

## Surin Kim

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College of Education and Human Sciences  
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### EDUCATION

- M.B.A.** Entrepreneurial Management, Marketing and Operations Management,  
Wharton School of the University of Pennsylvania, Philadelphia, PA (2015)
- B.A.** Korean Language and Literature with Minor in Business Administration,  
Ewha Womans University, Seoul, Korea (2009)

### ACADEMIC AND PROFESSIONAL EXPERIENCE

- 2016-present Assistant Professor and Extension Specialist in Entrepreneurship, Department of Textiles,  
Merchandising & Fashion Design University of Nebraska - Lincoln. Lincoln, NE
- 2015-2016 Senior Product Manager, Amazon Marketplace, Amazon.com, Inc., Seattle, WA
- 2013-2015 Co-Founder, MA.CHEF, Seoul, Korea
- 2011-2013 Strategic Planning Manager, Korea Telecom, Seoul Korea
- 2010-2011 Planning and Execution Manager, Innovation Management Center, Korea Telecom,  
Seoul, Korea
- 2009-2010 IT Consultant, Korea Telecom, Seoul, Korea
- 2007 Assistant Consultant, Sun Microsystems, Seoul, Korea
- 2007 Marketing Intern, Communications Department, KUKA Robotics, Augsburg, Germany

### FUNDING/GRANTS (Total funded: \$1.29M)

#### External Grants and Funding

USDA Children, Youth and Families at Risk (CYFAR), \$647,000 2019-2023  
Project Title: Nebraska Sustainable Community Project - Youth Civic Engagement  
Role: Co-PI (PI: Choi, E. Co-PIs: de Guzman, M. R. T, Parra, G., Jennings, E.,  
Valentine, D., Sierra, L.)

USDA AFRI National Institute of Food and Agriculture (NIFA), \$493,560 2018-2022  
Project Title: Leveraging community connections, local issues, and youth high tech  
entrepreneurship education to nurture rural economic opportunities  
Role: PI (Co-PIs: de Guzman, M. R. T., Nicholas, C., Guru, A.)

Anonymous Family Foundation Donation, \$50,000 2018-2020  
Project Title: Youth Entrepreneurship Clinics  
Role: PI (Co-PIs: de Guzman, M. R. T., Nicholas, C., Guru, A.)

The Pearle Francis Finigan Foundation, \$9,561 2017-2019  
Project Title: Crafting Culture in the middle of everywhere  
Role: Co-PI (PI: Nicholas, C.)

#### Internal Grants and Funding

Rural Futures Institute, \$74,988 2017-2020  
Project Title: Developing a model for 'self-sustaining entrepreneurial communities':  
Nurturing high school entrepreneurs and transforming local business owners via youth-  
driven entrepreneurship clinics  
Role: PI (Co-PIs: de Guzman, M. R. T., Anderson-Knott, M. Pearman, S., Dexter, J.)

Nebraska Extension, \$7,500 2017-2018  
Project Title: Nebraska Extension Innovative Programming Grant  
Role: PI (Co-PI: Valentine, D.)

Nebraska Extension, \$8,545 2017-2018  
Project Title: Increasing STEM and Entrepreneurial Self-Efficacy, and Community Connections for Youth through an Acquire Knowledge, Create, and Teach (ACT) Engagement Program  
Role: Collaborator (PI: Guru, A., Co-PIs: Valentine, D., Wever, S., Collaborators: de Guzman, M. R. T., Nicholas, C., Schlake, M.)

Convocation Committee, \$750 2016 - 2017  
Project Title: Funding for a guest speaker in entrepreneurial finance  
Role: PI

## RESEARCH PUBLICATIONS

### Refereed Papers (\* indicates graduate students)

**Kim, S.**, Nicholas, C., de Guzman, M. R. T., Kuhlman, A. \*, Padasas, I. \*, & Kennedy, O. \* (under review) The Impact of Entrepreneurship Education on Youth Development. *Entrepreneurship Education and Pedagogy* (Revise and resubmit status)

de Guzman, M. R. T., **Kim, S.**, Padasas, I. \*, & Taylor, S. \* (2020). Rural communities as a context for entrepreneurship: Exploring perceptions of youth and business owners. *Journal of Rural Studies*, 80, 45-52.

**Kim, S.**, Taylor, S. \*, & de Guzman, M. R. T. (2018). Addressing declining rural communities through youth entrepreneurship education. *Journal of Extension*, 56(6). Retrieved from <https://www.joe.org/joe/2018october/comm1.php>

### Book Chapters (\* indicates graduate students)

Nicholas, C., & **Kim, S.** (in press). Chapter 7. Home and Away: Crafting an Engaged Ethnography of Textile and Entrepreneurship Training. *Doing Fieldwork at Home: The Ethnography of Education in Familiar Contexts*. Lanham; Boulder; New York; London: Rowman & Littlefield.

**Kim, S.**, de Guzman, M. R. T., Padasas, I. \*, & Kennedy, O. \* (manuscript in preparation). Youth Entrepreneurship and Financial Education in Extension (working title). *The Role of the Social Sciences in Extension*. Cambridge (England): Cambridge University Press.

## PROFESSIONAL PRESENTATIONS

### International Meetings (\* indicates graduate students)

**Kim, S.** & Ladd, T. (2020) Beyond Pitch Competition: Rural Community Building Through Youth Entrepreneurship, Teaching and Learning Conference, Academy of Management, Online

**Kim, S.** (session chair) & de Guzman, M. R. T. (discussant). (2020). Rural Communities in flux: Cultural shifts and programmatic responses to address economic and population decline. Symposium accepted for presentation at the annual meeting of the Society for Cross-Cultural Research, Seattle, WA.

de Guzman, M. R. T., **Kim, S.**, Taylor, S., & Padasas, I. \* (2020). Is Entrepreneurship a Promising Approach? Exploring the Potential of Entrepreneurship to Address Rural Decline and the Contrasting Perceptions Between Youth and Business Owners. Paper accepted for presentation at the annual meeting of the Society for Cross-Cultural Research, Seattle, WA.

Padasas, I. \*, Kennedy, O. \*, **Kim, S.**, de Guzman, M. R. T., Guru, A., & Nicholas, C. (2020). Youth Entrepreneurship Clinics: An experimental approach to encourage youth connection to rural communities and developing entrepreneurial mindsets. Paper accepted for presentation at the annual meeting of the Society for Cross-Cultural Research, Seattle, WA.

- Kim, S.,** de Guzman, M. R. T., Taylor, S., & Padasas, I.\* (accepted). Exploring Perceptions About Entrepreneurship in Rural Communities and the Role of Youth in Local Businesses Development. Submitted for presentation at the annual meeting of the European Association of Social Psychology, Krakow, Poland.
- Kim, S.** (2020). Teaching data-driven business decision making through experiment. Paper presented at the United States Association for Small Business and Entrepreneurship Conference. New Orleans, LA.
- Kim, S.,** & Nicholas, C. (2020). Handcrafted: Business and Community Building Among Immigrants and Residents. Paper presented at the United States Association for Small Business and Entrepreneurship Conference. New Orleans, LA.
- Kim, S.,** de Guzman, M. R. T., Guru, A., & Nicholas, C. (2019). Providing the mind transformative education both to youth and business owners in rural communities. Paper presented at the United States Association for Small Business and Entrepreneurship Conference. St. Pete Beach, FL.
- Kim, S.,** & de Guzman, M.R.T. (2018). Developing a Model for Rural Entrepreneurship. Paper presented at the United States Association for Small Business and Entrepreneurship Conference. Los Angeles, CA.
- Kim, S.,** & de Guzman, M.R.T. (2018). Nurturing Rural Youth Entrepreneurs. Paper presented at the United States Association for Small Business and Entrepreneurship Conference. Los Angeles, CA.
- Kim, S.** (2018). Build Entrepreneurial, Accountable Work Cadence Based on Company Goals and Sprint Cycles. Proceedings from ICSB' 18: International Congress for Small Business. Taipei, Taiwan.
- Kim, S.** (2018). Youth and Young Adults Helping Local SMEs to Expand Their Markets by Solving Live Cases of Their Market Growth Challenges. Proceedings from ICSB' 18: International Congress for Small Business. Taipei, Taiwan.
- Kim, S.** (2018). Research Techniques to Foresee the World Trends and Build Evolving Businesses to Survive in the Fast-Changing Global Market. Proceedings from ICSB' 18: International Congress for Small Business. Taipei, Taiwan.

#### **Extension and Community Presentations**

- de Guzman, M.R.T., **Kim, S.,** Nicholas, C., & Guru, A. (2019). Youth entrepreneurship beyond pitch competition. Entrepreneurship Best Practices Summit. York, NE.
- Nicholas, C., & **Kim, S.** (2019). Crafting Culture: Building Inclusive Communities for Craft-Based Entrepreneurship. Entrepreneurship Best Practices Summit. York, NE.
- Kim, S.,** & de Guzman, M.R.T. (2018). Youth Entrepreneurship Clinics: Youth Programming to Connect to Community. Connecting Entrepreneurial Community Conference. Hastings, NE.

#### **Invited Presentations, Workshops, and Panels**

- Kim, S.** (2019). Teaching entrepreneurship to youth and underserved constituencies. Entrepreneurship in Rural America. Denver, CO.
- Kim, S.** (2019). Panel discussion: Access to capital and talent. Entrepreneurship in Rural America. Denver, CO.
- Kim, S.** (2019). Panel moderation: Fashion Your Own Way: From Nebraska Roots to National Success. Lincoln Calling. Lincoln, NE.
- Kim, S.** (2019). 1-day Entrepreneurship workshop. Kolegium Europejskie. Krakow, Poland.
- Nicholas, C., & **Kim, S.** (2019). Crafting Culture. National Quilting Day, International Quilt Museum. Lincoln, NE.
- Kim, S.** (2018). Building an impactful project through entrepreneurship. Mandela Washington Young African Fellowship. University of Nebraska – Lincoln. Lincoln, NE.
- Kim, S.** (2018). Communicating Expertise with Public. KSEA Nebraska Chapter Research Symposium, Korean-American Scientists and Engineers Association, Omaha, NE.

**Kim, S.** (2018). Guiding and Inspiring Youth in Entrepreneurship. TechStars Lincoln Startup Week. Lincoln, NE.

**Kim, S.** (2017). Entrepreneurship Week. Mandela Washington Young African Fellowship. University of Nebraska – Lincoln. Lincoln, NE.

### **Public Exhibitions and Related Work**

Nicholas, C., Kennedy, S., & **Kim, S.** (2019) Public Exhibition: “Crafting Culture: Women and the Business of Textiles in Nebraska.” Nebraska History Museum, April 12-July 13. (Role: co-curator)

## **EXTENSION MATERIALS DEVELOPED/PUBLISHED**

### **Nebraska Extension Materials - Refereed (Internal peer review process)**

#### **Curriculum**

Handcrafted: Business and Community Building (2020). 45-page Facilitator’s Guide. (Role: Co-lead author, Lead Author: Nicholas, C., Reviewers: de Guzman, M.R.T., Casto, M.A., & Milius, J.). *Nebraska Extension Publications*.

#### **Extension Materials**

Zimbhoff, A., & **Kim, S** (2020). Tracking profitability for new businesses using revenue and costs. *NebGuide*.

**Kim, S.**, de Guzman, M. R. T., & Taylor, S.\* (2018). Economic growth through entrepreneurship. *NebGuide, G2298* (Communities & Leadership). Retrieved from <http://extensionpublications.unl.edu/assets/pdf/g2298.pdf>

**Kim, S.**, de Guzman, M. R. T., & Taylor, S.\* (2018). Youth entrepreneurship: A key to sustainable community. *NebGuide, G2299* (Communities and Leadership). Retrieved from <http://extensionpublications.unl.edu/assets/pdf/g2299.pdf>

#### **Extension Curriculum Reviews**

4-H Youth Entrepreneurship Curriculum Review: Spark to Start Activity Book (2019)

4-H Youth Entrepreneurship Curriculum Review: INVENTURE Day (2017)

4-H Youth Entrepreneurship Curriculum Review: TEC BOX (2017)

## **FELLOWSHIPS, ACADEMIC HONORS & AWARDS**

Nebraska Entrepreneurship Task Force (NETForce) Outstanding Entrepreneurship Educator Award	2019
Joseph Wharton Fellowship, Warton Business School	2013-2014
CEO Award for the Best Employee of the Year, Korea Telecom	2010
Ambassador of PEER (Powerful Ewha Employment Relationships), Ewha Womans University	2010
Dean’s List, Ewha Womans University	2008

## **PROFESSIONAL ACTIVITIES**

### **Grant Reviews**

Invited Reviewer, Agriculture Economics and Rural Communities Program, United States Department of Agriculture, Washington, D.C. 2018-2020

### **Professional Development**

Institute of Online Teaching (IOT) and other online teaching workshops	2020
Tableau data visualization workshop	2017
Navigating Difference workshop, Nebraska Extension	2017
CEHS Scholarly Enhancement Program, University of Nebraska – Lincoln	2016-2018

Lean Startup conference	2016-2017
<b>Applied Research</b>	
Entrepreneurship Education Effectiveness Research, Entrepreneurship Office, Texas State University	2016
Program Effectiveness Research, Marketplace, Amazon	2015
Israeli Innovation Research Project, Global Modular Course, The Wharton School	2014
Fashion Industry Market Research, Marketing Department, The Wharton School	2014
Economies in South America, Global Immersion Program, The Wharton School	2014
Innovation Management in Business, Management Department, The Wharton School	2013
Market Research for Long Term Growth Business Planning, Innovation Management Center, Korea Telecom	2010
<b>Consultations and Professional Services</b>	
Consultant, Innovation Methodology, Medellin, Colombia	2017
Project Leader, Global Entrepreneur in Residence Coalition Program, Austin, TX	2016
Consultant, Field Application Project for Rebeca Imperiano LLC, Philadelphia, PA	2015
Project Leader, WHASA Kenya Trek Scholarship Program, Nairobi, Kenya	2014
Organizer, Girls Who Code in Philadelphia, Philadelphia, PA	2014
<b>SERVICE ACTIVITIES</b>	
<b>University Committees</b>	
Member, Recruiting and Retention Committee, Merchandising, Department of Textiles, Merchandising & Fashion Design, University of Nebraska – Lincoln	2021
Member, Search Committee for Extension Visiting Professor and Project Coordinator, Nebraska Extension, University of Nebraska – Lincoln	2020
Member, Search Committee for Assistant Professor in Merchandising, Department of Textiles, Merchandising & Fashion Design, University of Nebraska – Lincoln	2019-2020
Member, Chair Advisory Committee, Department of Textiles, Merchandising & Fashion Design, University of Nebraska – Lincoln	2018-2021
Member, Search Committee for Engler Agribusiness Entrepreneurship Program, University of Nebraska – Lincoln	2018
Member, Search Committee for Extension Educators (3 educators), Nebraska Extension, University of Nebraska – Lincoln	2017-2019
<b>Mentoring</b>	
Startup Mentor, NMotion Accelerator, Lincoln, NE	2018-2019
Entrepreneurship Specialist Mentor, Innovation Studio, Lincoln, NE	2017-2019
Mentor and Coach, Engler Agribusiness Entrepreneurship Program, Lincoln, NE	2016-2019
Startup Mentor, Fuse Coworking Space, Lincoln, NE	2016-2017
Global Mentor, Inha University Global Mentoring, Seoul, Korea	2016-2017
Human Library Mentor, TEDxYouth@Austin Fast Pitch Competition, Austin, TX	2016
Mentor, 3Day Startup, Austin, TX	2014-2016
Initiator & Facilitator, IDEA Frontier, Seoul, Korea	2010-2013
International Facilitator, AIESEC Germany, Berlin, Germany	2007
<b>Youth and Community Engagement</b>	
Guest Facilitator, Sandhills Leadership and Entrepreneurship Program, Lincoln, NE	2017
Mentor, ProStart National Restaurant Association Educational Foundation, Lincoln, NE	2017
Facilitator, 4-H MakerFest, Ithaca, NE	2017
Mentor and Judge, INVENTURE Day, York, NE	2016-2017
Facilitator, Bryan High School, Omaha, NE	2016

Volunteer Teacher, Dasom Diversity Center, Seoul, Korea	2010
Leader, Project A.S.K. (Answers, Solutions, and Knowledge), AIESEC, Abuja, Nigeria	2008
Instructor, Junior Achievement, Seoul, Korea	2008
Instructor, SK Telecom Sunny, Seoul, Korea	2007

### **COURSES TAUGHT**

#### **Credit Courses**

TMFD 420 / 820 Entrepreneurship: Launch a Product in a Semester (3-Credit)	2020
TMFD 490 / 890 Entrepreneurship Workshop Course (3-Credit)	2019
TMFD 490 / 890 Entrepreneurship Workshop Course (2-Credit)	2017-2018
TMFD 492 / 892 Education Abroad to S. Korea and China (3-Credit, Canceled)	2017

#### **Guest Lectures**

ENTR 388 Agribusiness Entrepreneurship	2018
TMFD 874 Theory Development	2017
TMFD 412 / 812 Product Development IV	2016

### **GRADUATE COMMITTEE MEMBERSHIP**

#### **Committee Member**

Bingnan Mu, Doctor of Philosophy, Human Sciences  
Hassan Faqrul, Doctor of Philosophy, Human Sciences  
Melisa Spilinek, Mater of Science, Textiles, Merchandising & Fashion Design  
Katherine Walter, Mater of Science, Textiles, Merchandising & Fashion Design  
Katelyn Sorenson, Master of Science, Textiles, Merchandising & Fashion Design  
Ana La Rosa, Master of Science, Textiles, Merchandising & Fashion Design  
Jana Schwartz, Master of Applied Science, Science for Educators  
Mykesha Jackson, Master of Science, Child, Youth and Family Studies, graduated in 2018  
Yiyue Fan, Mater of Science, Textiles, Merchandising & Fashion Design, graduated in 2018

### **PROFESSIONAL AFFILIATIONS**

Member, Academy of Management	2019 - P
Member, Korean-American Scientists and Engineers Association	2017 - P
Affiliate, Nebraska Center for Research on Children, Youth, Families and Schools	2016 - P
Member, Lean Startup Co.	2016 - P
Member, International Council for Small Business	2016 - P
Member, United States Association for Small Business and Entrepreneurship	2016 - P

### **LANGUAGE SKILLS**

Native fluency in Korean  
Elementary in Spanish and German  
Working proficiency in SQL programming language