

## Kyeonggook Francis Park

---

CONTACT INFORMATION	NYU Stern School of Business 44 West 4 <sup>th</sup> Street Suite 7-159 New York, NY 10012 USA	<i>office:</i> +1-212-998-0210 <i>cell:</i> +1-773-573-0480 <i>email:</i> kpark@stern.nyu.edu <i>website:</i> kfpark.net
EDUCATION	New York University, Stern School of Business Ph.D. in Business Administration and Management, Strategy (2018, <i>Expected</i> ) M.Phil. in Business Administration and Management (2017)  Northwestern University B.A. <i>cum laude</i> in Economics and Psychology with Honors (2013) <i>Thesis:</i> Investigation of factors that influence sunk cost bias. <i>Advisors:</i> William Revelle and Eric Schulz	
DISSERTATION	<i>Title:</i> Incumbent firm adaptation to the digital revolution <i>Committee:</i> Zur Shapira (chair) Elizabeth Boyle, Sinziana Dorobantu, Deepak Hegde, Robert Seamans <i>Job market paper:</i> Technological change in two-sided markets: The digital revolution and the U.S. newspaper publishers	
RESEARCH INTERESTS	Technological change and incumbent adaptation Digital revolution Behavioral strategy Decision-making	
PUBLICATIONS	[1] <b>K. Francis Park</b> and Zur Shapira. (2018). Risk and uncertainty. <i>The Palgrave Encyclopedia of Strategic Management</i> . Palgrave Macmillan, UK.  [2] <b>K. Francis Park</b> and Zur Shapira. (2018). Risk taking. <i>The Palgrave Encyclopedia of Strategic Management</i> . Palgrave Macmillan, UK.	
WORKING PAPERS	[1] <b>K. Francis Park</b> . Technological change in two-sided markets: The digital revolution and the U.S. newspaper publishers. <i>Job market paper</i> Recipient of <i>Stern Center for Global Economy and Business Ph.D. Grant</i> Presented at <i>CCC</i> (2017), <i>ECDC</i> (2017), <i>TADC</i> (2017), <i>Munich Summer Institute</i> (2017), <i>DRUID</i> (2017), <i>AOM</i> (2017)  [2] <b>K. Francis Park</b> , Elizabeth Boyle, and Zur Shapira. Omission bias in high-stakes decision-making situations. Revise and resubmit at <i>Organizational Behavioral and Human Decision Processes Academy of Management Best Paper Proceedings</i> (2017)  [3] J.P. Eggers and <b>K. Francis Park</b> . Technological change and incumbent adaptation. Proposal accepted at <i>Academy of Management Annals</i> Revise and resubmit at <i>Academy of Management Annals</i> , Vol. 12(1)	
WORK IN PROGRESS	[1] Multi-homing vs. single-homing: Evidence from the TV and the newspaper industries. (with Rob Seamans and Feng Zhu)	

- [2] Natural language processing (NLP) in management research. (with Sinziana Dorobantu)
- [3] Responding to M&A: R&D variance strategy. (with J.P. Eggers)
- [4] Say-on-Pay: The effect of shareholder approval on CEO risk-taking.
- [5] To be or not to be: CEO overconfidence and bankruptcy filing decision.

AWARDS Joseph H. Taggart Fellowship (2017)  
 GRANTS Stern Center for Global Economy and Business Ph.D. Grant (2017)  
 AND Strategic Management Society Doctoral Workshop Scholarship (2016)  
 FELLOWSHIPS Doctoral Fellowship from New York University, Stern School of Business (2013-Present)  
 Benton J. Underwood Fellowship from Northwestern University, Department of Psychology (2012)  
 Undergraduate Research Grant from Northwestern University (2012)

CONFERENCE Academy of Management (2014-2016, 2017)  
 PRESENTATION DRUID (2017)  
 (Attendance) Munich Summer Institute (2017)  
 Trans-Atlantic Doctoral Conference (2017)  
 East Coast Doctoral Conference (2017)  
 Consortium on Competitiveness & Cooperation (2015, 2017)  
 Society for Judgment and Decision Making Conference (2016)  
 Strategic Management Society Conference (Doctoral Workshop) (2016)  
 Strategic Research Initiative Boot Camp (2016)  
 NYU-Columbia Doctoral Conference (2014-2015, 2016)  
 Organization Science Winter Conference (2016)  
 Sentiment Analysis Symposium (2015)  
 The Buttonwood Gathering (2015)  
 Conference on Behavioral Strategy (2015)

ACADEMIC Organizer of the Academy of Management PDW “Reviewing in the Rough” (2016, 2017)  
 SERVICE Organizer of the NYU-Columbia Doctoral Conference (2016)  
 Reviewer for the Academy of Management (2015: MOC; 2016: BPS, MOC; 2017: BPS, TIM)  
 Ambassador of the Academy of Management MOC Division (2015-Present)  
 Volunteer for the Academy of Management New Doctoral Student Consortium (2015)

PROFESSIONAL Member of Academy of Management (2013-Present)  
 ASSOCIATIONS Member of Strategic Management Society (2016-Present)  
 Member of Society for Judgment and Decision Making (2015-2017)  
 Member of Association for Psychological Science (2015-2016)

TEACHING *Instructor*  
 EXPERIENCE Management and Organizations (Undergraduate)  
 New York University, Stern School of Business  
 Winter 2017  
 Instructor rating: 6.4/7

*Teaching Fellowship*  
 Managerial Decision Making (MBA)  
 New York University, Stern School of Business  
 Fall 2015, Fall 2016  
 Instructor: Zur Shapira

Strategy I (MBA)  
New York University, Stern School of Business  
Summer 2017

Instructor: Christina Fang

Strategy II (MBA)  
New York University, Stern School of Business  
Summer 2017

Instructor: Christina Fang

## REFERENCES

### *Committee chair*

#### **Zur Shapira**

William R. Berkley Professorship  
in Entrepreneurship  
NYU Stern School of Business  
zshapira@stern.nyu.edu

### *Committee members*

#### **Elizabeth Boyle**

Clinical Associate Professor of M&O  
NYU Stern School of Business  
eboyle@stern.nyu.edu

#### **Sinziana Dorobantu**

Assistant Professor of M&O  
NYU Stern School of Business  
sdoroban@stern.nyu.edu

#### **Deepak Hegde**

Associate Professor of M&O  
NYU Stern School of Business  
dhegde@stern.nyu.edu

#### **Robert Seamans**

Associate Professor of M&O  
NYU Stern School of Business  
rseamans@stern.nyu.edu

\*Committee members listed alphabetically by last name