

HONGRYOL CHA

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EDUCATION

Temple University, Fox School of Business, Philadelphia, Pennsylvania

Ph.D. in Strategic Management, *expected* May 2019.

Dissertation Committee: Dr. Masaaki Kotabe (Chair), Dr. Charles Dhanaraj, Dr. Vivek Tandon

Vanderbilt University, Nashville, Tennessee

Master of Arts in Economics, May 2012.

Ajou University, Suwon, South Korea

Bachelor of Business Administration, July 2007.

RESEARCH INTERESTS

Global Value Chains, Organizational Control, and Strategic Adaptation in Factoryless Manufacture

WORKING PAPERS

“Self-Organization: Organizational Control under Disequilibrium”

(Manuscript from a dissertation chapter, Ready to submit to an academic journal)

Management and organization researchers have long discussed the issues related to organizational control, assuming that formal organizations frequently engage in administrative control within hierarchical structures, whereas markets guarantee autonomy out of administrative control. The factoryless manufacturing phenomenon undermines this implicit assumption, confirming that extremely disintegrated organizations are increasingly being adaptable and flexible by implementing strategy with partners in the arm’s length market under control. Management and organization theorists have yet to reflect this evidence because traditional views of organizational control under equilibrium (i.e., exercising power or authority within pre-existing hierarchical structures, market relationships, and social structures with certainty) conceals organizational control under disequilibrium (i.e., managing dependency within the evolvable and changing structures with uncertainty). Adopting Hayek’s notions of dispersed knowledge and spontaneous order, we theorize a new dimension of the organizational control mechanism, self-organization, to explain why organizational control under disequilibrium emerges from active obedience instead of passive obedience. This revised ontology of organizational control contributes to the management and organization literature by advancing our knowledge about organizing autonomous agents from a competence perspective beyond existing theories from a governance perspective.

“Meta-Organizational Control and Strategic Adaptation for Factoryless Manufacturers from a Postmodernist Perspective”

(Manuscript from a dissertation chapter, Case data analysis and writing)

Traditional organizational control mechanism without ownership as either embeddedness-based relational governance or market-based contractual governance sometimes does not account for the strategic adaptation of meta-organizations in the disequilibrium. We examine the major factors of meta-organizational control by reconsidering meta-organizational control as competence to manage voluntary inter-organizational dependency rather than governance to exercise a power over inter-organizational resistance. We argue that self-organization, that is the order of voluntary actions, is useful for meta-organizations especially under socio-economic disequilibrium conditions from the postmodernist perspective on strategic adaptation. This postmodern approach of organizational control therefore provides emergent meta-organizations with significant managerial implications that shed light on strategic adaptation under disequilibrium. We illustrate our normative explanation on meta-organizational control through a comparative and inductive analysis of the evolutionary paths of meta-organizations in the personal computer history, including both socio-economic settings of equilibrium and disequilibrium.

PUBLICATIONS AND PRESENTATIONS

Book Chapters

Brandl, K., Cano Kollmann, M., **Cha, H.**, Darendeli, I., Hannigan, T. J., Lee, A., Kim, S., Giada Scalera, V., Perri A., Hamilton R. D. III, and Mudambi, R. (2015). “Innovation in U.S. Metropolitan Areas: The Role of Global Connectivity.” In Fiorenza Belussi and Luigi Orsi, Eds. *Innovation, Alliances, and Networks in High-Tech Environments* (pp.51-64). London: Routledge.

Conference Presentations

Hongryol Cha (2015). “Technology Road Map by Open Innovation and Corporate Venture Capital.” Accepted for presentation at the 35th SMS Annual International Conference, Denver, CO; October 2015.

Marcelo Cano Kollmann, Thomas J. Hannigan, and Hongryol Cha (2014). “Thriving Innovation Amidst Manufacturing Collapse: Detroit and the Stickiness of Local Knowledge.” Accepted for presentation at the AIB Conference, Vancouver, Canada; June 2014.

TEACHING INTERESTS

Strategic Management, International Business, Organization Theory, and Entrepreneurship

TEACHING EXPERIENCE

Strategic Management, Fox School of Business, Temple University
Instructor, BA 4101(Online), Summer II 2017 (student evaluation 4.5/5.0)
Instructor, BA 4101, Spring 2017 (student evaluation 4.6/5.0)
Instructor, BA 4101, Fall 2016 (student evaluation 4.4/5.0)

Courses Taught

BA 4101: Global Business Policies

BA 4101 is an undergraduate capstone course for the B.B.A. program learning experience before graduation. The course provides students with the critical thinking skills necessary to function as a strategic manager and perform the tasks comprising the strategic management process. Using Harvard Business School cases, students discuss real-world managerial problems from the perspective of top management teams. Based on their specialized majors, such as finance, marketing, human resource management, and operations, students learn key concepts of strategy and apply them to solve case problems.

BA 4101 (Online): Global Business Policies

This 7-week online course is designed to give students 24/7 on-demand access to contents, assignments, and lectures, but the learning objectives are the same as for the full-term 16-week BA 4101 course. For a learning method, the course is comprised of two components: recorded lectures and real-time virtual classes delivered through WebEx. The WebEx classes are specifically designed to help students gain a deeper understanding of the concepts by directly interacting with their instructor and colleagues.

HONORS AND AWARDS

Research Grant (\$500), the 10th Young Scholars Interdisciplinary Forum at Temple University, 2015.
The Golden Key International Honor Society.
Graduate Fellowship, Vanderbilt University, 2010 – 2012.
University Scholarship, Ajou University, 2006.

ACADEMIC SERVICES

Ad-hoc reviewer, Journal of International Management, 2017 – Present.
Reviewer, Academy of International Business annual conference, 2016 – Present.
Reviewer for BPS/OMT Division, Academy of Management annual conference, 2015 – Present.
Reviewer for Global Strategy Track, Strategic Management Society annual conference, 2015 – Present.

PROFESSIONAL EXPERIENCE

HYUNDAI OILBANK, Seoul, South Korea, July 2007 – September 2009

(A petroleum and refinery company in the Hyundai Heavy Industries Group)

Accountant, Financial Accounting Department

Analyzed managerial risks and improved internal accounting management by effectively controlling accounting procedures. Performed cost-benefit analyses and prepared annual and quarterly financial statements, specializing in fixed assets. Supported a joint venture project of \$1.2 billion in assets and reported all progress to a top management team. Participated in a project team to build an electronic accounting system that reduced 95% of financial record errors. Designed an employee training manual for the electronic accounting system and educated more than 250 employees.

LG INTERNATIONAL CORPORATION, Paris, France, January 2007 – March 2007.

(An international trading and distributing company in the LG Conglomerate Corporation)

Market Research Intern Abroad, Branch office of Steel Business Division in Paris

Conducted market research for entry strategies of the company's steel business to penetrate local markets in southern Europe.

PROFESSIONAL AFFILIATIONS AND CERTIFICATIONS

Fox School Online Teaching Certificate, Temple University, 2017.
Fox School Teaching Certificate, Temple University, 2016.
LINKS Center Network Analysis Training Certificate, University of Kentucky, 2015.
Academy of International Business, 2013 – Present.
Academy of Management, 2013 – Present.
Strategic Management Society, 2013 – Present.

REFERENCES

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Dr. Joan Allatta
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