

SUNGKYU LEE

CONTACT INFORMATION

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EDUCATION & ACADEMIC POSITION

Korea University, Institute for Business Research & Education

- Researcher, March 2018 - Present

Korea University, Business School, Korea

- Ph.D. in Marketing, March 2010 - February 2018
- M.S. in Marketing, March 2008 - February 2010

Korea University, College of Liberal Arts, Korea

- B.A. in Psychology, March 2000 - August 2007

University of British Columbia, Faculty of Arts, Canada

- Exchange Student, Fall 2005 - Spring 2006

RESEARCH

Focus: Marketing Strategy

Areas of Interest

- New Product Development Management: NPD Process; Coopetition; Innovation; High-tech Industries
- Brand Management: Luxury Brand; Private Labels; Brand Origin

Related Technical Skills: AMOS, LISREL, PLS, STATA, NetMiner, fsQCA, SPSS

PUBLICATIONS

Articles

- Garrett, Tony, Sungkyu Lee, and Kyunghye Chu (2017). A Store Brand's Country-of-Origin or Store Image: What Matters to Consumers?. *International Marketing Review*, 34(2), 272-292.
- Lee, Sungkyu, Jong-Ho Lee, and Tony Garrett (2013). A Study of the Attitude toward Convergent Products: A Focus on the Consumer Perception of Functionalities. *Journal of Product Innovation Management*, 30(1), 123-135.
- Kyunghye Chu, Jieun Choi, and Sungkyu Lee (2013). A Study on Factors Influencing on Flaming Behavior in Cyberspace. *Journal of Culture Industry*, June, 47-57. (*manuscript in Korean*)

Book Section

- Sungkyu Lee, Jong-Ho Lee, Doo-Hee Lee, and Minsun Yeu (2011). Real-Time Marketing - chapter 11. Educational Innovation of National University of Singapore: Marketing Case Study, *Parkyoung-Sa*, 323-342. (*manuscript in Korean*)

PAPER UNDER REVIEW, WORKING PAPERS & WORK-IN-PROGRESS

Paper Under Review

- "Can Premium Private Labels Compete With Luxury Brands: The Impact of Advertising on Perceived Luxuriousness." Under the 2nd round review at *International Journal of Advertising*.

Working Papers

- “Coopetition Effect on New Product Development Performance: A Focus on Focal Firm’s Capabilities.” Manuscript in revision for submission. (*Based on dissertation work*)
- “The Effect of Cooperation and New Product Development Performance: The Moderating Role of External Alliance Type”. A preliminary draft is completed and under preparation for submission.

Works-In-Progress

- “When Is Service Innovation Successful: The Kano Model Approach?” Data collection is completed, and analysis is in progress.

JOB MARKET PAPER

Title: Competitor Partnership and Innovation Performance: A Focus on Focal Firm’s Capabilities

Abstract:

- **Research Question:** The outstanding growth of competitor as an NPD partner has raised the need for richer discussion on competitor alliance. This research is an effort to provide a better understanding of competitor partnership in terms of focal firm’s capabilities. The first key research question is how focal firm’s coopetition capability and NPD capability are built through cooperative relationship. The second key research question is how firm capabilities lead innovation performances through competitor alliance.
- **Method & Data Used:** The empirical study consists of a survey conducted among a manager or a member of NPD project team for a firm which has developed a new product with competitor partner through the NPD project. The data were analyzed to test the proposed theoretical framework using a structural equation modeling.
- **Summary of Findings:** The findings of this research reflect that coopetition capability is built based on both cooperative and competitive behaviors. NPD capability is influenced by cooperative and competitive behaviors only when the firm has a sufficient coopetition capability. Moreover, our results find incremental innovation performance was led by both coopetition capability and NPD capability. However, depending on a particular environmental condition, high or low market competition, radical innovation performance was also led by firm capabilities. Specifically, in a highly competitive market, radical innovation performance was influenced by coopetition capability. Radical innovation performance was led by NPD capability in a low competition market.
- **Key Contributions:** The findings of this research have some implications for a firm that aims to manage its coopetition capability and NPD capability adequately. In regards to NPD capability, emphasizing building NPD capability without having enough coopetition capability is considered as an ineffective strategy to manage NPD capability. Without having a sufficient coopetition capability, a focal firm’s cooperative relationship can only have a limited or little influence of coopetition capability to build NPD capability. Moreover, competitive behaviors of competitor need to be properly managed because competitive behaviors have a potential to make negative influences on building coopetition capability. The present study also leads to a rationale for disparate innovation strategies to successfully achieve different types of innovation performance. For instance, to achieve radical innovation performance, consideration of intensity of competition can be assumed to be necessary. Moreover, building both capabilities can be regarded as a proper strategy to achieve incremental innovation performance. Because competitor alliance research has rarely considered coopetition capability, particularly in consideration of antecedents of focal firm’s coopetition capability, and its influence on innovation performances, this study contributes on this research area and encourages future research. This research also gives meaningful implications in a research area of complementary capabilities by suggesting the mechanism of the interplay of coopetition capability and NPD capability.

SELECTED CONFERENCE TALKS (*denotes presenter)

New Product Development Management Issues

- Coopetition Capability in New Product Development: The Paradox, *Global Marketing Conference*,

Tokyo, Japan, July 2018 (*scheduled*) *

- Competitor Alliance and Innovation Performance: A Focus on Focal Firm's Capabilities, *American Marketing Association Winter Academic Conference*, New Orleans, LA, February 2018 *
- Competitor Alliance Influence on NPD Project Performances, *Australian and New Zealand Marketing Academy Annual Conference*, Melbourne, Australia, December 2017
- The Effect of Cooperation and New Product Development Performance: The Moderating Role of External Alliance Type, *EIASM Innovation and Product Development Management Conference*, Reykjavik, Iceland, June 2017 *
- The Role of Coopetition, Firm Capabilities, and NPD Advantages on Financial Performance, *Global Marketing Conference*, Hong Kong, China, July 2016 *
- Coopetition Influence on Innovation Performance, *EIASM Innovation and Product Development Management Conference*, Glasgow, UK, June 2016 *
- Coopetition Effects on Product Innovation Performance: A Focus on Firm Size and Competition Intensity, *Australian and New Zealand Marketing Academy Annual Conference*, Sydney, Australia, December 2015 *
- When does Coopetition Help the Firm in Their Innovation Efforts?, *INFORMS Marketing Science Conference*, Baltimore, MD, June 2015 *

Brand Management Issues

- Advertising's Influence on Perceived Luxuriousness of a Premium Private Label, *Global Fashion Management Conference*, Vienna, Austria, July 2017
- Drivers of Perceived Luxuriousness of a Premium Private Label Product, *Summer American Marketing Association Conference*, Atlanta, GA, August 2016
- Is It Country of Origin or Store Image That Influences Store Brand Evaluation and Intention?, *Korean Scholars of Marketing Science International Conference*, Seoul, Korea, November 2014 *
- Country-of-Origin or the Store Image: What Influences Store Brand Evaluation and Intention for Young Korean Consumers?, *Australian and New Zealand Marketing Academy Annual Conference*, Brisbane, Australia, December 2014

HONORS AND AWARDS

- Fellow, Korean Marketing Association Doctoral Consortium, 2015
- Travel Award Recipient, Korean Marketing Association Doctoral Consortium, 2015
- Graduate Student Fellowship, Korea University Business School, 2010-2015
- Conference Travel Award Recipient, Korea University Business School, 2010, 2015, 2018
- IBRE Award, Korea University Business School, 2014, 2018
- Honorable Mention, Korean Academy of Marketing Science Master Thesis Award Competition, 2010

TEACHING EXPERIENCE & INTERESTS (* offered in English)

Instructor

- Marketing Management, Korea University, Business School, Fall 2018 (*scheduled*) *, and Summer 2014
- Internet Marketing, Hanshin University, IT Business School, Spring 2017
- Doctoral Seminar in Marketing Management I (session 11 and 12 of), Korea University, Business School, Spring 2016 * (*invited*)
- Principles of Advertising, Korea University, Institute of Continuing Education, Fall 2014

Teaching Assistantships

- New Product Development and Marketing *: Spring 2015
- Marketing Strategy *: Spring 2010, Spring & Fall 2011, 2012, Fall 2014, and Spring 2015
- Product and Brand Management *: Fall 2012, Fall 2014
- Marketing Management *: Spring & Fall 2011

Teaching Interests

- Marketing Strategy; New Product Development and Marketing; Brand Management and Marketing; International Marketing Management; Marketing Management

SERVICE & OTHER EXPERIENCE

Ad-Hoc Reviewer

- Summer American Marketing Association Conference 2017
- Australian and New Zealand Marketing Academy Annual Conference 2017

Research Assistantship

- Research Assistantship, The Small & Medium Business Corporation Korea. Project for developing a measurement index of firm performance by overseas manpower, October 2010 – January 2012

Service

- President, Korea University Business School Marketing Student Association, 2012-2013

AFFILIATIONS

- Korean Marketing Association (KMA)
- Korean Scholars of Marketing Science (KSMS)
- American Marketing Association (AMA)

GRADUATE COURSEWORK (* offered in English)

Marketing

- Doctoral Seminar in Managerial Marketing I and II (Chaiy, Seoil)
- Doctoral Seminar in Quantitative Marketing I* (Kim, Jaehwan)
- Doctoral Seminar in Marketing Research Methodology* (Suk, Kwanho)
- Doctoral Seminar in Behavioral Marketing I* (Suk, Kwanho)
- Product Planning and Brand Strategy (Park, Chan Su)
- Strategic Marketing Management* (Ryu, Gangseog)
- High-tech Marketing (Kim, Sang-Hoon)
- B To B Marketing (Kim, Jae Wook)
- Consumer Behavior (Park, Jong Won)

Methodology & Statistics

- Research Methodology I (Oh, Yujin)
- Research Methodology II (Kwon, Sunghoon)
- Advanced Psychological Statistics (Chung, Hyun Sun)

Others

- Economics of Information System* (Lee, Dongwon)
- Social Cognition* (Hur, Taekyun)

REFEREES

Tony C. Garrett (Thesis Co-Advisor)

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