

Woo-Yong Park

Personal Information

- Assistant Professor
- Department(s): MET (Department of Management, Entrepreneurship, and Technology)
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Education

- Ph.D. Department of Industrial and Operations Engineering, University of Michigan
 - Concentration: Technology and Innovation Management
- M.S. Department of Industrial Engineering, KyungHee University, South Korea
 - Concentration in Applied Statistics
- B.A.E Department of Industrial Engineering, KyungHee University, South Korea

Area Expertise

- Technology and Innovation Management / Operations Management / Strategic Management

Research Topics

- Make-or-Buy Sourcing Decisions in Response to Innovation Shocks
- Outsourcing Strategies
- Firms' Search Behavior and Its Varied Impact on Performance Across Technological Evolution
- The Role of In-House Design in Make-or-Buy Sourcing Decisions in Response to Changes in Product Architecture

Publications

Representative Articles:

- [1] **WY Park**, F. Kshurshid, & C Tanpong (2025, accepted), "To Fill a Hollow Core: Roles of Firm Knowledge When Outsourcing Core Component During Technological Change", **Journal of Operations Management** (UTD24 / FT50 / SARS A+)
- [2] S Peng (Phd Student), **WY Park**, AEE Eltoukhy, & M Xu "Outsourcing service price for crowd-shipping based on on-demand mobility services", **Transportation Research - Part E** (SARS A) (accepted in Feb 2024)
- [3] Y He (Phd Student), HL Ma (Phd Student), **WY Park**, SQ Liu, SH Chung & Y. He (2023) "Maximizing Robustness of Aircraft Routing with Heterogenous Maintenance Tasks", 177:1-15, **Transportation Research - Part E** (SARS A)
- [4] **WY Park**, C Tanpong, YK Ro, & NW Kim (2022), "The Design Sourcing Choice and Technological Performance in the Upscale and Downscale Markets of an Architectural Innovation" 68, 3: 218-240, **Journal of Operations Management** (UTD24 / FT50 / SARS A+)
- [5] **Park, W.Y.** & C. Tanpong (2021) "Performance and Survival Implications of Sourcing Choice Sequence Across an Architectural Innovation Life Cycle" 67, 6: 656-679, **Journal of Operations Management** (UTD24 / FT50 / SARS A+)

- [6] Bigelow, L., J. Nickerson, & **W.-Y. Park (Equal Contribution)** (2019) "When and How to Shift Gears: Dynamic Trade-offs Between Among Adjustment Costs, Opportunity, and Transaction Costs in Response to an Innovation Shock." 40, 3: 377-407, **Strategic Management Journal** (UTD24 / FT50 / SARS A+)
- [7] **Park, W.Y.**, Y. K. Ro, and N.W. Kim (2018), "The Impact of Variant Sourcing Strategies over Time in the Face of a New Architectural Innovation", 47, 1: 326-241, **Research Policy** (FT50 / SARS A)
- [8] **Park, W.Y.**, Y. K. Ro, and J.H. Lee (2018) "How Much Does Design Internalization Matter in the Face of Technological Change?", **IEEE Transactions- Engineering Management**, 65, 2: 264 – 275
- [9] **Park, W.Y.(J.K.)** and Y. K. Ro (2013), "Product Architectures and Sourcing Decisions: Their Impacts on Performance" 39, 3: 814-846, **Journal of Management** (FT50 / SARS A+)
- [10] **Park, W.Y.(J.K.)** and Y. K. Ro (2011), "The Impact of a Firm's Make, Pseudo-Make, Buy Strategy on Product Performance." 29, 5: 289-304, **Journal of Operations Management** (UTD24 / FT50 / SARS A+)
- [11] Fixson, S. K. and **Park, W.Y.(J.K.) (Equal Contribution)** (2008) "The Power of Integrality: Linkages between Product Architecture, Innovation, and Industry Structure", 37, 8: 1296-1316, **Research Policy** (FT50 / SARS A)

Awards

- [1] **2023 Best Paper Award**
- 2023 Academy of Management Annual Meeting, Boston, MA (Aug. 2023)
 - ***TIM (Technology and Innovation Management) Best Paper Award Finalist***
- [2] **2023 Best Paper Award**
- 2023 KOSIME (Korean Society for Innovation Management and Economics) Annual Meeting, Jeju, South Korea (July 2023)
 - **Best Paper Award Winner**
- [2] **2023 Best Paper Award**
- 3rd Competitive Dynamics Conference, London, UK (Mar. 25-26, 2023)
 - **Curtis M. Grimm Memorial Best Paper Award Winner**
- [3] **2021 Lee Business School's Researcher of the Year**
- Granted on May 2022.
- [4] **2021 MET Department's Researcher of the Year**
- Granted on Aug 2022.
- [5] **2021 Best Paper Award**
- 2021 best paper selected at School of Business, North Dakota State University (co-author's institution).
- [6] **2020 Best Paper Award**
- 2020 SMS (Strategic Management Society) Annual Conference: Research Methods Paper Prize Competition
 - **The Honorable Mention for the Prize out of 34 nominated papers** for this award.
- [7] **2011 Best Paper Award**
- Strategic Management Korean Business Administration Annual Meetings, Kangwondo, Korea, (Aug. 2011)

[9] 2006 Best Paper Award

- Academy of Management Annual Meeting, Atlanta, GA (Aug. 2006)

Academic Service

- Editorial Board:
 - [1] Journal of Operations Management (Feb. 2024 – Ongoing)
 - [2] Decision Science Journal (Nov. 2020 – Ongoing)

Major Teaching Area

- [1] Strategic Management of Technology and Innovation
- [2] Decision Analysis for Management Judgement