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**Name:** He-Boong Kwon  
**Rank:** Associate Professor  
**Tenure:** Tenured  
**Primary Teaching Field(s):** Production and Operations Management

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### Education

AACSB-Endorsed Bridge to Business (AQ) Program University of Toledo	2008
MBA with emphasis in Technology and Innovation Pacific Lutheran University (39 credits)	2008
Ph. D. Electrical Engineering Florida Institute of Technology	1995
MS. Electrical Engineering Florida Institute of Technology	1992
BS Electrical Engineering Korea Air Force Academy	1983

### Teaching

<b>Associate Professor of Management (tenured)</b>	2014-present
Assistant Professor of Management Hasan School of Business Colorado State University-Pueblo	2012-2014

### Courses teaching:

MGMT 511 Production and operations Management  
MGMT 311 Operations and Quality Management  
MGMT 491 Technology and Innovation Management  
MGMT 362 Purchasing Management  
BUSAD360 Advanced Statistics  
BUSAD265 Inferential Statistics

### Scholarly Activities

#### Publications

**Kwon, H.,** Lee, J., and White, K. (2018). Neural Network Modeling for a Two-Stage Production Process with Versatile Variables: Predictive Analysis for Above-Average Performance, *Expert Systems with Applications*, 100, 120-130.

**Kwon, H.** (2017). Exploring the Predictive Potential of Artificial Neural Networks in conjunction with DEA in Railroad Performance Modeling, *International Journal of Production Economics*. 183 (Part A), 159-170.

**Kwon, H.**, Marvel, J., and Roh, J. (2017). Three-stage Performance Modeling Using DEA-BPNN for Better Practice Benchmarking, *Expert Systems with Applications*, 71, 429-441.

Lee, J. and **Kwon, H.** (2017). Progressive performance modeling for the strategic determinants of market value in high-tech oriented SMEs. *International Journal of Production Economics*. 183 (Part A), 91-102.

**Kwon, H.**, Lee, J., and Roh, J. (2016). Best Performance Modeling Using Complementary DEA-ANN Approach: Application to Japanese Electronics Manufacturing Firms. *Benchmarking: An International Journal*. 23 (3), 704-721.

**Kwon, H.**, Roh, J., and Miceli, N. (2016). Better Practice Prediction Using Neural Networks: an Application to the Smartphone Industry, *Benchmarking: an International Journal*. 23 (3), 519-539.

**Kwon, H.** and Lee, J. (2015). Two-stage Production Modeling of Large U.S. Banks: A DEA-neural network Approach, *Expert Systems with Applications*, 42 (19), 6758-6766.

**Kwon, H.** and Hong, P. (2015). Comparative Efficiency Assessment and Strategic Benchmarking of Smartphone Providers with Data Envelopment Analysis (DEA). *International Journal of Productivity and Quality Management*, 15 (2), 185-202.

**Kwon, H.** (2014). Performance Modeling of Mobile Phone Providers: A DEA-ANN Combined Approach, *Benchmarking: an International Journal*. 21 (6), 1120-1144.

Hong P. and **Kwon, H.** (2012). Emerging Issues of Procurement Management: a Review and Prospect, *International Journal of Procurement Management*, 5 (4), 452-469.

Joo, S., Min, H., and Kwon, I., **Kwon, H.** (2010). Comparative Efficiencies of Specialty Coffee Retailers from the Perspectives of Socially Responsible Global Sourcing, *International Journal of Logistics Management*, 21 (3), 490-509.

Hong P. and **Kwon, H.**, Roh, J. (2009). Implementation of Strategic Green Orientation in Supply Chain: An Empirical Study of Manufacturing Firms, *European Journal of Innovation Management*. 12 (4), 512-532.

**Kwon, H.**, Joo, S., and Stoeberl, P. (2008). Measuring Relative Efficiencies and Merger Impacts of Wireless Communication Companies, *Benchmarking: An International Journal*: 15 (3), 212-224.

### **Papers under Review**

**Kwon, H.** and Lee, J. Exploring the Differential Impact of Strategic Determinants on Market Valuation in High-Tech Oriented Firms, *International Journal of Production Economics*, under 1<sup>st</sup> review. \* Corresponding author

Lee, J., \***Kwon, H.**, and Pati, N. Discovering the Strategic Determinants of Performance in Large U.S. Manufacturing Firms: R&D Intensity and Operational Efficiency Perspectives, *R&D Management*, under 1<sup>st</sup> review. \* Corresponding author

Lee, J. and \***Kwon, H.** The Synergistic Effect of Environmental Sustainability and Corporate Reputation on Market Value Added (MVA) in Manufacturing Firms, *International Journal of Production Research*, under 2<sup>nd</sup> review. \* Corresponding author

Choi, L., Hwang, B., and **Kwon, H.** Equally Perceive, but Unequally Respond: Exploring Asymmetric Customer Reciprocity and Roles of Customer Personalities, *European Journal of Marketing*, under 2<sup>nd</sup> review.

### **Conference Proceedings and Presentations**

**Kwon, H.** Quantifying Operations and R&D Capabilities: A New Measure and Impact Analysis. *International Symposium on Business and Social Sciences*, Taipei, Taiwan. January, 2019 (accepted).

**Kwon, H.** The Effect of Environmentally Sound Practices on Reputation: Exploring the Asymmetric Impact. *International Academy of Business and Public Administration Disciplines Conference*, Dallas, TX. April, 2018.

**Kwon, H.** Exploring the Impact of Strategic Green Orientation and Operations Efficiency in the U.S. High-tech Firms: A Neural Network Approach. *Institute of International Business and Governance Conference*, Hong Kong, Hong Kong. December, 2017.

**Kwon, H.** Adaptive Bank Production Modeling and Setting Actionable Performance Outcomes: DEA-NN Approach. *SWDSI Conference*, Little Rock, AR. March, 2017.

**Kwon, H.** Detecting Differential Impact of R&D on Market Value of Japanese SMEs. *SWDSI Conference*, Little Rock, AR. March, 2017.

**Kwon, H.** and Raymond, B. Are You Ready to Buy-Local? Survey Results. *WDSI Conference*, Las Vegas, NV. April, 2016.

**Kwon, H.** Adaptive Production Modeling and Setting Achievable Targets Using DEA-Neural Network: Application to the Healthcare Industry. *SWDSI Conference*, Oklahoma City, OK. March, 2016.

**Kwon, H.** Two-stage Operational Performance of Banks with Added Second Stage Inputs. *SWDSI Conference*, Oklahoma City, OK. March, 2016.

Lee, J. and **Kwon, H.** A Neural Network Approach to the Operational Strategic Determinants of Market Value in High-tech Oriented SMEs, *ICIMSA2016 Conference*, Jeju. Korea, May, 2016.

**Kwon, H.** and Kim, C. Multiple Stage Production Modeling Using Neural Network: Application to Financial Institutions. *SWDSI*, Houston, TX. March, 2015.

**Kwon, H.**, Lee, J. and Roh, J. Best Performance Modeling Using DEA-ANN. *Academic and Business Research Institute International Conference*, Las Vegas, NV. October, 2014. Best Conference Paper Award.

**Kwon, H.** Neural Network Based Performance Prediction and Modeling on Class I Railroad, *Sixth Global Supply Chain Management Conference*, Detroit, MI. September, 2013.

**Kwon, H.** Predicting Target Performance Using ANN and DEA: Application to Mobile Phone industry”, *SEDSI Conference*, Charleston, SC. February, 2013.

Joo, S., **Kwon, H.** and Boggess, K. Measuring the Comparative Performance of Branches of a Regional Bank, *DSI Conference*, San Diego, CA, November, 2010.

**Kwon, H.**, Hong, P., and Roh, J. Governance for Small and Medium Enterprises (SMEs): A Network Perspective, *7<sup>th</sup> International Symposium on Supply Chain Management*, Toronto, Canada. October, 2009.

Hong, P., **Kwon, H.**, and Park, Y. Roles of Senior Executives for Global Supply Chain Management: a Literature Review. *5<sup>th</sup> International Congress on Logistics and SCM Systems*, Seoul, Korea. June, 2009.

Hong, P., **Kwon, H.**, and Roh, J. Effective Environmental Business Practices for Successful Outcomes: An Empirical Study of Manufacturing Firms, *3<sup>rd</sup> International Symposium and Workshop on Global Supply Chain Management*, PSGIM, Coimbatore, India. January, 2009.

**Kwon, H.** and Joo, S. Benchmarking wireless mobile communication companies using Data Envelopment Analysis, *DSI Conference*, San Antonio, TX. November, 2006.

### **Works in Progress**

**Kwon, H.** Two-stage Efficiency Analysis of Class I Railroads: A Progressive Prediction Modeling. Target journal: *International Journal of Logistics Management*.

**Kwon, H.** and Lee, J., and Choi, L. Dynamic Relationships among Operations Capability, R&D Capability, Advertising and Firm-level Performance. Target journal: *Journal of Business Research*.

**Kwon, H.** and Lee, J. Quantifying Operations and R&D Capabilities of High-tech Companies: A New Measure and Validation Using Neural Networks. Target journal: *Management Science-Special issue on Data Driven Prescriptive Analysis*.

Lee, J. and **Kwon, H.** Efficiency and Performance Analysis of Public Healthcare Organizations: A Standalone Neural Network Approach. Target journal: *Computers and Operations Research*.

Lee, J., and **Kwon, H.** Interactive Strategic Significance of Environmental Sustainability and Corporate Reputation on Firm's Economic Performance. Target journal: *Journal of Cleaner Production*.

**Service/ Professional Activities**

**University/ School Service**

Faculty Hand Book Committee ( <b>CSU-P</b> )	2017-2018
Faculty Senate and Senate Exec. Committee	2016-2018
Academic Policies and Scholarly Board	2016-2017
Faculty Policy and Procedures Committee/ Chair	2015-2017
Faculty Policy and Procedures Committee	2012-2015
Faculty Development Grant Committee	2012-2015
Area Coordinator, Management & Marketing ( <b>HSB</b> )	2018-present
Assurance of Learning (AOL) Committee	2018-present
Personal Review Committee	2016-2017
Beta Gamma Sigma Faculty Advisor	2013-2017
POM Search Committee/ Chair	2016
Academic Advisor Search Committee	2015
POM visiting faculty search committee	2014

**Professional Service**

Editorial Board Member, J. of Management and Economics	2016-present
Reviewer, Expert Systems with Applications	2015-present
Reviewer, International Journal of Production Research	2016-2017
Reviewer, IEEE Trans. on Knowledge and Data Engineering	2017
Reviewer, Benchmarking: An International Journal	2017
Reviewer, Operations Research Perspectives	2016
Reviewer, International Journal of Production Economics	2015-2016
Reviewer, Benchmarking: An International Journal	2014-2015
Reviewer, SEDSI Conference papers	2014
Member, International Scientific Committee	2013
6 <sup>th</sup> Global Supply Chain Management Conference	
Evaluator, Student Best Paper Award	2013
6 <sup>th</sup> Global Supply Chain Management Conference	
Discussant, SEDSI Conference	2013

Reviewer, SEDSI Conference papers	2013
Reviewer, International Journal of Production Economics	2012
Represented the University in ‘Supply Chain Educator’s Meeting’ in the Kansas City area	2012
Reviewer and session chair, WDSI Conference	2011
Reviewer, International Journal of Business Excellence	2011
Reviewer, WDSI Conference papers	2010
Guest lecturer, AACSB Bridge to Business Program University of Toledo	2009

### **Grants**

Faculty Seed Grant Colorado State University-Pueblo	2015/ 2017
RSCA Productivity Grant Colorado State University-Pueblo	2015
Provost’s Faculty Development Grant Colorado State University-Pueblo	2014/ 2015/ 2016/ 2017/ 2018
Summer Research Grant Hasan School of Business	2013/ 2014/ 2015/ 2016/ 2017/ 2018

### **Awards**

Outstanding Faculty Award Colorado State University-Pueblo	2017
Excellence in Research Award Hasan School of Business Colorado State University-Pueblo	2017
Excellence in Research Award Hasan School of Business Colorado State University-Pueblo	2015
Best Conference Paper Award Academic and Business Research Institute International Conference Las Vegas, NV. Oct. 10	2014
Creativity and Scholarship Award Concord University	2010

### **Academic Experiences**

Associate Professor of Logistics, 2010-2011 Park University, Kansas City MO
Associate Professor of Management, 2008-2010 Concord University, Athens WV

Visiting Research Scholar, 2006-2007  
Central Washington University, Ellensburg WA

**Industry Experiences**

System Engineer, 2005-2006  
Samsung-Thales CO, Seoul, South Korea  
Major duties: product definition

Information Systems Officer (2nd L/T.-L/T. Col.), 1983-2005  
Korean Air Force, Seoul, South Korea  
Major duties: systems management, R&D planning, quality management,  
program management, and etc.

**Affiliation**

Decision Sciences Institute, 2006 - present.  
American Production and Inventory Control Society (APICS), 2010-present  
Institute for Supply Management (ISM), 2010-present