*, 151, 119826

Bae, S. J., Lee, H., Suh, E. K., & Suh, K. S. 2017. “Shared Experience in Pre-trip and Experience Sharing in Post-trip: The Survey of Airbnb Users.” *Information and Management*, 54(6): 714-727

## SYMPOSIA AND SESSIONS ORGANIZED

---

Understanding Entrepreneurial Experimentation in Context: Contingencies, Processes, and Outcomes (Technology-based Entrepreneurship Track), R&D Management Conference. 2024 (Co-organized with Christopher Tucci and Gianluigi Viscusi)

Different Perspectives on Entrepreneurial Experimentation, Academy of Management Conference. 2023. *Selected as a Showcase Symposium for STR, TIM, ENT Divisions* (Co-organized with Christopher Tucci)

## **PROFESSIONAL DEVELOPMENT WORKSHOPS ATTENDED**

---

ENT Early Career Development Consortium, Academy of Management Conference. 2024  
TIM Junior Faculty Consortium, Academy of Management Conference. 2023  
STR Junior Faculty Consortium, Academy of Management Conference. 2022  
STR Dissertation Consortium, Academy of Management Conference. 2021  
Doctoral Consortium, Smith Entrepreneurship Research Conference. 2021  
STRonger Together PhD Workshops, Academy of Management STR Division. 2021  
Pitch Your Entrepreneurship Doctoral Research, Strategic Management Society E&S Division. 2021  
Kauffman Early-stage Researcher Professional Development Workshop. 2021  
TIM Virtual Doctoral Consortium, Academy of Management Conference. 2020  
Professional Development Workshop for Early Career Scholars, Industry Studies Association. 2020  
SRF Dissertation Scholar Workshop, Strategic Management Society Conference. Minneapolis, MN. 2019  
Southern California Qualitative Comparative Analysis (QCA) Workshop. Irvine, CA. 2019  
Kauffman Doctoral Consortium, Smith Entrepreneurship Research Conference. College Park, MD. 2018

## **TEACHING EXPERIENCE**

---

### **John Chambers College of Business & Economics, West Virginia University**

ENTR 400, Advanced Concepts of Entrepreneurship, Spring 2023, Fall 2023, Fall 2024  
ENTR 102, Fundamentals of Entrepreneurship, Fall 2022, Spring 2023, Fall 2023, Spring 2024

### **Gies College of Business, University of Illinois at Urbana Champaign**

BADM 449, Business Policy and Strategy, Spring 2022. Included in the “List of Teachers Ranked as Excellent”  
BADM 449, Business Policy and Strategy, Fall 2019. Included in the “List of Teachers Ranked as Excellent”

## **HONORS & AWARDS**

---

College Award of Distinction in Research, John Chambers College of Business and Economics, 2023-2024  
Finalist, Industry Studies Association Dissertation Award, 2023  
Best Overall Paper Award and Best Empirical Paper Award, U.S. Association for Small Business and Entrepreneurship Annual Conference, 2023  
Best PhD Paper Prize Nominee, SMS Conference, 2020  
Doctoral Student Research Award, Center for Professional Responsibility in Business and Society, University of Illinois, 2019  
SRF Dissertation Scholar, Strategic Management Society, 2019  
Summer Research Grant, Gies College of Business, University of Illinois, 2018  
Zwisler Summer Doctoral Fellowship, Gies College of Business, University of Illinois, 2017  
Caterpillar Fellowship, Gies College of Business, University of Illinois, 2016

## **PROFESSIONAL SERVICE ACTIVITIES**

---

Ad Hoc Reviewer: Strategic Management Journal, Journal of Business Research  
Associate Editor, AOM annual conference, TIM division, 2022  
Conference Reviewer: AOM annual conference, SMS annual conference  
Memberships: Academy of Management, Strategic Management Society

## **OTHER INFORMATION**

---

Languages: English (fluent), Korean (native)

Technical Skills: Stata, fsQCA

Foundations of Teaching Certificate, Center for Innovation in Teaching & Learning (CITL), UIUC