CV

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

AACSB-Endorsed Bridge to Business Program
   University of Toledo (Post doc.)   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

Professor of Management   2020-present
 Associate Professor of Management   2014-2020
  Assistant Professor of Management   2012-2014
Hasan School of Business
Colorado State University-Pueblo

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

Peer Reviewed Journal Articles (Corresponding author[†])

Kwon, H.-B.[†], Lee, J. and Brennan, I. (2024). Complex Interplay of R&D, Advertising and Exports in USA Manufacturing Firms: Differential Effects of Capabilities, *Benchmarking: An International Journal*, Ahead-of-print. https://doi.org/10.1108/BIJ-03-2023-0183.

Kwon, H.-B.[†], Lee, J., and Choi, L. (2022). Predicting the Effect of Operations and R&D Capabilities on Firm Performance: New Measurement and Impact Analysis, *International Journal of Production Economics*, 247, 108439.

Kwon, H.-B.[†], Lee, J., and Choi, L. (2022). Exploring the Synergy between R&D and Advertising on Firm Performance, *Benchmarking: An International Journal,* https://doi.org 10.1108/BIJ-11-2020-0605.

Kwon, H.-B.[†], Lee, J., and Choi, L. (2021). Dynamic Interplay of Environmental Sustainability and Corporate Reputation: A Combined Parametric and Nonparametric Approach, *Annals of Operations Research,* ttps://doi.org/10.1007/s10479-021-04331-6.

Lee, J. and **Kwon, H.-B.**[†] (2021). Synergistic Effect of R&D and Export on Performance in U.S. Manufacturing Industries: High-tech vs. Low-tech, *Journal of Modeling in Management*, https://doi.org/10.1108/JM2-03-2021-0057.

Choi, L., Kim, M., and **Kwon. H.-B.** (2021). The More Reputable, the More Engaged: Exploring Customer Identification and Brand Love as Mediators and Industry Type as a Moderator, *Journal of Brand Management*, https://doi.org/10.1057/s41262-021-00255-5.

Kwon, H.-B.[†] and Lee, J. (2019). Exploring the Differential Impact of Strategic Determinants on Market Valuation in High-Tech Oriented Firms, *International Journal of Production Economics,* 211, 1-14.

Lee, J., **Kwon, H.-B.**[†] and Pati, N. (2019). Exploring the Strategic Determinants of Performance in Large U.S. Manufacturing Firms: R&D Intensity and Operational Efficiency Perspectives, *Expert Systems with Applications*. 137C, 420-431.

Lee, J. and **Kwon, H.-B.**[†] (2019). The Synergistic Effect of Environmental Sustainability and Corporate Reputation on Market Value Added (MVA) in Manufacturing Firms, *International Journal of Production Research,* 57(22), 7123-7141.

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

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

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

Conference Proceedings[*] and Presentations

Kwon, H.-B. Synergistic interaction of production efficiency and r&d capabilities in U.S. manufacturing firms" has been accepted for presentation at the International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, TX, April 2023.

Kwon, H.-B. and Lee, J. Exploring the Dynamic Interplay of Operations, R&D, and Environmental Commitment. *International Academy of Business and Public Administration Disciplines Conference*, Las Vegas, NV. October, 2022.

[*]Lee, J. and **Kwon, H.-B**. Dynamic Impact of Corporate Environmental Sustainability on CEO Compensation across Different Levels of Technology via R&D Intensity. *SIBR*

Conference on Interdisciplinary Business and Economics Research, Seoul Korea, June, 2022. Best Conference Paper Award

Kwon, H.-B. and Lee, J. Dynamic Interplay of R&D, Advertising, and Exports on Market Value: Capabilities Perspectives. *SWDSI 22 Conference*, New Orleans, LA. March, 2022.

*Choi, L., Kim, M., and **Kwon, H.-B.** The More Reputable, The More Engaged: Exploring Customer identification and Brand Love as Mediators and Comparing Product to Service Industry. *6th International Consumer Brand Relationships Conference*. Cancun, Mexico. May, 2019. Best Conference Paper Award.

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

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

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

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

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

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

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

Joo, S. and **Kwon, H.-B.** Measuring and Benchmarking the Comparative Performance of Major Railroad Companies in the USA, *WDSI Conference*, Portland, OR. April, 2011.

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

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

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

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

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

Works in Progress

Kwon, H.-B. Predictive Sustain-analytics Modeling: Reputability and Sustainability. Target journal: *Journal of Business Research*.

Kwon, H.-B. Adaptive Benchmarking Process for Environmental Sustainability: A Hybrid Fuzzy ARTMAP-BP Neural Network Approach. Target journal: *Decision Support Systems*.

Kwon, H.-B. and Lee, J. Differential Synergistic Effect of Operations Efficiency and Technology Innovation: Manufacturing vs. Service. Target journal: *International Journal of Operations and Production Management.*

Kwon, H.-B. and Lee, J. From Competitive Advantage to Sustainable Competitive Advantage: RQ as an Enabler. Target journal: *Production and Operations Management.*

Kwon, H.-B. and Lee, J. Asymmetric Interactions of R&D Capabilities on Green Innovation: Complexity Theoretic Perspective. Target journal: *International Journal of Operations and Production Management.*

Lee, J. and **Kwon, H.-B.** Interactive Strategic Significance of Environmental Sustainability and Corporate Reputation on Firm Performance in the World's Leading Corporations. Target journal: *European Journal of Management*.

Service/ Professional Activities
University/ School Service

Scholarly Activities Board (**University**)	2021-Present
Member, Chairs Council	2022 Spring
Academic Policies and Scholarly Board	2016-2017, 2022 Spring
ICR Grant Review Panel	2019
Faculty Hand Book Committee	2017-2018
Faculty Senate	2016-2018
Faculty Policy and Procedures Committee/ Chair	2015-2017
Faculty Policy and Procedures Committee	2012-2015
Faculty Development Grant Committee	2012-2015
Spec. Assignment for T&P and APR (**HSB**)	2022 Fall-2023 Spring
Interim Associate Dean	2022 Spring
PRC	2016-17, 2018-20, 2021-2022, 2023-Present
A.I.M Coordinator Search Committee	2022
Undergraduate Advisor Search Committee	2021
Management/Marketing Area Coordinator	2018-2010
Assurance of Learning Committee	2018-2010
Beta Gamma Sigma/ Faculty Advisor	2013-2017
POM Faculty Search Committee/ Chair	2016
Academic Advisor Search Committee	2015
POM visiting faculty search committee	2014

Professional Service

Co-Guest Editor, Sustainability	2020-2022
Reviewer, Benchmarking: An International Journal	2022
Editorial Board Member, J. of Management and Economics	2016-2019
Reviewer, International Journal of Production Economics	2019
Reviewer, Expert Systems with Applications	2019
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, Expert Systems with Applications	2015-2016
Reviewer, Benchmarking: An International Journal	2014-2015
Reviewer, SEDSI Conference papers	2014
Member, International Scientific Committee	2013
6th Global Supply Chain Management Conference	
Evaluator, Student Best Paper Award	2013
6th 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	2009
University of Toledo	

Grants

Faculty Seed Grant   2015/ 2017/ 2020/ 2021/ 2023
        Colorado State University-Pueblo

RSCA Productivity Grant   2015
        Colorado State University-Pueblo

Provost's Faculty Development Grant   2014 thru. 2018
        Colorado State University-Pueblo

Summer Research Grant   2014 thru. 2022
        Hasan School of Business

Awards

Outstanding Faculty Award   2017/ 2022
        Colorado State University-Pueblo

Excellence in Research Award   2015/ 2017/ 2022
        Hasan School of Business

Best Conference Paper Award
        SIBR Conf. on Interdisciplinary Bus. and Econ. Research
                Seoul, Korea   .   2022

International Consumer Brand Relationships Conference
Cancun, Mexico   2019

Academic and Business Research Institute
International Conference
Las Vegas, NV.   2014

Creativity and Scholarship Award   2010
Concord University

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

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
Systems 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, etc.