

HYEONCHUNG (HENRY) LEE

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EDUCATION

Schulich School of Business, York University

PhD Candidate (Policy & Strategic Management)

GPA: 3.9/4.0 (Economic & Behavioral Perspectives on Strategy, etc.)

Toronto, Canada

Sep. 2022 – Present

University of Mannheim

Master of Science (Management)

GPA (German): 1.9 (Good) (Corporate Restructuring, International Trade, etc.)

Mannheim, Germany

Aug. 2020 – Oct. 2022

National Institute for Lifelong Education

Bachelor of Engineering (Computer Engineering)

GPA: 4.1/4.5 (Artificial Intelligence, Algorithm, etc.)

Seoul, Korea

Aug. 2020 – Aug. 2021

ESSEC Business School

Bachelor of Business Administration (Double Degree)

GPA: 4.2/4.5 (PhD Corporate Strategy Seminar, Consumer Behavior, etc.)

Paris, France

Aug. 2018 – Aug. 2020

Yonsei University

Bachelor of Business Administration

GPA: 4.1/4.5 (Business Programming, Strategic Management, etc.)

Seoul, Korea

Mar. 2014 – Aug. 2020

RESEARCH INTERESTS

Stakeholder governance; Organization design; Knowledge management; Blockchain; AI

PUBLICATIONS

Joshi, M., Sarta, A., & **Lee, H.** 2025. "When and How Domain Experts Integrate AI? Building Theory With Qualitative Comparative Meta-Analysis." In Sonia Taneja (Ed.), *Proceedings of the 85th Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561.

PAPERS UNDER REVIEW

Joshi, M., Sarta, A., & **Lee, H.**, & Nishant, R. [Title redacted]. 1st round revise and resubmit at *Management Information Systems Quarterly*.

Choi T. J., **Lee, H.**, & Deutsch, Y. [Title redacted]. Under review at *Strategic Management Journal*.

WORKING PAPERS

Lee, H. & Deutsch, Y. "Holding Reins Too Tightly: Rethinking Decentralization Through Blockchain Governance." In preparation for a submission to *Strategic Management Journal* (dissertation essay).

Lee, H. & Majzoubi, M. "Building Bridges, Not Walls: How Ecosystem Brokerage Enables Platform Orchestration Without Gatekeeping." In preparation for a submission to *Academy of Management Journal* (dissertation essay).

Choi, T. J., Deutsch, Y., & **Lee, H.** "Up in the Air: Community Social Connectedness and Layoff Decisions in Uncertain Times."

CONFERENCE PRESENTATIONS

Lee, H. "Whispers of Power: Expectancy Theory on Bottom-up Delegation and Stakeholder Disengagement."

- Administrative Sciences Association of Canada (ASAC). Waterloo, Canada. 2025.

Lee, H. “Unleashing the Power of Decentralized Governance: How Modular Knowledge Can Drive Innovation.”

- Strategic Management Society (SMS) annual conference. Toronto, Canada. 2023.

Choi T. J., **Lee, H.**, & Deutsch, Y. “In the Shadows of Materiality: An Attention-Based View on Sustainability Reporting Standards and Corporate Misconduct.”

- European Group for Organizational Studies (EGOS) annual conference. Athens, Greece. 2025.
- International Association for Business & Society (IABS) annual conference. Maastricht, Netherlands. 2025.

Joshi, M., Sarta, A., & **Lee, H.** “When and How Domain Experts Integrate AI? Building Theory With Qualitative Comparative Meta-Analysis.”

- Academy of Management (AOM) annual conference. Copenhagen, Denmark. 2025.
 - Selected as the best paper proceedings in the Communication, Digital Technology, and Organization (CTO) division.
- European Group for Organizational Studies (EGOS) annual conference. Milan, Italy. 2024.

TEACHING INTERESTS

Strategic management; Innovation management; Blockchain governance

TEACHING EXPERIENCE

Schulich School of Business, York University

Instructor (Strategic Management)

- Solely led the course with 53 students
- Student evaluation: 6.4/ 7.0 ($n=50$)

Toronto, Canada

Sep. 2025 – Dec. 2025

RESEARCH EXPERIENCE

York University Graduate Research Assistant

School of Administrative Studies

- Collected data and conducted literature review on the research topic

Toronto, Canada

Oct. 2023 – Present

University of Ottawa Graduate Research Assistant

Telfer School of Management

- Coded research articles for the fsQCA analysis
- Conducted literature review on the research topic

Ottawa, Canada

Jan. 2024 – Aug. 2024

University of Mannheim Graduate Thesis

The Influence of National Absorptive Capacity on a Local Disease Burden

- Analyzed how intellectual property protection moderates the effect of domestic medical knowledge on local disease burden

Mannheim, Germany

Aug. 2022 – Oct. 2022

University of Mannheim Graduate Research Assistant

Chair of Organization & Innovation

- Conducted literature review, data collection, and data analysis

Mannheim, Germany

Jan. 2022 – Apr. 2022

ESSEC Undergraduate Thesis

The Importance of Socializing Features in Korean Fitness Business

- Analyzed interviews and surveys and found out that people who failed to work out regularly were deprived of and wanted socializing features

Cergy, France

Aug. 2019 – Aug. 2020

Yonsei Undergraduate Global Research

The Roles of Social Enterprises in Facilitating the Free-Semester Program

- I interviewed 20+ entrepreneurs, teachers, students, and politicians to extract the roles of these actors in facilitating the free-semester program

U.K. & Ireland

Aug. 2014 – Feb. 2015

PROFESSIONAL SERVICE ACTIVITIES

Invited Review

- Strategic Management Society (SMS) annual conference (2025-Present)
- European Conference on Information Systems (ECIS) annual conference (2025)

Volunteered Review

- Academy of Management (AOM) annual conference (2022- Present)
- Administrative Sciences Association of Canada (ASAC) annual conference (2025- Present)

Conference Volunteering

- Strategic Management Society (SMS) annual conference (2023)

PROFESSIONAL EXPERIENCE

McKinsey & Company (Management Consulting Firm)

Research Assistant

Seoul, Korea

Jun. 2020 – Aug. 2020

Project: Due Diligence for a Major PE Client for In-Flight Catering

- Conducted the profitability breakdown for in-flight catering business to derive key drivers for improving operational efficiency
- Analyzed trends of in-flight catering business in both pre-pandemic and post-pandemic period to forecast future outlook

Project: New Business Screening for a Heavy Industry Company

- Examined various industries (e.g., robotics and electric vehicles) to determine whether current products can also be used in new businesses
- Analyzed market trends and policy changes to calculate the current profitability and to predict the future profitability of new businesses

Boston Consulting Group (Management Consulting Firm)

Research Assistant

Seoul, Korea

Feb. 2020 – Mar. 2020

Project: Due Diligence for a Major PE Client for Pharmaceutical Industry

- Measured the impact of policy changes in bioequivalence testing to figure out the growth potential of OEM in pharmaceutical industry
- Assessed the capabilities of pharmaceutical OEMs to enter new markets (e.g., health functional food) for securing additional sources of income

Project: Due Diligence Proposal for Waste Management Industry

- Analyzed critical factors for operating waste management business to examine the possibility of reaching economies of scale by adopting alliance strategy
- Calculated maximum capacity and unit cost of landfill & incineration in South Korea and benchmarked U.S. & European market to forecast the profitability

Moravian & Co. (Brand Strategy Consulting Firm)

Research Assistant

Seoul, Korea

Sep. 2019 – Jan. 2020

Project: Re-Branding Strategy for Korean Medical Tourism

- Compared competitors (e.g., Japan & Singapore) by medical systems and medical tourism policies to derive new strategic position for South Korea
- Surveyed 1,000+ foreigners who have experienced the Korean medical services and analyzed responses to identify strengths and weaknesses

Sleek Corp. (Fitness Start-up Company)

Intern (Sales dept.)

Seoul, Korea

Jul. 2019 – Sep. 2019

- Analyzed customer data (sales & surveys) with software tools (Python & Excel) to increase customer retention rate and conversion rate

Republic of Korea Army

- Served and discharged as a sergeant in Seoul Metropolitan Police Agency

Seoul, Korea

Mar. 2016 – Dec. 2017

LEADERSHIP EXPERIENCE

Schulich PhD Discussion Group <i>Founding Member</i> - Developed the structures of discussion sessions including participation rules - Recruited the members across various management disciplines	Toronto, Canada Dec. 2023 – Present
Junior Scholar Club <i>President</i> Organized weekly academic conferences (16 sessions), academic seminars with invited speakers, and recruitment processes	Seoul, Korea Jul. 2014 – Feb. 2015

CERTIFICATES

TensorFlow Developer Certificate Passed the TensorFlow Developer Certificate exam covering foundational, practical machine learning skills through the building and training of models using TensorFlow	California, U.S. Aug. 2021
Google Developers Machines Learning Bootcamp Learned the methodologies to build Artificial Intelligence algorithms and participated in a Kaggle competition which involves computer vision techniques for medical diagnostics	Seoul, Korea Aug. 2021
Artificial Intelligence Project (Bioinformatics Specialization) Participated in required courses (120 hours) and successfully identified genomic causes for the specific disease of mice	Daejeon, Korea Jul. 2021 – Aug. 2021
Coursera <i>Deep Learning Specialization</i> - Completed 5 consequential courses (120 hours) and learned various techniques (e.g., language models, computer vision) to develop deep learning models <i>Blockchain Specialization</i> - Completed 4 consequential courses (16 weeks) and learned blockchain basics, smart contracts, decentralized applications, and blockchain platforms	

HONORS & AWARDS

Academic Excellence Fund, York University, 2025 (CAD 1,400)

Schulich School of Business PhD Fellowship, York University, 2022–2027 (CAD 43,000/ Year)

Yonsei Business Scholarship Society Grant, Yonsei University, 2018 (USD 1,500)

Undergraduate Global Research Grant, Junior Scholar Club, Yonsei University, 2014 (USD 3,000)

Highest Honors & Honors, Yonsei University, 2014 & 2018 (USD 5,000)

SKILLS & OTHER INFORMATION

Attitude: Enjoy team-based challenges and problem solving with never-give-up spirit

Language: Korean (native), English (fluent), French (upper-intermediate), Japanese (intermediate)

Software: Python (machine learning, web scraping, statistics), R, STATA, Microsoft SW (Excel, PPT, & Word)

Hobby: Judo (3-year), Jiu-Jitsu (1-year), running (Incheon 5K & Paris 10K), photography