

Jon Jungbien Moon
Curriculum Vitae
April 2007

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Education:

Ph.D. in Managerial Science and Applied Economics, The Wharton School, University of Pennsylvania, August 2007 (expected)
M.A. in Economics (by passing the Ph.D. qualifying exam), Rutgers University, New Brunswick, May 2002
M.Sc. in Information Systems, The London School of Economics and Political Science, October 2000 (with Distinction)
M.Sc. in Economics, The London School of Economics and Political Science, July 1999
B.A. in Economics, Seoul National University, February 1995 (*magna cum laude*)

Dissertation: “Essays in Empirical Analysis of Corporate Strategy and Corporate Responsibility”

Committee: Elizabeth E. Bailey (Chair), Joel Waldfogel, and Harbir Singh

Research Interests:

Corporate Strategy, Corporate Social Responsibility, Corporate Governance, Industrial Economics

Teaching Interests:

Major: Corporate Strategy, Managerial Economics, Research Methods
Minor: Business Statistics, Business in the Global Political Environment, Industrial Economics, Corporate Finance, Econometrics

Research Papers:

“In Good Companies? A Critical Evaluation of the Corporate Social Performance – Corporate Financial Performance Link,” Ph. D. Dissertation, The Wharton School, University of Pennsylvania, 2006
“Board Committees and Integrated Strategy,” joint with Elizabeth E. Bailey, Working Paper, The Wharton School, University of Pennsylvania, 2006
“The Tipping Point: Path-Dependence in Restaurant Markets,” joint with Joel Waldfogel, Working Paper, The Wharton School, University of Pennsylvania, 2006
“IMT-2000 Licensing in Korea,” Master’s Thesis, Department of Information Systems, The London School of Economics and Political Science, 2000

Research in Progress:

“Corporate Political Contribution, Corporate Codes, and Corporate Governance” (joint with Ryan Burg and Katherina Glac)
“How Does Corporate Social Responsibility Affect the Financial Performance in the Long Run?”
“A New Framework for the Corporate Social Performance – Corporate Financial Performance Link”
“Starbucks’ Expansion Strategy and the Density Dependence Model”

Fellowships and Grants:

The Carol and Lawrence Zicklin Center for Business Ethics Research Grant, The Wharton School, University of Pennsylvania, Spring 2007
John C. Hower Chair Research Grant, The Wharton School, University of Pennsylvania, Summer 2006
Zell-Lurie Real Estate Center Research Grant, The Wharton School, University of Pennsylvania, Summer 2004
Dean's Fellowship for Distinguished Merit, The Wharton School, University of Pennsylvania, 2002—2006
Graduate Fellowship, Rutgers University, 2000—2002

Research and Teaching Experience:

Research Assistant for Professor Elizabeth E. Bailey, The Wharton School, University of Pennsylvania, Summer 2006 – Fall 2006
Research Assistant for Professor Joel Waldfogel, The Wharton School, University of Pennsylvania, Summer 2004 – Spring 2005
Teaching Assistant, MBA Managerial Economics, The Wharton School, Fall 2003, Fall 2005, and Fall 2006
Teaching Assistant, Executive MBA Microeconomics for Managerial Decision Making, The Wharton School, Summer 2005 and Summer 2006
Teaching Assistant, Business in Global Political Environment, The Wharton School, Fall 2004 – Spring 2005
Lecturer, Business Korean I & II, Fall 2004 – Spring 2006, University of Pennsylvania
Lecturer, Introduction to Microeconomics, Rutgers University, Summer 2001, Spring 2002, and Summer 2002
Teaching Assistant, Graduate Econometrics I, Rutgers University, Spring 2002
Teaching Assistant, Advanced Econometrics, Rutgers University, Fall 2001
Teaching Assistant, Introduction to Microeconomics, Rutgers University, Fall 2001

Other Experience:

Personnel Manager (Lieutenant), Republic of Korea Air Force Welfare Wing, 1996-1998
Operations Officer (Lieutenant 2nd class), Republic of Korea Air Force Academy, 1995-1996

Professional Activities:

Refereed Conference Presentation, "In Good Companies? A Critical Evaluation of the Corporate Social Performance – Corporate Financial Performance Link," Academy of Management Annual Meeting, SIM Division, Philadelphia, PA, August 2007 (scheduled)
Refereed Conference Presentation, "In Good Companies? A Critical Evaluation of the Corporate Social Performance – Corporate Financial Performance Link," 6th Annual Strategy and the Business Environment Conference, Harvard Business School, March 2007
Paper Presentations at Shanghai Jiao Tong University, Shanghai University of Finance and Economics, and Korea Development Institute
Refereed Conference Presentation, "Entry and Persistence of History – Evidence from U.S. Restaurant Industry," Academy of Management Annual Meeting, BPS Division, Atlanta, GA, August 2006
Reviewer, Academy of Management Annual Meeting Papers and Proceedings (BPS Division & SIM Division), 2007
Reviewer, Academy of Management Annual Meeting Papers and Proceedings (BPS Division), 2006

Seminar Presentation, "In Good Companies? A Critical Evaluation of the Corporate Social Performance – Corporate Financial Performance Link," Wharton Doctoral Applied Economics Workshop, October 2006

Seminar Presentation, "Starbucks' Expansion Strategy and the Density Dependence Model," Wharton Doctoral Applied Economics Workshop, April 2006

Member, Academy of Management, Strategic Management Society, American Economic Association

Skills:

Languages: English (fluent), Korean (native), Chinese (reading)

Programming experience in: STATA, SAS, R, C, GAUSS, MATLAB, and EViews

Date of Availability:

July 2007

References:

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For Additional Information on Teaching:
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Personal: Born: October 1972
Citizenship: Republic of Korea
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Marital Status: married