

Dr. YEOLAN LEE

Associate Professor of Management
College of Business, University of Alabama in Huntsville
301 Sparkman Drive NW, Huntsville, Alabama 35899
Office Phone: 256-824-6380, E-mail: yl0021@uah.edu or yeolan.lee@uah.edu

POSITION

2020 – Present Associate Professor of Management (Tenured)
University of Alabama in Huntsville
2020 –2023 Alabama Credit Union Associate Professor of Entrepreneurship
University of Alabama in Huntsville
2013 – 2020 Assistant Professor of Management, University of Alabama in Huntsville
(Maternity Leaves: 2014-2015 and 2017-2018)

EDUCATION

2013 Ph.D. The Ohio State University, USA
Major: Strategic Management, Minor: Economics
2008 M.S. Seoul National University, Seoul, South Korea
Business Administration
2005 B.S. Hankuk University of Foreign Studies, Seoul, South Korea
Public Administration (*Summa cum laude*, qualified for early graduation)

PEER REVIEWED JOURNAL PUBLICATIONS¹

- Lee, Y., & Fong, E. A. 2025. The Marginal Effect of External Technologies on Innovation Time”, *Technovation*, 140: pp. 103145 (H-index: **159**, 4-year Impact Factor:**14.04**)
- Lee, Y., & Fong, E. A. 2024. The art of living together: Space mining ecosystem, sustainability and accountability. *Accounting, Auditing & Accountability Journal*. 37(5): pp. 1428-1456 (H-index: **121**, 4-year Impact factor: **7.46**)
- Lee, Y., Fong, E. A., & Kim, H. 2023. Coopetition and technology licensing partner selection. *Industrial Marketing Management*, 112, pp. 60-70. (H-index: **177**, 4-year Impact factor: **10.58**)
- Lee, Y., & Fong, E. A. 2020. Patent lifecycle management strategies in open innovation projects. *Drug Discovery Today*. 25 (10): pp. 1782-1785. (H-index: **215**, 4-year Impact factor: **7.97**)

¹ All h-index scores are from Scimago (<https://www.scimagojr.com/>) as of February 19, 2025.

- Fong, E. A., Wilhite, A. W., Hickman, C., & Lee, Y. 2020. The Legal Consequences of Research Misconduct: False Investigators and Grant Proposals. *Journal of Law, Medicine & Ethics*, 48(2): pp. 331–339. (H-index: **66**, 4-year Impact factor: **1.64**)
- Lee, Y., Fong, E.A., Barney, J. & Hawk, A. 2019. Why do experts solve complex problems using open innovation? Evidence from the U.S. pharmaceutical industry. *California Management Review*. 62(1): pp. 144-166. (H-index: **155**, 4-year Impact factor: **19.55**)
- Lee, Y. & Fong, E.A. 2019. The impact of diversifying and de novo firms on regional innovation performance in an emerging industry: A longitudinal study of the U.S. ethanol industry. *Industry and Innovation*. 26(7): pp. 769-794. (H-index: **72**, 4-year Impact factor: **4.86**)
- Hickman, C., Fong, E. A., Wilhite, A., & Lee, Y. 2019. Academic misconduct and criminal liability: Manipulating academic journal impact factors. *Science and Public Policy*. scz019. (H-index: **80**, 4-year Impact factor: **2.97**)
- Lee, Y., St. John, C., Fong, E.A., & Bao, Y. 2018. Flexible new product development processes and appropriability: Intellectual property and first-mover. *International Journal of Innovation Management*, 22(1): pp. 1-24. (H-index: **58**, 4-year Impact factor: **2.55**)
- Lee, Y., Mackenzie, W. I., Fong, E.A., & Sherman, D. 2016. The importance of inter-temporal integration in new product development, *International Journal of Innovation Management*, 20(3): pp. 1-23. (H-index: **58**, 4-year Impact factor: **2.55**)

BOOK CHAPTERS

- Lee, Y., Barney, J. Strategic factor markets. In David Teece and Mie Augier (Ed.), *The Palgrave Encyclopedia of Strategic Management*. Hampshire: Palgrave Macmillan Ltd.
- Anand, J., Lee, Y. Acquisition strategy. In David Teece and Mie Augier (Ed.), *The Palgrave Encyclopedia of Strategic Management*. Hampshire: Palgrave Macmillan Ltd.

TEXTBOOK & TEXTBOOK MATERIAL

- I had a textbook contract with McGraw Hill for Rothaermel’s Strategic Management 6th ed. textbook.

RESEARCH IN PROGRESS

Manuscripts under review or in development

- Towards a Theory of Counterproductive Work Behavior in Groups
- A Theory of Geopolitical Ecosystem
- Space Debris and Sustainability [presented at the 2023 AOM conference]
- Public and private value in patent applications

Presentations

- Space Mining and Sustainability, COB Space Conference, 2025, Huntsville, USA
- Space Debris and Sustainability, *Annual Meeting of the Academy of Management*, 2023, Boston, USA.
- Towards a Theory of Group Opportunism, *AMR Idea Development Workshop*, 2023, University of Tennessee, Knoxville, USA.
- The marginal effect of external technologies on innovation time, *The 2022 Annual Meeting of the Academy of Management*, 2022, Seattle, USA.
- Why does a firm choose a university or a competitor as a technology licensing partner?, *The 2021 Annual Meeting of the Academy of Management*, Virtual.
- Why does a firm choose a university or a competitor as a technology licensing partner?, *The 2021 R&D Management Conference*, Virtual.
- Exploring the Impact of a Firm's Knowledge Breadth and Depth on Partners' Follow-on Invention Performance, *2019 World Open Innovation Conference* in Rome, Italy.
- Unveiling Sources of Patent Evergreening. Paper invited for presentation to the DRUID Conference 2019, Copenhagen, Denmark.
- Solving complex problems using open innovation: A knowledge divergence perspective. Paper invited for a presentation to *the 2018 World Open Innovation Conference* in San Francisco, California (hosted by the University of California Berkeley). The paper was shortlisted for the Best Emerging Scholar Paper Award at the conference.
- Solving complex problems using open innovation: A knowledge divergence perspective. Paper invited for a presentation to *the Academy of Management Annual Meeting (AOM) in Chicago, Illinois*, 2018.
- Solving complex problems using open innovation: A knowledge divergence perspective. Paper invited for a presentation to the *2018 Annual International Open and User Innovation Conference* in New York City (hosted by the NYU Leonard H. Stern School of Business).
- Resource similarity and market attractiveness as antecedents to coopetition. Paper invited for a presentation to *2016 Strategic Management Journal Special Issue workshop on coopetition*, in Rome, Italy.
- Diversifying entrants, *de novo* start-ups, and innovation activities: A longitudinal study in the U.S. ethanol industry. Paper invited for a presentation at the *Strategic Management Society (SMS) Conference* in Rome, Italy, 2016.
- Resource similarity and market attractiveness as antecedents to coopetition. Paper invited to *the Academy of Management Annual Meeting (AOM) in Anaheim, California*, 2016.
- Diversifying entrants, *de novo* start-ups, and innovation activities: A longitudinal study in the U.S. ethanol industry. Paper invited to *the Academy of Management Annual Meeting (AOM) in Anaheim, California*, 2016.

- Mutual Forbearance in Factor Market Rivalry, *Strategic Management Society(SMS) Conference in Denver*, 2015
- Mutual Forbearance in Factor Market Rivalry, *the Academy of Management Annual Meeting (AOM) in Vancouver*, Canada, 2015
- Relationships Between New Product Development Best Practices and Appropriability Strategies, *the Academy of Management Annual Meeting (AOM) in Vancouver*, Canada, 2015
- Time-To-Market and Product Innovativeness in Pharmaceutical New Drug Development Projects, *the Academy of Management Annual Meeting (AOM) in Orlando*, 2013
- A Firm's R&D Mode Choice between In-house and Licensing and Optimal Entry Strategies, *the Academy of Management Annual Meeting (AOM) in Orlando*, 2013
- How to Implement is More Important Than What You Choose: Evidence from Pharma New Drug Development Projects, *Darden Cambridge Entrepreneurship and Innovation Research Conference*, University of Virginia, Charlottesville, 2013
- How to Implement Is More Important than What You Choose: Evidence from Pharmaceutical New Drug Development Projects, *Strategic Management Society(SMS) Conference in Prague*, 2012
- R&D Mode Choice and Subsequent Optimal Entry Strategies: Time-To-Market and Product Innovativeness, *Strategic Management Society(SMS) Conference in Prague*, 2012

Conferences, Workshops, & Symposiums

- COB Space Conference, 2025, Presenter, Moderator, and Conference Organizer,
- Sustainability SIG PDW, AIB Seoul Conference, 2024, Participant
- SMS Toronto 2023 New Directions in Stakeholder Theory Conference, 2023, Participant
- The Von Braun Space Exploration Symposium, 2023, Participant
- The Von Braun Space Exploration Symposium, 2022, Participant
- NASA Marshall Partnerships Forum, 2022, Participant.
- NASA and the Rise of Commercial Space: A Symposium to Examine the Meaning(s) and Context(s) of Commercial Space, March 2021, Participant.
- Economist's Sustainability Week US 2021 Symposium, June 2021, Participant.
- A Firm's R&D mode choice between in-house and licensing and optimal entry strategies. Paper invited to the 2013 *Atlanta Competitive Advantage Conference Doctoral Workshop* in Atlanta.
- How to implement is more important than what you choose: R&D mode, time-to-market, and product innovativeness in pharmaceutical new drug development. Paper invited to *the 2012 West Coast Research Symposium on Technology Entrepreneurship Conference Doctoral Workshop*, University of Southern California in Los Angeles.

- Essays on innovation strategy: Reconciliation of factor market and product market strategies. My dissertation invited for the 2012 *Academy of Management Annual Meeting (AOM)* Technology Innovation Management Doctoral Consortium in Boston.
- Essays on innovation strategy: Reconciliation of factor market and product market strategies. My dissertation invited to the 2011 *Strategic Management Society (SMS) Conference* Doctoral Workshop in Miami.
- Essays on innovation strategy: Reconciliation of factor market and product market strategies. My dissertation invited to the 2011 *Academy of Management Annual Meeting (AOM)* Business Policy & Strategy Doctoral Consortium in San Antonio.
- Business ecosystem, initial market size, and public policy. This paper invited to the Professional Development Workshops (Understanding and Managing Ecosystems) at the 2011 *Academy of Management Annual Meeting (AOM)* in San Antonio.

TEACHING

University of Alabama in Huntsville

- ***Competitive Strategy (MGT499 – capstone undergraduate)***

Sample of student evaluations

4.47/5 in Spring 2024 (In-person)

4.53/5 in Spring 2023 (Online)

4.52/5 in Fall 2022 (Online)

4.63/5 in Spring 2021 (Online)

4.72/5 in Spring 2020 (Hybrid)

4.91/5 in Fall 2019 (In-person)

4.67/5 in Spring 2019 (In-person)

4.85/5 in Spring 2018 (In-person)

4.59/5 in Fall 2017 (In-person)

4.70/5 in Fall 2016 (In-person)

- ***New Venture Strategies (MGT 405– undergraduate; MGT 505- graduate)***

Sample of student evaluations

5/5 in Spring 2024 (MGT 505: Online)

4.87/5 in Fall 2022 (MGT 505: Online)

4.62/5 in Fall 2022 (MGT 405: Online)

4.98/5 in Fall 2021 (MGT 505: Online)

4.75/5 in Fall 2020 (MGT 405: Online)

4.63/5 in Fall 2019 (MGT 405: In-person)

4.77/5 in Fall 2016 (MGT 405: In-person)

4.79/5 in Fall 2016 (MGT 505: In-person)

- **Leadership Theory & Practice (MGT 629 – graduate)**
4.66/5 in Summer 2022 (MGT 505: Online)
- **International Business (MGT 450 undergraduate; MGT 550 – graduate)**
4.92/5 in Fall 2024 (MGT 550: Online)
4.46/5 in Fall 2024 (MGT 450: Online)
4.44/5 in Summer 2023 (MGT 450: Online)

The Ohio State University

- Instructor (2009 -2013)
Course taught: *Business Policy* (capstone undergraduate course)
- Teaching Assistant (2008-2009)
Course taught: *Introduction to International Business*

Thesis Advising

- Nicholas Sebastian Rant (Honors' thesis)
- Jonathan Rebbly John (Honors' thesis)

Club Advising

- UAH Entrepreneurship Club Faculty Advisor, 2018 – ongoing
- UAH Korean Language and Culture Club Faculty Advisor, 2019 –2021

Teaching Workshops, Trainings, & Certificates

- Attended the Experiential Classroom XXIII Entrepreneurship Workshop hosted by the University of Notre Dame.
- Attended the Price-Babson Symposium for Entrepreneurship Educators (SEE) workshop and earned a certificate.
- Completed the Quality Educational Practice Online (QEPO) Course at UAH
- Attended Collaborative Problem Solving, Collaborating Learning and Retention and Lean User experience workshops
- Finished CITI Trainings and earned certificates

Professional Development, Symposiums, & Workshops

- Participated in the Von Braun Space Symposium, 2022, 2023
- Participated in the NASA Partnership Forum Workshop, 2022

- Participated in the NASA and the Rise of Commercial Space: A Symposium to Examine the Meaning(s) and Context(s) of Commercial Space, March 2021.
- Participated in the Managing Organizational Change for Good II webinar, April 2021
- Participated in the Economist's Sustainability Week US 2021 Symposium, June 2021

HONORS, AWARDS, AND GRANTS

- Mark McDaniel, Henri McDaniel, and Robert Cramer Faculty Fellowship, 2023, 2025
- COB Summer Research Grant, 2021, 2022
- COB Summer Teaching Innovation Grant, 2021
- Honor Roll for both Best Teaching in Undergraduate Courses and for Teaching in Graduate Courses, 2020
- Mark McDaniel, Henri McDaniel, and Robert Cramer Faculty Fellowship, 2019
- Witmond Faculty Fellowship, University of Alabama in Huntsville, 2016 – 2018
- Research Mini-Grants, University of Alabama in Huntsville, 2015, 2016
- UAH New Faculty Research Grants, 2014 – 2015
- MHR Travel Grants, The Ohio State University, 2008 – 2013
- CIBER (Center for International Business Education and Research) Travel Grants, The Ohio State University, 2011
- West Coast Research Symposium Travel Grants, 2011, 2012
- The Ohio State University Graduate Fellowships, 2008 – 2013
- Seoul National University Travel Awards for the Boston University Case Competition
- Seoul National University Scholarships for academic excellence, 2005
- Dong-won Foundation scholarships for the Seoul National University Graduate program, 2005 – 2007
- Undergraduate Scholarships, Hankuk University of Foreign Study, 2001 – 2005

SERVICE

University, College, and Department Services

- MGT Entrepreneurship Search Committee, Member, 2025
- Annual Reappointment Review Committees (Hieu Pham, Junjun Liu, Paras Bhatt, and Yoonki Chun), Member, 2025
- COB Business of Space Conference Planning Committee, Member, 2025
- University Personnel Committee, Chair, 2023 – present
- University Senate Executive Committee, Member, 2023 – present
- Behavioral Evaluation and Threat Assessment (BETA) Team, Member, 2024 - present

- University Strategic Enrollment Planning (SEP) Undergraduate Working Group, Member, 2023 –2025
- Faculty Appeals Committee, Elected Member, 2024 –present
- Preliminary Screening Committee, Member, 2024 –2025
- Faculty Senate Department Representative, 2022 – present
- College PTAC Committee, Alternate Member, 2023 – present
- Faculty Appeals Committee, Alternate Member, 2023 –2024
- UAH Entrepreneurship Club Faculty Advisor, 2018 – present
- COB 24-Hour Innovation Challenge, Judge, 2022 – Present
- Business Blitz High School Competition, Judge, 2024
- Master syllabus review of Management programs, 2023 – present
- Annual Reappointment Review Committee (Tripti Singh), Member, 2024
- Annual Reappointment Review Committee (Dilcu Barnes), 2023
- University Personnel Committee, Member, 2022-2023
- University ADA Advisory Committee, Member, 2022-2023
- UAH Enhanced Teaching and Learning Center Advisory Group, Senate Representative, 2022 – 2023
- UAH Provost and Executive Vice President for Academic Affairs Search Committee, Member, 2021 – 2022
- Boeing New Venture Challenge Competition faculty judge, 2014 – 2022
- Faculty Appeals Committee, Alternate Member, 2020-2023
- Annual Reappointment Review Committee (Serena Zhu), 2021
- Annual Reappointment Review Committee (Natalie Malak), 2021
- Annual Reappointment Review Committee (Frank Mullins), 2021
- Management Search Committee (Clinical Assistant Professor), Member, 2020 – 2021
- Faculty Development Committee, Member, 2020 – 2021
- Management Search Committee (OB/OT Position), 2013
- Management Search Committee (HR Position), 2017
- Undergraduate Assessment & Curriculum Committee, 2016 – 2018
- Strategic Planning Committee, 2017 – 2018
- UAH Korean Language and Culture Club Faculty Advisor, 2019 – 2021
- Accelerator Program & Entrepreneurship Group, 2019 – 2020
- Ad-hoc Space Commerce Working Group, 2019
- Entrepreneurship Curriculum development and Incubator/accelerator site visit, 2019
- AACSB & SACSCOC Assessments, 2013 – ongoing
- Others: UAH Honors Day, Job Interviews, Convocation, Commencement, Open House, Frunch, FARGs (college seminars), and etc., 2013 – ongoing

Professional Services

- Ad-hoc reviewer for journals
 - *Research Policy*
 - *Accounting, Auditing & Accountability Journal*
 - *California Management Review*
 - *R&D Management*
 - *Technovation*
 - *Managerial and Decision Economics*
 - *Scientific Reports*
 - *Journal of Technology Transfer*
- Reviewer, Academy of Management Association Annual Meeting, R&D Management, and DRUID conferences
- Editorial Board (World Open Innovation Conference)
- Session Chairs (Academy of Management Meetings, DRUID)
- COB Business Conference (Organizer and Moderator)

Community Services

- Volunteered at local schools
- Guest lecture on climate change and sustainability for local elementary students
- Volunteered for the Organizational Design Community's (ODC) and United Nations Refugee Agency's (UNHCR) campaign
- Hudson Alpha Events
- Catalyst Entrepreneur Awards