

Hyeonjin Cha

Department of Management
Lundquist College of Business
University of Oregon

Email: hcha@uoregon.edu | **Phone:** 510-365-0759

EDUCATION

- Ph.D.** University of Oregon, Charles H. Lundquist College of Business (2024 expected)
Management
Thesis Title: Communication of organizational identity in hybrid companies.
Committee: Mike Russo (Chair), Andrew Nelson, Brooke Lahneman, Julianne Newton
- M.S.** Korea Advanced Institute of Science and Technology, College of Business (2018)
Management Engineering / Green Business
- B.B.A.** Ulsan National Institute of Science and Technology (2016)
Management / Environmental Science and Engineering
Study abroad at Eindhoven University of Technology, Netherlands

RESEARCH INTERESTS

Social Entrepreneurship; Organization Theory; Hybrid Venture Strategies; Organizational Identity; Stakeholder Activism and Engagement.

REFEREED PUBLICATIONS AND PROCEEDINGS

- Cha, H., & Park, S.** (2020). Mind the other gap: Means-ends decoupling of environmental certification. *Academy of Management Best Paper Proceedings*.
DOI: 10.5465/AMBPP.2020.83
- Park, S., Yang, D., **Cha, H.**, & Pyeon, S. (2020). The halo effect and social evaluation: How organizational status shapes audience perceptions on corporate environmental reputation. *Organization & Environment*, 33(3), 464-482.
DOI: 10.1177/1086026619858878
- Park, S., & **Cha, H.** (2019). Institutional decoupling and the limited implementation of certified environmental technologies. *Journal of Environmental Management*, 247, 253-262.
DOI: 10.1016/j.jenvman.2019.05.116
- Kim, Y. C., **Cha, H.**, & Kim, T. (2017). Ahkera Smart Tech: A high-tech venture's global entrepreneurship in Asia. *Asian Case Research Journal*, 21(2), 311-346.
DOI: 10.1142/S0218927517500110
- Kim, D., **Cha, H.**, & Park, S. (2017). Institutional decoupling: Conceptual review and future research. *Korea Journal of Management*, 25(3), 121-150.
DOI: 10.26856/kjom.2017.25.3.121 (in Korean)

Park, S., & **Cha, H.** (2017). Knowledge decoupling: An institutional approach to the gap between the creation and utilization of environmental technologies. *Knowledge Management Research*, 18(1), 117-138.
DOI: 10.15813/kmr.2017.18.1.006 (*in Korean*)

WORKS IN PROGRESS

Russo, M.V., Lahneman, B.A, Earle, A.G., Tilleman, S.G., & **Cha, H.** Hybrid ventures and local communities: Exploring the link between community logics and mission focus variation. Under review at *Academy of Management Discoveries*.

Cha, H. Communication of organizational identity in hybrid companies. Preparing for submission.

Cha, H. Sowing the seeds of change in barren grounds: How placed-based social movement organizations can support hybrid companies. Data collection and analysis.

Cha, H., Russo, M.V., & Gehman, J. Social construction and evolution of evaluative standards for hybrid companies. Archival data analysis.

Edelblum, A., Tran, C., & **Cha, H.** Stigmatization and destigmatization of video game players in the United States. Conceptual stage.

CONFERENCE PRESENTATIONS

Cha, H. (2023). Hybrid companies and communication of prosocial identity. Full paper session. To be presented at the 83rd Annual Meeting of the Academy of Management, Social Issues in Management Division. Boston, MA.

Russo, M.V., Lahneman, B.A, Earle, A.G., Tilleman, S.G., & **Cha, H.** (2023). Hybrid ventures and healthy cities: Community logics and mission variation. Full paper session. To be presented at the 83rd Annual Meeting of the Academy of Management, Organizations & the Natural Environment Division. Boston, MA.

Cha, H. (2023). Hybrid companies and communication of prosocial identity. Developmental paper session. Presented at the 64th Annual Meeting of the Western Academy of Management. Reno, NV

Cha, H. (2022). Inside the black box of green companies: Organizational identity of Certified B Corporations. Full paper session. Presented at the 82nd Annual Meeting of the Academy of Management, Social Issues in Management Division. Seattle, WA.

Cha, H. (2022). Are we all in this together? Communication of organization's prosocial identity to employees. Developmental paper session. Presented at the 2022 Society for Business Ethics Annual Meeting. Seattle, WA.

Cha, H. (2021). Prosocial certification and organizational identity change. Full paper session. Presented at the 81st annual meeting of the Academy of Management, Social Issues in Management Division. Online.

- Cha, H., & Park, S. (2020).** Mind the other gap: Means-ends decoupling of environmental certification. Full paper session. Presented at the 80th annual meeting of the Academy of Management, Organization & the Natural Environment Division. Online.
- Cha, H. (2020).** Certification and organizational identity change: Evidence from Certified B Corporations. Developmental paper session. Presented at the 2020 Global B Academics Paper Development Workshop. Online.
- Cha, H., & Park, S. (2017).** Decoupling of institutional decoupling: Differential utilization of voluntary environmental policy. Full paper session. Presented at the 77th annual meeting of the Academy of Management, Organizations & the Natural Environment Division. Atlanta, GA.

CONFERENCE CONSORTIA AND WORKSHOPS

Academy of Management. OMT Division Doctoral Student Consortium.	2023
Western Academy of Management. Doctoral Student and Junior Faculty Consortium.	2023
Society for Business Ethics. Emerging Scholars Workshop.	2022
International Association for Business & Society. Doctoral Student Consortium.	2022
Academy of Management. Starting Your Sustainability Ph.D. Journey with ONE.	2021

TEACHING

Teaching Interests: Strategic Management, Principles of Management, International Business, Social Entrepreneurship, Sustainable Business Practices, Organization Theory and Behavior.

University of Oregon

BA316 Management: Value through People; instructor, in-person Average student ratings = 4.93/5	Fall 2022
BA316 Management: Value through People; instructor, in-person Average student ratings = 4.57/5	Fall 2021
BA316 Management: Value through People; instructor, online Average student ratings = 4.26/5	Winter 2021
MGMT420 Managing in Global Economy; teaching assistant	Spring 2022
MGMT420 Managing in Global Economy; teaching assistant	Winter 2020

Korea Advanced Institute of Science and Technology

BGM500 Green Business: Theory and Practice; guest lecturer	Fall 2021
BGM500 Green Business: Theory and Practice; guest lecturer	Fall 2020

PROFESSIONAL AFFILIATIONS AND SERVICE

Academy of Management: Member (Divisions: OMT, ONE, SIM); Reviewer

Western Academy of Management: Member; Reviewer

Organization & Environment: Journal Editorial Assistant

B Academics: Member

NON-ACADEMIC WORK EXPERIENCE

Korea Small Business Institute - Seoul, South Korea 2018-2019
Data Research Analyst

United States Forces Korea - Dongducheon, South Korea 2012-2014
Korean Augmentation to the United States Army (KATUSA) Human Intelligence Collector

HEMPEL A/S - Barcelona, Spain 2012
Marketing and Business Development Trainee

SCHOLARSHIPS, HONORS, AND AWARDS

University of Oregon

Lundquist College of Business Roger Best PhD Teaching Award. 2023.

Lundquist College of Business Roger Best PhD Research Grants. 2020-2023.

Division of Graduate Studies Promising Scholar Award. 2019-2020.

Lundquist College of Business Dean's First Year Merit Award. 2019.

Academy of Management

Organizations & the Natural Environment (ONE) Division Best Reviewer Award. 2020.

Society for Business Ethics

Emerging Scholar Founders' Award. 2022.

Korea Advanced Institute of Science and Technology

KAIST Graduate School of Green Growth International Conference Grant. 2017.

KAIST Green Scholarship. 2016-2018.

Ulsan National Institute of Science and Technology

UNIST International Program Grant. 2011.

UNIST Global Leader Scholarship. 2009-2015.

SKILLS AND INTERESTS

Software: NVivo; Dedoose; STATA; R; Diction

Languages: Korean (Native); English (Fluent)

Interests: Fishing; Strength Training; Cooking

REFERENCES

Mike Russo

Lundquist Professor of Sustainable Management

Department of Management

Lundquist College of Business

University of Oregon

Email: mrusso@uoregon.edu

Brooke Lahneman

Assistant Professor of Management

Department of Management

Jake Jabs College of Business & Entrepreneurship

Montana State University

Email: brooke.lahneman@montana.edu

Alan Meyer

Professor Emeritus of Management

Department of Management

Lundquist College of Business

University of Oregon

Email: ameyer@uoregon.edu