

# Kyung Yul Lee

Postdoctoral researcher  
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## EDUCATION

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**Korea Advanced Institute of Science and Technology** Daejeon, Korea

*Ph.D.* 2017-2022

- Business and Technology Management
- Major: Strategic Management
- Dissertation: Essays on technology recombination and search in industry evolution: Analyses of innovations in the smartphone industry

**Korea Advanced Institute of Science and Technology** Daejeon, Korea

*M.S.* 2015-2017

- Business and Technology Management
- Major: Strategic Management
- Thesis: Research on the relationship between past corporate performance and its product strategy

**Korea Advanced Institute of Science and Technology** Daejeon, Korea

*B.S.* 2010-2015

- Industrial & Systems Engineering
- Business and Technology Management (Double Major)

## RESEARCH INTERESTS

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Recombination, New Product Innovation, Behavioral Theory of the Firm, Organizational Learning, Patent Analysis, Smartphone Industry

## AWARDS

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**Best Paper Award Winner**, *Korean Society of Strategic Management Sustainability Management Division*, 2019  
**Excellent academic book in the technology and science section of Sejong books**, a collection of outstanding books hosted by the Publication Industry Promotion Agency of Korea and sponsored by the Ministry of Culture, Sports and Tourism, 2017

## PAPERS UNDER REVIEW & WORKING PAPERS

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“Consistent success, recent failure, and new product innovations” (with Hyun Ju Jung and Youngsun Kwon)  
“Types of new product innovations and competitive dynamics” (with Hyun Ju Jung and Youngsun Kwon)  
“The impact of performance feedback on firm innovation: Early and later stage of the smartphone industry” (with Hyun Ju Jung and Youngsun Kwon)  
“Does video assistant referee (VAR) technology mitigate referee bias in professional football league?” (with Chang Hyun Kim and Youngsun Kwon)

## BOOK CHAPTERS

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**Bio-healthcare trend: Blue Chip.** *Yulgokbooks*. January 2018 (Chapter 2: Will it be IBM’s Simon? Or will it be Apple’s iPhone?)  
**Bio-healthcare trend: Age of convergence.** *Yulgokbooks*. January 2017 (Chapter 3: New technology that will surprise Steve Jobs)  
**Science has come to me.** *Salimbooks*. December 2015 (Chapter 3: Inventions and bright smiles)

## PRESENTATIONS

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### **Does video assistant referee (VAR) technology mitigate referee bias in professional football league?**

(with Chang Hyun Kim, Youngsun Kwon)

2022

- ITS 31st European Conference, Gothenburg, Sweden

### **The impact of performance feedback on radicalness of product innovation: Early and later stages of the smartphone industry**

(with Hyun Ju Jung and Youngsun Kwon)

2022

- Korean Academy of Management, online event

### **Performance feedbacks and new recombination: Evidence from consistent success vs. recent failure in the smartphone industry**

(with Hyun Ju Jung and Youngsun Kwon)

2021

- Druid21, Copenhagen, Denmark
- STRonger Together PhD Workshops, Academy of management, online event
- Korean Society for Innovation Management and Economics, online event

### **The impact of technological choices in the transition period on subsequent firm innovation: The mobile industry**

(with Woohyun Sera Paek and Youngsun Kwon)

2020

- 23<sup>rd</sup> ITS Biennial Conference, online event

### **Paths to new recombination, winning experiences with or without failure: A behavioral perspective**

(with Hyun Ju Jung and Youngsun Kwon)

2019

- Strategic Management Society 39<sup>th</sup> Annual Conference, Minneapolis, U.S.A
- Druid19, Copenhagen, Denmark
- Korean Society of Strategic Management, Seoul, Korea

### **How does the competitive intensity affect the firm's product strategies?**

(with Youngsun Kwon)

2018

- The 22<sup>nd</sup> Biennial Conference of the International Telecommunications Society, Seoul, Korea

### **An empirical study on firms' product entry strategy**

(with Youngsun Kwon)

2017

- 28<sup>th</sup> European regional International Telecommunication Society Conference, Passau, Germany

### **Exploring and measuring smartphone model entry strategies of Samsung and Apple**

(with Youngsun Kwon)

2016

- The 2016 International Telecommunications Society Biennial Conference, Taipei, Taiwan
- Korean Industrial Economic Association, Daejeon, Korea

## PROJECTS

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### **A study on estimating the probability distribution of uncertainty variables**

Ulsan, Korea

*Korea Energy Economics Institute*

2021-2022

- Designing stochastic modeling of nuclear power cost

### **Changes in the structure of the overseas pay-TV market and strategies of pay-TV operators due to code cutting**

Seoul, Korea

*D'LIVE*

2019

- Studying on the relationship between the growth of OTT service industry and the change in the structure of the Pay-TV industry

## **Joint research program on the agri-food industry**

Se-jong, Korea

*Ministry of Agriculture, Food and Rural Affairs*

2017

- Studying on the strategies for sustainable agricultural development in South Korea

## **Research on spectrum and future policy**

Daejeon, Korea

*Institute of Information & Communications Technology Planning & Evaluation*

2015-2016

- Predicting the evolutionary direction of the frequency-based ecosystem and analyzing cooperation and competition mechanisms

## SERVICES

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### **Ad-hoc Reviewer**

*Conferences*

- Druid (2022, 2023)
- AOM (2023)

## SKILLS

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1. Languages : Fluent in Korean and English
2. IT proficiency : Proficient in programming with Python, R, SAS, STATA, SPSS, LaTeX
3. IP technical expertise: Proficient in patent analytics, an expert in searching prior art patent and utility mode

## REFERENCE

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**Professor Joachim Henkel**, joachim.henkel@tum.de, TUM School of Management, Technische Universität München  
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**Professor Youngsung Kwon**, yokwon@kaist.ac.kr, School of Business and Technology Management, KAIST  
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**Professor Hyun Ju Jung**, hyunju.jung@kaist.ac.kr, School of Business and Technology Management, KAIST  
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