

Resume of Dong-Sung Cho

(March 30, 2015/Partially updated)

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DATE OF BIRTH: January 12, 1949

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Seoul 140-030, Korea

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EDUCATION

Harvard Business School, Boston, Massachusetts: 1973-77.

- Received Doctor of Business Administration degree. Dissertation title: "International Facility Planning - Regarding the Application of Scientific Approaches."
- Received George F. Baker Foundation Doctoral Fellowship and 1907 Foundation Fellowship.

INSEAD, Fontainebleau, France: 1973.

- Completed International Teachers Program. Received Ford Foundation Fellowship.

Bowling Green State University, Bowling Green, Ohio: 1972-73.

- Received Master of Business Administration degree. Research Assistant in Marketing.

Seoul National University, Seoul, Korea: 1967-71.

- Received Bachelor of Business Administration degree. Ranked first in graduating class.

Kyunggi High School, Seoul, Korea: 1964-1967.

Kyunggi Middle School, Seoul, Korea: 1961-1964.

ACADEMIC AFFILIATIONS

Cheung Kong Graduate School of Business (長江商學院), Beijing, China: 2006-present.

- Professor of Strategy: 2014-present. Courses taught include "Creativity," "Corporate Strategy," "Competitive Strategy," and "Growth Strategy of Korean Firms."
- Jointly Appointed Professor of Strategy: Professor of Strategy (戰略專攻兼任教授): 2006-2014.

Seoul National University, Seoul, Korea: 1978-present.

- Professor Emeritus: 2014-present
- Professor of Strategy and International Business. Courses taught include "Creativity and Innovation (創造와革新)," "Corporate Strategy (經營戰略)," "Competitive Strategy (競爭戰略)," "Strategic Planning (戰略計劃)," "International Business (國際經營)," "International Business Strategy (國際經營戰略)," "General Trading Company (綜合商事論)," "Design Management (디자인經營)," "Management Design(經營디자인)," "Case Writing Workshop (事例作成워크샵)," "Strategy in Venture Business (創業戰略)," and "E-Business Strategy (이비즈니스戰略)."; Assistant Professor (助教授): 1978-83; Associate Professor (副教授): 1983-88; Professor (教授): 1988-2014.
- Dean (學長), College of Business Administration: 2001-2003
- Dean (院長), The School of International and Area Studies (國際地域院): 1999-2001
- Director, The Global-CEO Program: 1996-1997.
- Director, The Case Development Center: 1995-1997.
- Associate Dean of Academic Affairs(副學長), College of Business Administration: 1994-95.
- Managing Director of SNU Development Foundation (首尔大學發展基金常任理事): 1990-91.
- Associate Dean of University Planning and Coordination (首尔大學校企劃副室長): 1988-90.

Harvard Business School, Boston, Massachusetts: 1983-84, and 2008-2009.

- Visiting Fellow at the Institute for Strategy and Competitiveness. Prepared cases for the course "Microeconomics of Competitiveness" jointly with Professor Michael Porter.
- Visiting Associate Professor of General Management. Taught "Case Writing Seminar" and prepared strategy cases for the Advanced Management Program jointly with Professor Francis Aguilar, and conducted research into the global strategy jointly with Professor Michael Porter.

Boston University, Boston, Massachusetts: 1974-76, and 2008-2009.

- Dean's Visiting Professor: Taught 2 courses in 2008-2009.
- Lecturer. Taught management science and manufacturing policy courses.

Zhejiang University (浙江大學), Hangzhou, China: 2005-2007.

- Co-Director of the Center for Chinese and Korean Entrepreneurship (中韓企業家研究中心).
- Visiting Professor (招聘教授) at the Executive MBA Program.

University of Amsterdam, Amsterdam, the Netherlands: 2005.

- Visiting Professor.

The Fuqua School of Business, Duke University, Durham, North Carolina: 1998, 2004-2005

- Visiting Professor. Taught MBA “Corporate Strategy” and “Business in Asia.”

International Business School, Nankai University (南开大學國際商學院), Tianjin, China: 2004-2005.

- Adjunct Professor (客座教授).

Guanghua School of Management, Peking University (北京大學光華管理學院), Beijing, China: 2003-2004.

- Visiting Professor (招聘教授), at the Department of Strategy and Public Policy.

Helsinki School of Economics and Business Administration, Helsinki, Finland: 1991-2000.

- Visiting Professor. Taught an MBA “Corporate Strategy” and an Executive MBA “Strategy Formulation” each year for ten years.

University of Michigan Business School, Ann Arbor, Michigan: 1996.

- Visiting Professor. Taught two sections of MBA “Corporate Strategy.”

The University of Sydney, Sydney, Australia: Summer Semester, 1994.

- Visiting Professor. Taught MBA “Business Policy” and “Business in Asia.”

The University of Tokyo (東京大學), Tokyo, Japan: 1993.

- Visiting Research Professor. Research on “Environment Creating Corporation.”

Hitotsubashi University (一橋大學), Kunitachi, Japan: 1992-93.

- Visiting Professor Granted by the Ministry of Education. Research on “Industrial Policies on Big Business Groups.”

INSEAD, Fontainebleau, France: 1985.

- Visiting Professor. Taught strategy courses in various executive programs.

The Institute of Developing Economies (亞細亞經濟研究所), Tokyo, Japan: 1983.

- Visiting Research Fellow. Conducted research into Japanese general trading companies and global shipbuilding industry.

University of Pittsburgh, Pittsburgh, Pennsylvania: 1976-78.

- Adjunct Professor. Taught MBA business policy courses.

Harvard University, Cambridge, Massachusetts: 1974-75.

- Instructor. Taught mathematical programming.

ACADEMIC SOCIETY ASSOCIATED

(International)

[Strategic Management Society](#)

- Member: 1986-present.

[Academy of Management](#)

- Member: 1985-present.

[Academy of International Business](#)

- Member: 1977-present.

- Chairman of the Korean Region: 1985-1995.

- Member of the Membership Committee: 1989-1991

- Program Co-Chairperson with John Stopford of LBS for Seoul Annual Conference: 1995

- Vice President for Administration: 1998-2000
- Fellow: 2002-present.

(Korea)

Mechanism-Based Management Society (메커니즘經營學會)

- Founding Member: 2014-present.
- Founding President: 2014-present,

Korea Bio-Economics Forum (코리아바이오經濟포럼)

- Member: 2009-present.
- Chairman: 2009-2012.

Sustainability Management Society (持續經營學會)

- Founding Member: 2007-present
- Founding President: 2007-2013

(바른科學技術社會實現을爲한國民聯合: 科實聯)

- Member: 2007-present.
- Chairman: 2007-2011.

Korean Society for Leisure and Culture Studies (韓國餘暇文化學會)

- Member: 2003-present.
- President: 2003-2010.

Design Brand Management Society (디자인브랜드經營學會)

- Founding Member: 2003- present.
- Founding President: 2003-2005.

Korean Strategic Management Society

- Founding Member: 1997- present.
- Founding President: 1997-2000.

The Korean Society for Technology Management & Economics (韓國技術經營經濟學會)

- Member: 1995-present.

Korean Engineers Club (韓國 엔지니어 클럽)

- Member: 1991-present.

Korean Academy of International Business (韓國國際經營學會)

- Founding Member: 1989-present.
- International Coordinator: 1989-1995.
- Executive Director: 1989-1991.
- Auditor: 1991-1994.
- President: 1995-1996.

Korea Resource Economic Association (韓國資源經濟學會)

- Founding Member: 1987-present.
- Executive Director: 1987-91.
- President: 1992-1993.

Korean International Economics Association (韓國國際經濟學會)

- Member: 1986- present.

Korean Economics Association (韓國經濟學會)

- Member: 1985-present.

Korean Academic Society of Business Administration (韓國經營學會)

- Member: 1978-present.

- Executive Director: 1986-1987, 1991-1992.

- Vice President: 2001-2002.

- President Elect: 2004-2005.

President: 2005-2006.

Korean Association of Academic Societies (韓國學術團體總聯合會)

- Chairman: 2006-2007.

SERVICE TO THE POLITICAL, SOCIETAL AND CULTURAL COMMUNITIES

National Nature Trust (自然環境國民信託): 2013-present.

- Chair, the Board of Directors: 2013-present.

Saenuri Party (새누리黨): 2011-2012

- Member, the Emergency Measures Committee: 2011 December 27-May 10, 2012

- Chairman: the Talent Recruiting Subcommittee

Korea Professional Football League (K-League: 韓國프로蹴球聯盟): 2011-present.

- Director, the Board of Directors: 2011-present.

Ahn Jung-Geun Memorial & Museum (安重根義士紀念館): 2011-present.

- Director General: 2011-present

The Citizens' Coalition for Scientific Society (바른 科學技術社會 實現을 爲한 國民聯合)

- Co-representative (共同代表): 2007-present.

International Vaccine Institute, Korea Support Committee: 1998-present.

- Auditor: 1998-2001.

- Director, the Board of Directors: 2001-present.

- Vice Chairman: 2008-2010.

- Chairman: 2010-present.

National Opera Company (國立오페라團): 2009-present.

- Director, the Board of Directors: 2009-present

Korea Auto Forum: 2005-present.

- Chairman: 2005-present.

BEST¹ Sustainability Management Forum (倫競持續經營포럼): 2003-present.

- Co-Representative: 2003-present.

21st Century Executive Forum: 2001-present.

- Advisor: 2001-present.

Association of Korean CEO of Multinational Corporations (多國籍企業韓國經營者協會): 2001-present

- Advisor: 2001-present.

¹ BEST: Business Ethics is the Source of Top performance.

Korea CEO Forum (韓國CEO포럼): 2001-present.

- Member
- President: 2003-2005.

The Seoul Forum for International Affairs (首尔國際포럼): 1991-present.

- Member
- Committee Chairman for Korea-India Joint Forum: 1996-2005.

Management Book Society (經營者讀書모임): 1995-present.

- Program Director (主任教授): 2005-present.

Harvard University Korean Alumni Association (하버드대학교韓國總同窓會): 1978-present.

- Member: 1978-present.
- Vice President: 1998-2000.
- President: 2000-2002.

Community Chest of Korea (社會福祉共同募金會): 2005-2009.

- Director, Board of Directors (理事): 2005-2009.
- Chair, Fund Raising Committee (募金委員長): 2005-2007.
- Chair, Planning Committee (企劃委員長): 2007-2009.
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The Twenty-First Cultural Foundation (21世紀文化財團): 1990-2009.

- Director, the Board of Directors.

National Institute of Arts Foundation (韓國藝術綜合學校發展基金財團): 1992-2006.

- Director, the Board of Directors.

International Design School for Advanced Studies (産業디자인大學院), 1997-1998.

- Director, the Board of Directors.

Hanwoori Foundation for Readership Culture Enhancement (한우리 讀書文化運動本部), 1995-1998.

- Chairman, the Board of Directors.

The Twenty-First Century Academy (21世紀아카데미): 1993-1998.

- President.

Korea Advanced Education Foundation (韓國高等教育財團): 1982-1998.

- Director, the Board of Directors.

SERVICE TO THE BUSINESS COMMUNITY

Hanmi Global (韓美글로벌), Seoul, Korea, 2013-present.

- - Director, the Board of Directors.

Fourteen of the thirty largest business groups including six of the ten largest, twelve independent firms, and three state enterprises in Korea; and seven multinational corporations based in the U.S. and Asia, 1978-present.

- Consulting on long-term strategic planning, foreign direct investment and joint ventures, competitive strategy, - organizational design, corporate culture, etc.

Tong Yang Securities, Inc. (東洋綜合金融證券株式會社), Seoul, Korea, 2010-2013.

- Director, the Board of Directors.

Kia Motor Co. Ltd., Seoul, 2000-2013.
- Director, the Board of Directors.

Hynix Corporation, Seoul, Korea, 2007-2010.
- Director, the Board of Directors.

Korea Bio Venture Association (韓國 바이오벤처協會), Seoul, Korea, 2001-2003.
- Advisor.

Locus Co. Ltd., Seoul, 2001-2002.
- Director, the Board of Directors.

Dacom Co. Ltd., Seoul, 1999-2001.
- Director, the Board of Directors.

Hankook Tyre Co. Ltd., Seoul, 1999-2000.
- Director, the Board of Directors.

Korea Gas Corporation (韓國가스公社), Seoul, Korea: 1997-2000.
- Director, the Board of Directors.

The Federation of Korean Industries (全國經濟人聯合會): 1985-1999.
- Member of the Advisory Committee.

Kanglim Machinery Co. Ltd. (廣林機械), Seoul, Korea: 1989-1997.
- Advisor to the Chairman.

Korea Electric Power Corporation (韓國電力株式會社), Seoul, Korea: 1987-1996
- Director, the Board of Directors.

Korea Telecom (韓國通信), Seoul, Korea: 1991-1995
- Advisor to the President

Korea First Bank (第一銀行), Seoul, Korea: 1990-95
- Advisor to the President.

Munhwa Broadcasting Corporation (MBC-TV), Seoul, Korea: 1989-93
- Member of the Advisory Board.

Kwangju Bank (光州銀行), Kwangju, Korea: 1990-91.
- Advisor to the President.

Pohang Iron and Steel Co. Ltd. (浦港製鐵), Pohang, Korea: 1990-91.
- Advisor to the President.

Korea Broadcasting Systems (KBS-TV), Seoul, Korea: 1986-87.
- Advisor, advised program management system for Seoul Olympic Radio & Television Operation (SORTO).

Boston Consulting Group, Tokyo, Japan: 1976-81.
- Consultant.

Gulf Oil Corporation, Pittsburgh, Pennsylvania: 1976-78.

- Senior Planner at the Corporate Planning Group.

SERVICE TO THE GOVERNMENT AND PUBLIC SECTOR

The Institute of K-Brand Promotion (國家브랜드振興院), Seoul, Korea: 2013-present.

- Chairman: 2013-present.

The Government of Finland, Helsinki, Finland: 2004-present.

Honorary Consul General in Seoul: 2004-present.

Korea Research Institute for Evaluation and Measurement (韓國評價研究院), Seoul, Korea: 2003-present.

- Chairman: 2003-present.

The Institute for Policy and Strategy on International Competitiveness (國際競爭力研究院), Seoul, Korea: 2001-present.

- Chairman: 2001-present.

System Integration Technology Research Institute (시스템統合技術研究院), Seoul, Korea: 2000-present.

- Chairman: 2000-present.

The Institute for Industrial Policy Studies (產業政策研究院): 1993-present.

- Honorary Chairman: 2006-present.

- Chairman: 1993-2006.

- President: 1993-1998.

Presidential Council on National Competitiveness (國家競爭力強化委員會), Seoul, Korea: 2008-2013.

- Member: 2008-2013.

Korea Reprographic and Transmission Rights Association (韓國複寫電送權協會), Seoul, Korea: 2006-2012

- Chairman: 2006-2012.

Committee for Synergistic Cooperation between Big and Small Corporations (大中小企業相生協力委員會), The Government of Korea, Seoul, Korea: 2006-2008.

- Chair, jointly with Prime Minister of Korea: 2006-2008.

The Ministry of Commerce, Industry and Energy (產業資源部), Seoul, Korea: 2003-2007.

- Chairman of the E-Business Application Evaluation Committee.

The City of Seoul (首尔特別市), Seoul, Korea: 2003-2007.

- Chairman of the Public Service Quality Evaluation Committee (行政서비스 品質評價團).

Korea Trade Commission (韓國貿易委員會), Seoul, Korea: 2002-2005.

- Commissioner (委員): 2002-2005.

The Korean Government, Seoul, Korea: 2005-2007.

- Chair, Committee for Government Innovation Management.

The Committee for Corporate Restructuring (企業構造調整委員會), Seoul, Korea: 1998-2000.

- Member.

Korea Institute for International Economic Policy (韓國對外經濟政策研究院): 1995-1998.

- Director, the Board of Directors.

The Ministry of Industries and Resources (産業資源部), Seoul, Korea: 1992-1994
- Chairman of the “Industrial Development Deliberative Council (工業發展審議委員會).”

Korea Energy Economics Institute (Energy 經濟研究院), Seoul, Korea: 1987-1993.
- Director, the Board of Directors.

The Ministry of Energy and Resources (動力資源部), Seoul, Korea: 1980-83.
- Member and Coordinator of the “Policy Advisory Committee.”

The Ministry of Commerce and Industries (商工部), Seoul, Korea: 1980-81.
- Advisor, advised policy changes on the general trading company system.

City of Seoul (首尔特別市), Seoul, Korea: 1978-1980.
- Member, Seoul 21st Century Committee (21世紀 委員會).
- Member, Promotion Committee for Internationalization (國際化推進協議會).

The Ministry of Health and Society (保健社會部), Seoul, Korea: 1978-1980.
- Member, Committee for Hospital Service Evaluation (醫療機關서비스評價協議會).

BOOKS PUBLISHED IN ENGLISH

1. *Mechanism-Based View: Creating Mechanism for Holistic Management*, Publisher contacted. (planned for 2015)
2. *International Review of National Competitiveness: A Detailed Analysis of Sources and Rankings*, with Hwy-Chang Moon, Edward Elgar, Gloucestershire, UK, 2013.
3. *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory---Extended Edition*, with Hwy-Chang Moon, World Scientific, Singapore, 2013.
4. *Design Management, Management Design*, SNU Press, Seoul, 2011
5. *IPS National Competitiveness Research*, with Hwy-Chang Moon, IPS, Seoul, 2001, 2002, 2003-4, 2005, 2006, 2007, 2008, 2009, 2010, 2011.
6. *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory*, with Hwy-Chang Moon, World Scientific, Singapore, 2000.
7. *Tiger Technology: The Creation of a Semiconductor Industry in East Asia*, with John A. Mathews, Cambridge University Press, Cambridge, 2000.
8. *The General Trading Company: Concept and Strategy*, Lexington Books, Mass, 1987.

BOOKS PUBLISHED IN CHINESE

1. 机制基础观点: 创造机制--为了整体经营 (Mechanism-Based View: Creating Mechanism for Holistic Management), 出版社 未定. (预计2015年出版)
2. 柳韩金佰利经营之道 (Management Theory of Yuhan-Kimberly), with 文国现, 机械工业出版社 (China Machine Press), 2014.

3. 技术撬动战略:21世纪产业升级之路, with 约翰·马修斯, ISBN: 7301148100/9787301148105. 北京大学出版社, 2009.
4. 决定女人一生的两种选择, with 金圣民, ISBN: 9787505725027. 中国友谊出版公司, 2009.
5. SER-M 經營, 南開大學出版社, 2000.
6. 南朝鮮企業的國際經營事例, 吉林: 人民出版社, 1991.

BOOKS PUBLISHED IN KOREAN

1. *Mechanism-Based View: Creating Mechanism for Holistic Management* (机制基盤觀點: 全般經營을 위한 机制創造方法), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2014. (Korean)
2. *The Rose and the Wild Rose, II* (薔薇와 찔레, 2편), with Sung-Min Kim, Iwell, Seoul, 2014.
3. *Dong-Sung Cho's Strategic Management* (趙東成 戰略經營), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2013. (Korean)
4. *Design Theory, Design Management, Management Design* (디자인理論, 디자인經營, 經營디자인), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2012. (Korean)
5. *Evolution of Japanese Long-lived Companies and Implications for Korean Corporations* (日本長壽企業의 進화와 韓國企業에의 示唆點), with Ki-Chan Kim and Chang-Sup Song, Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2012. ISBN: 978-89-88106-96-9 (Korean)
6. *Design and Strategic Management* (디자인과 經營戰略), Iwell, Seoul, 2011. ISBN: 978-89-94630-07-6 (Korean, E-book)
7. *National Competitiveness Research: Theory, Ranking and Application* (國家競爭力 研究: 理論, 랭킹 및 應用), with Hw-y-Chang Moon, Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2011. ISBN: 978-89-88106-76-1
8. *Sustainability Management: Theory and Implementation* (持續經營: 理論과 實踐), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2011. (Korean)
9. *Drawing the Future through Educaton* (教育으로 未來를 그리다), Iwell, Seoul, 2010.
10. *Itoh Hirobumi, Shooting Ahn Joong-Geun* (이토 히로부미, 安重根을 쏜다), with Tae-Jin Lee and Sung-Min Kim, Iwell, Seoul, 2009.
11. *Leap, and Manage the World* (나를 넘어 世界를 經營하라), with Mi-Kyung Yoon, 21st Century Books (21世紀북스), 2008.
12. *The Rose and the Wild Rose* (薔薇와 찔레), with Sung-Min Kim, Iwell, Seoul, 2007.
13. *Sustainability Management* (持續可能經營), Seoul Economics and Business Administration

(首尔經濟經營), Seoul, 2007.

14. *Korea's National Competitiveness---Top 5 in the World is within Reach* (韓國의 國家競爭力, 世界 5位 可能하다), Korea Forward Progress Forum (韓國先進化포럼), Seoul, 2007.
15. *National Competitiveness* (國家競爭力), The Korea Economic Daily (韓國經濟新聞社), Seoul, 2006.
16. *Design Revolution in the 21st Century Renaissance Age* (21世紀 르네상스 時代의 디자인革命), Han's Media, Seoul, 2006
17. *M Management: The Fourth Strategic Paradigm* (第4의 戰略패러다임: M經營), Han's Media, Seoul, 2006
18. *Yuhan-Kimberly: The Hope of Korean Companies that the World Learns* (柳韓김벌리---세계가 배우는 韓國企業의 希望), Han's Media, Seoul, 2005
19. *International Business for the Twenty-First Century* (21世紀를 爲한 國際經營), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 1997, 2000, 2004.
20. *Pioneers of Korean Capitalism* (韓國資本主義의 開拓者들), et. al., Chosun Daily (朝鮮日報), Seoul, 2003.
21. *Design Revolution, Design Management* (디자인革命, 디자인經營), Design Net, Seoul, 2003.
22. *Strategic Management for the Twenty-First Century* (21世紀를 爲한 戰略經營), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 1997, 1999, 2002.
23. *Principles of Management for the 21st Century* (21世紀를 爲한 經營學), Seoul Economics and Business Administration (首尔經濟經營), Seoul, 2000, 2002.
24. *CEO Hiddink Through CEOs' Lense* (CEO가 본 CEO 히딩크), et. al., Baeknyungul Sarang, Seoul, 2002.
25. *Manager Hiddink Through Management Professors' Lense* (經營學者가 본 經營者 히딩크), et. al., Baeknyungul Sarang, Seoul, 2002.
26. *E-Business, E-Strategy* (E-비즈니스, E-戰略), The Korea Economic Daily (韓國經濟新聞社), Seoul, 2002.
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14-17 Keynote speech on "Korean Way Creativity Strategy: Applying Creative Management Theory to Smart Phone Industry? (韓國型 Creativity 戰略: 創造經營 理論을 스마트폰 產業에 適用해보면?) Korea-China ICT Innovation Forum (韓中ICT이노베이션포럼), Beijing, December 18, 2014 (English)

14-16 Invited speech on "the Mechanism-Based View of Strategy," Business School Lausanne, December 16, 2014 (English)

14-15 Invited speech on "Asian Development Model: Asian Economy & Asian Corporations," South Western University of Finance and Economy, December 13, 2014 (English)

14-14 Opening speech on "the Value of Nation Brand," 2014 Nation Brand Conference (2014 國家 브랜드 컨퍼런스), Korea Institute for Nation Brand (國家브랜드振興院), National Assembly, November 27, 2014 (Korean)

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14-11 Panel discussion on "EFMD as the Premium International Accreditation Brand in the Eyes of Asian Schools, EFMD Global Network Asia Advisory Board Meeting, CEIBS, Shanghai, November 8, 2014 (English)

14-10 Keynote speech on "The Role of Human Resources in Enhancing Russia's Competitiveness: Created Advantage as a Source of Competitiveness Based on IPS Competitiveness Research," Ural State University of Economics, Yekaterinburg, Russia, October 30, 2014 (English)

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14-7 Keynote speech on "Toward a Science- and Technology-Based Society without Career Discontinuity: Finding the Work-Life Balance of Female Workforce (經歷斷絶 없는 科學技術社會를 向하여: 女性人力の 일과 삶 均衡 찾기)," The Annual Conference of Science and Technology Korea (大韓民國 科學技術 年次大會), KOEX Auditorium, Seoul, Korea, July 11, 2014 (Korean)

14-6 Royal discussion with His Royal Highness Prince Khalifa bin Salman Al Khalifa, Prime Minister of Bahrain, on the occasion of Gold Award Conferring Ceremony of the International Federation of Business

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14-5 Keynote speech on "Devising government policies and business strategies - introduction to "Creative Management through 4 Arithmetic Operations," 3rd RiSE Cross National Research Program on "Creative Economy: Transformation to a new economic paradigm," Diplomatic Academy of Vienna, Bruno-Kreisisky-Saal, June 2-4, 2014 (English)

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14-3 Keynote speech on "the Improvement in the Ways of Work and Culture in for Coexistence of Work-Life (일·家庭 兩立을 爲한 일하는 方式과 文化의 改善)," Forum on Family Policy (家族政策포럼), Healthy Family 21 (社團法人 家庭을健康하게하는市民의모임), Post Tower, Seoul, February 21, 2014 (Korean)

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14-1 Panel discussion on "Global Competitiveness & the Kingdom," The 7th [Global Competitiveness Forum](#), Riyadh, Saudi Arabia, January 18, 2014

13-25 Special lecture on Innovation for a Sustainable Future: Thinking Environment, Society, Governance, "BEST Sustainability Report Guideline: 5-stage and Double-entry Approach," Global CSR Conference 2013, Global Compact Network Korea, Sheraton Walkerhill Hotel, Seoul, November 13, 2013 (English)

13-24 Keynote speech, " 좋은 企業文化를 만들기 爲한 全社的 이미지 經營 (TIM), " Good Corporate Culture Conference Korea 2013 (2013 韓國의 좋은 企業文化 콘퍼런스), 디지털朝鮮日報, October 30, 2013 (Korean)

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13-20 Keynote speech, "資本主義 5.0: 클러스터基盤 共有價值창조," 未來포럼, July 25, 2013 (Korean)

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13-18 Keynote speech, "Youth is to Create Future," 6th KASC Youth Career Forum, Incheon, Korea, July 18, 2013 (English)

13-17 Keynote speech, “創造 經營을 통한 都市競爭力 提高戰略,” 第18次 韓中未來포럼, 國際交流財團, 서울, July 16, 2013 (Korean)

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13-14 基調演說, “幸福한 大韓民國, 尊敬받는 企業 具現을 위한 役割,” 2013 尊敬받는기업 컨퍼런스 基調演說, 韓國能率협회, 一山 킨텍스, June 25, 2013 (Korean)

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13-11 Plenary Speech, “Creativity & Sharing: The Impact of Management Education on Business and Economy in East Asia,” EFMD Annual Conference on “Does Management Education Create Impact?” Brussels, June 10, 2013 (English)

13-10 TV講演, “濟州 觀光 産業의 未來 戰略,” TV 시리즈 “2013 濟州미래 100年,” JIBS, 濟州, May 29, 2013 (Korean)

13-09 2013. 5. 29, Dialogue with Freda Miriklis, President, International Federation of Business & Professional Women on “21st Century: 'Asian Century', 'Women's Century' – Achieving Full Economic Potential Through Gender Equality,” Jeju Forum for Peace and Prosperity 2013, Haevichi Hotel, Jeju, May 29, 2013 (English)

13-08 主題講演, “資本主義 5.0 = 共有가치 創造,” LG Insight Forum 2013 on “깨어있는 資本主義, 사랑 받는 企業,” Korea Chamber of Commerce, Seoul, May 27, 2013 (Korean)

13-07 基調講演, “IPS 國家브랜드 價値 評價모델로 본 스위스 國家브랜드 競爭力,” 中堅企業 글로벌 競爭力 強化戰略 세미나, 韓國中堅企業學會 & 플레시먼힐러드코리아, 라마다르네상스호텔, Seoul, May 21, 2013 (Korean)

13-06 Invited Speech, “Korea’s Industrialization: Application of the SER-M Model,” European Parliament Conference on “Europe’s Reindustrialisation: Learning from our Competitors, European Parliament, Brussels, May 15, 2013 (English)

13-05 패널發表, “中堅企業에 對한 이슈 몇 가지,” IGE/JoongAng Ilbo International Conference on “Fostering Hidden Champions: Lessons from German Experiences,” 世界經濟研究院, 롯데 호텔, Seoul, April 12, 2013 (Korean)

13-04 主題講演, “아시아 디자인의 비전,” 韓-中 디자인 포럼, 中國 北京 China Design Market, Seoul, March 27, 2013 (Korean)

13-03 Conference Chair, “Youth Unemployment: Can Government Solve It?” Asian Leadership Conference on “Asia’s Next Challenge: Good Growth and Smart Welfare,” 朝鮮日報, W Hotel, Seoul, March 26, 2013 (English)

13-02 Keynote Speech, “National Competitiveness of Korea,” the Seminar for Strengthening Regional Integration and Development to Improve Competitiveness of Central America, The Forum for Dialogue and Cooperation between Korea-SICA, San Salvador, El Salvador, March 6, 2013 (English)

13-01 Keynote Speech, “디자인과 經營戰略(創造) + 企業과 社會的責任(나눔) = 經營藝術(Management By Art: MBA),” 韓國經營學會, 大田 인터시티호텔, February 15, 2013 (Korean)

12-10 “Management By Art,” Keynote speech at the 2012 International Symposium of Arts and Business, Arts Council Korea, Seoul, November 16, 2012 (English)

12-09 “Competitive Advantage of Korean Entrepreneurship in Developing Economies,” World Bank Group Private Sector Seminar, Seoul, October 16, 2012 (English)

12-08 “Chaebol Strategy during the Period of Economic Democracy (經濟民主化 時代의 財閥戰略),” Keynote speech at the 4T CEO Annual Conference, Seoul School of Integrated Sciences and Technologies, Seoul, September 26, 2012 (Korean)

12-07 “Work Life Balance,” Keynote speech at the International Forum for Leisure Policy, Seoul, September 19, 2012 (English)

12-06 “Total Image Management,” Keynote speech at the 2012 International Conference on Fashion Design and Apparel Industry, Helsinki, Finland, August 15, 2012 (English)

12-05 “Strategy for Sustainable Growth through Quality (品質을 통한 持續經營戰略),” New Summer Forum, Korean Foundation for Quality, Jeju, August 1, 2012 (Korean)

12-04 “Urban Renewal: Phased Approach,” the 10th International Forum of Global Urban Competitiveness, Beijing, June 28, 2012 (English)

12-03 “Patterns of Leadership in the 4 Major Wars in Chinese History and Characteristics of General Guan Yu (中国四大战争中登场的领导人的类型, 还原真实的关云长),” Keynote speech at the International Summit on Guan Yu Culture (关公文化高峰论坛), Jingzhou, Hubei, China (中國 湖北省 荊州市), June 15, 2012 (Chinese translation)

12-02 “Dynamic Competitiveness of Nations: Created Advantage as the Source of Dynamic Competitiveness,” Plenary paper at the Hankyung Innovation Forum, Seoul, June 13, 2012 (English)

12-01 “International Competitiveness of Korean Bio Industry (韓國生物產業國際競爭力提高方案),” Keynote address at the Spring Conference of Korea Bio-Economic Forum, Seoul, May 15, 2012 (Korean)

11-09 “Seoul’s Fashion Industry Cluster: From Size to Sophistication,” Keynote speech at the Dongdaemun Market Forum, Seoul, December 22, 2011 (English)

11-08 “Reading→Education→Intangible Asset→National Competitiveness,” Keynote speech at the International Symposium for Book-Reading Culture, Seoul, December 14, 2011 (English)

11-07 “4 Global Alternatives for Chinese Enterprise(企业国际化的 4 个模型与中国企业的国际化战略),” 2011 Global Entrepreneur Summit, Beijing, December 1, 2011 (English)

11-06 “Offering the Course “Management Design in a typical business school,” Design Business Conference

2011, Barcelona, November 17, 2011 (English)

11-05 “Designing the New Course: Design and Strategic Management,” Keynote paper at the AACSB Redesigning the MBA Symposium, Singapore, October 12, 2011 (English)

11-04 “The Future of Capitalism: Democratic or Authoritarian?” European Business Leaders Convention, July 2, 2011 (English)

11-03 “Total Image Management (TIM) as Management Design,” Jeju International Forum for Peace and Prosperity, May 29, 2011 (English)

11-02 “New Framework for National Competitiveness: IPS-FGCC Model for Development of NC Strategies,” Plenary paper at the Hankyung Innovation Forum, Seoul, May 17, 2011 (English)

11-01 “Strategic Planning for Promoting FDI in Azerbaijan,” Main speech at the Investment Promotion Committee of the Government of Azerbaijan, February 11, 2011 (English)

10-11 “A New Framework for Assessing National Competitiveness,” the First International Conference of the Global Federation of Competitive Councils, Washington, D.C., December 10, 2010 (English)

10-10 “Competition and Cooperation among China, Japan and Korea,” Keynote speech at the 5th China’s National Annual Conference on Management, Dalian, November 14, 2010 (English)

10-09 “Design as Pedagogy for Management Education,” Design for Social Business (D4SB) Conference 2010, Milano, October 17, 2010 (English)

10-08 “The Creative Strategy of Korea,” the Asia Innovation Forum 2010, Tokyo, September 28, 2010 (English)

10-07 “Enhancing National Competitiveness through Green Financing,” Keynote speech at Chang Chun High Level International Financial Conference, Chang Chun, China, September, 2, 2010 (English)

10-06 “The Effect of Historical Resources on City Tourism Image in International Market: Based on a Case of Harbin,” 2010 World Leisure Congress, Chuncheon, August 29, 2010 (English)

10-05 “5W: Worlds Problems on Water and Weather through Indigenous Wisdom for Global Welfare,” Keynote speech at the UN Global Compact Roundtable, Shanghai, August 3, 2010 (English)

10-04 “Sustainability of Urban Competitiveness,” The 9th Global Conference on Urban Competitiveness, Nanjing, China, June 24, 2010 (English)

10-03 “Dubai: Competitiveness & Cooperation with Korea,” Keynote speech at the International Symposium of Economic Cooperation, Dubai, June 21, 2010 (English)

10-02 “Library That Creates Future: SER-M-Based Strategies for National Library,” Keynote speech at the International Congress of National Library Presidents, Seoul, June 14, 2010 (English)

10-01 “Strategic Alliance between Korea and UAE in Renewable Energy Industry,” Korea-Abu Dhabi Economic Forum, Abu Dhabi, March 3, 2010 (English)

09-02 “Competitiveness, Dynamism, and Sustainability of 76 Global Cities,” the 7th International Forum of Global Urban Competitiveness Project, Philadelphia, April 2, 2009 (English)

09-01 “Global Boards in a Flat World,” Main speech at the Breakfast Forum, National Association of Corporate Directors, Boston, January 13, 2009 (English)

08-03 “In Search of Long-Lived Companies’ DNA (長壽企業의 DNA를 찾아서),” Longevity Culture Forum (長壽文化포럼), Longevity Culture Brigade (長壽文化聯隊), December 4, 2008 (Korean)

08-02 “Creative Management of Harbin City (하얼빈市の 創造經營),” Keynote speech at International Academic Conference to Commemorate the 99th Anniversary of the Patriotic Deed of General Ahn Joong-Keun (安重根 義舉 99 周年 記念 國際學術會議), Academic Society of General Ahn Joong-Keun and Harbin (安重根하얼빈學會) · Northeast Asian History Foundation (東北亞歷史財團), October 17, 2008 (Korean)

08-01 “Application of IPS Model of City Competitiveness to Korean Cities and Strategies to Enhance Chuncheon City’s Competitiveness (IPS 都市競爭力 評價 모델과 韓國 都市의 競爭力 評價 結果, 그리고 春川市の 競爭力 向上 戰略),” Keynote speech at The 4th Chuncheon International Leisure Symposium (第 4 回 春川國際餘暇심포지움), the Korean Society for Leisure and Culture Studies (韓國餘暇文化學會), Kangwon National University, Chuncheon, September, 6, 2008 (Korean)

06-04 “Improvement in Educational Curriculum and Education in Mathematics and Science (教育課程 改善과 數學科學 教育),” The Conference on Three Tasks to Construct Science-Technology-Led Nation (科學技術國家建設을 위한 3大 課題에 대한 學術大會), The Citizens’ Coalition for Scientific Society (바른 科學技術社會 實現을 爲한 國民聯合), November 21, 2006 (Korean)

06-03 “Design as a New Source of Competitiveness in Asia,” Presented at the 2006 The International Business and Economy Conference & New England Business Administration Association Summer Symposium on Pacific Rim Economies: Business Issues and Opportunities, Iona College, New York, July 15th, 2006 (English)

06-02 “Smart Growth: What Can India and China Learn from Japan and Korea?” Presented at the World Economic Forum, Tokyo, June 15th, 2006 (English)

06-01 “A Dynamic Approach to City Competitiveness,” Presented at the City Competitiveness Seminar, Chengdu, China, June 11th, 2006. (English)

04-04 “The Mechanism-Based View: A New Paradigm of Strategy in the 21st Century,” Keynote Paper at the Annual Meeting of the Japanese Academic Association for Organizational Science, Tokyo, June 19, 2004 (English)

04-03 “The Development of E-Business Index in Korea,” with Hye Jung Kim, Kyoung Jun Lee & Chang Han Lee, the Annual Conference of the International Academy of Electronic Business, Atlantic City, March 30, 2004. (English)

04-02 “Total Ethics Management (TIM): Concept and Implications,” Keynote speech in the Annual Conference of Yunkyung Forum (倫競포럼) on “Ethics is the Source of Competitiveness,” March 10, 2004. (Korean)

04-01 “Business-Government Relations in the Cultural Industry: The Evolution of the Government’s Role in Korea,” with Wijin Park, Conference on “International Business & Government Relations in the 21st Century,” Thunderbird: The American Graduate School of International Management, Phoenix, January, 2004. (English)

03-11 “Bloc Competitiveness: Regional Cooperation among China, Korea and Japan,” with Mi-Hwa Park, Conference on Competitiveness, International Business School, Nankai University, Tianjin, September 2003. (English)

03-10 “National Competitiveness: Theory, Methodology, and Policy Implications,” with Hwy-Chang Moon, Annual Conference of the Academy of International Business, Monterey, July 2003. (English)

- 03-9 “The Impact of Copyright Protection on the Choice of Governance Mode in the Country with Market Duality: an Integrative Perspective of Transaction Cost Economics and Resource-Based Theory,” with Wijin Park, Annual Conference of the Academy of International Business, Monterey, July 2003. (English)
- 03-8 “Role of Internal Markets in Emerging Market Business Groups: Evidence from Korean and Indian Business Groups,” with Chinmay Pattnaik, Annual Conference of the Academy of International Business, Monterey, July 2003. (English)
- 03-7 “Conditions for Implementation Effectiveness of Outside Directors: Empirical Testing on Korean Firms,” with Joo-Tae Kim, Annual Conference of the Academy of International Business, Monterey, July 2003. (English)
- 03-6 “Fiction and Truth of Japanese Firms (日本企業の 虚와 實),” Annual Conference, Pusan University, June 21, 2003, (Korean)
- 03-5 “Measuring Country Image: the Case of South Korea,” IMAGE Conference on Advertising and Consumer Psychology, the Society for Consumer Psychology, June 6, 2003. (English)
- 03-4 “Contents and Issues of Strategic Management Education (戰略經營教育의 內容과 이슈),” Keynote Speech at the Korean Strategic Management Society (韓國戰略經營學會), April 26, 2003. (Korean)
- 03-3 “Design Revolution, Design Theory, Design Management (디자인革命, 디자인理論, 디자인經營),” Keynote Speech at the Korea Costume Culture Society (韓國服飾文化學會), April 12, 2003. (Korean)
- 03-2 “Firm Policies of the New Government toward Strengthening National Competitiveness (國家競爭力強化를 위한 新政府의 企業政策),” Keynote Speech at the Special Seminar on the New Government’s Firm Policies (新政府의 企業政策세미나), The Korean Academy of Business Administration (韓國經營學會), April, 11, 2003. (Korean)
- 03-1 “Integrated Design Strategy: A New Road to Innovation,” Human Resources and Entrepreneurship Conference, Jhejiang University, March 31, 2003. (English)
- 02-12 “IPS National Competitiveness Report,” with Hwy-Chang Moon, 2002 World Knowledge Forum, October 17, 2002. (English)
- 02-11 “Measuring National Brand Values,” 2002 World Knowledge Forum, October 17, 2002. (English)
- 02-10 “Mechanism as a New Paradigm in Strategy Theory,” Annual Conference of Strategic Management Society, Paris, September 2002. (English)
- 02-9 Exploratory Study of Dynamic Approach to Discrete Industry Revolution (不連續的 産業進化의 動態的 接近에 關한 探索的 研究),” Annual Conference of Korean Academic Society of Business Administration (韓國經營學會), Yongpyong, August 2002. (Korean)
- 02-8 “National Competitiveness: A Case Study of Korea,” with Hwy-Chang Moon, Annual Conference of the Academy of International Business, Puerto Rico, June 2002. (English)
- 02-7 “The Competitiveness of Korean entertainment Industry,” The 2002 ICCM Conference, National Sun-Yat-Sen University, Kaoshung, May 24, 2002. (English)
- 02-6 “e-Mechanism for e-Business: Case Studies on Eastman Kodak and eBay,” Annual Conference of International Academy of Electronic Business, Orlando, March 2002. (English)

- 02-5 "Corporate e-Transformation for Diversified Wannadots: Rent Potential, e-Reputation, and Speed of Change," Annual Conference of International Academy of Electronic Business, Orlando, March 2002. (English)
- 02-4 "Hurdling for Crafting E-Strategy in Door-to-Door Selling Market," Annual Conference of International Academy of Electronic Business, Orlando, March 2002. (English)
- 02-3 "Adaptation of Chaebol in Internet Age," Annual Conference of International Academy of Electronic Business, Orlando, March 2002. (English)
- 02-2 "DN Grid Model for E-Positioning in E-Business Environment," Annual Conference of International Academy of Electronic Business, Orlando, March 2002. (English)
- 02-1 "China's Entry into WTO (ChEW) and its Impact," The 2002 Asia Business Conference, Harvard Business School, Boston, February 2, 2002. (English)
- 01-9 "IPS National Competitiveness Report: A New Model for Developing Economies and Its Application to Korea," Annual Conference of the Academy of International Business, Sydney, November 2001. (English)
- 01-8 "Korean Economy and Business: the Effect of Corporate Restructuring," Annual Conference of the Academy of International Business, Sydney, November 2001. (English)
- 01-7 "The Effect of TMT and Technological Innovation on the Performance of IT Venture Firms at Different Organization Life Cycle Stages," with Jaeyoung Kang, Annual Conference of Strategic Management Society, San Francisco, November 2001. (English)
- 01-6 "Four Stages of Design Revolution: Expansion of the Design Domain and Development of Grand Principles of Design," Biannual Conference of International Council of Societies of Industrial Design, Seoul, October 2001. (English)
- 01-5 "Effect of The Digital-Network Environment in E-Business on Governance Mechanism," with Jootae Kim and Yong-Sauk Hau, Annual Conference of International Academy of Electronic Business, San Francisco, March 2001. (English)
- 01-4 "Future of Traditional Intermediaries in B2b Market Place: an Analysis of Korean General Trading Companies (GTCs)," with Chinmay Pattnaik, Annual Conference of International Academy of Electronic Business, San Francisco, March 2001. (English)
- 01-3 "A Typology Of Cybermediaries In South Korea," with Ji-Yoon Jung, Annual Conference of International Academy of Electronic Business, San Francisco, March 2001. (English)
- 01-2 "Late Comers' International Competitiveness and Catching-Up under E-Commerce Environment," with Xiyu He, Annual Conference of International Academy of Electronic Business, San Francisco, March 2001. (English)
- 01-1 "The General Trend of E-Commerce in South Korea for the Strategic Benefit," Jang-Hoon Kim, and Yong-Sauk Hau, Annual Conference of International Academy of Electronic Business, San Francisco, March 2001. (English)
- 00-13 "Refractory, Korean-style Technique in Management Innovation: Model Building and a Case Study," with Cheol-Ho Shin, Jae-Young Kang, No-Ryun Park, Annual Conference, Academy of International Business, Phoenix, November 2000 (English)

- 00-12 "Dynamic Analysis of the SER-M Paradigm Based on the Quadratic Vector Analysis Model," with Qiang Cui, Annual Conference, Academy of International Business, Phoenix, November 2000 (English)
- 00-11 "Competitiveness Impacts of Electronic Commerce: SCM Perspective," with Sangwook Park and Hwy-Chang Moon, Annual Conference, Academy of International Business, Phoenix, November 2000 (English)
- 00-10 "National Competitiveness Reports: Critical Comparison of Their Theoretical and Methodological Soundness, with Hwy-Chang Moon, Annual Conference, Academy of International Business, Phoenix, November 2000 (English)
- 00-9 "Effectiveness of Outside Directors in Korean Companies: Institution Theory Perspective," with Jootae Kim, Annual Conference, Academy of International Business, Phoenix, November 2000 (English)
- 00-8 "The Integration Model of 14 Innovative Management Techniques," Annual Conference, Academy of Management, Toronto, August 2000 (English)
- 00-7 "Corporate Governance and Professional Management in the Era of Post-chaebol Venture Corporations," July Conference, Korean Institute for Human Resources Development, Seoul, July 2000 (Korean)
- 00-6 "Venture Strategy in the Era of 3D---Digital, DNA and Design," Keynote Speech at the Inaugural Conference of Korea Bio-venture Association, Seoul, July 2000 (Korean)
- 00-5 "Engineering Technology and National Competitiveness," Keynote Speech at the Annual Conference of Korean Industrial Chemistry, Seoul, May 2000 (Korean)
- 00-4 "Consumer Finance Industry in Korea," Keynote Speech at the Waseda Conference on Consumer Finance Industry, Tokyo, March 2000 (English)
- 00-3 "Korea-India Cooperation in Information Technology," National Association of Software and Service Companies, Bangalore, May 2000 (English)
- 00-2 "Paradigm Shift in the Corporate Sector and Growth of Venture Firms: Korean Experiences," Korea-Australia Economic Seminar, The Ministry of Foreign Affairs and Trade, Melbourne, April, 2000 (English)
- 00-1 "The ser-M Paradigm for Making a Strong Corporation and a Strong Nation," The First Conference on "ser-M" Paradigm, Seoul, January 2000 (Korean)
- 99-8 "Financial Sector Reforms and Restructuring in Korea and India," The Third Korea-India Dialogue, New Delhi, December 1999 (English)
- 99-7 "A Research on The Effects of Ownership Structure on Diversification Strategy: Empirical Analysis of Korean Firms," Academy of International Business, Charleston, November 1999 (English)
- 99-6 "Corporate Governance in Korea: Myth and Truth," The Conference on Asia in Economic Recovery: Policy Options for Growth and Stability, The Institute of Policy Studies, Singapore, June 1999 (English)
- 99-5 "The Encounter of Design and Management," Annual Conference of Korea Design Association, Seoul, May 1999 (Korean)
- 99-4 "Feasibility Study and Policy Recommendation for Overseas Petroleum Development," Annual Conference, Korea Petroleum Association, Seoul, April, 1999 (Korean)
- 99-3 "Cooperative R&D in Japan and Korea: A Comparison of Industrial Policy," with Mariko Sakakibara,

Annual Conference, The Academy of International Business, Charleston, November 1999 (English)

99-3 “Financial Crisis Management: Korean Experience,” The Korea-UK Forum, Seoul, April 1999 (English)

99-2 “Restructuring of the Korean Government,” The Public Hearing, The Korean Government, Seoul, March 1999 (Korean)

99-1 “Competitiveness of Industrial Design Industry,” The Association for Industrial Design, The Federation of Korean Industries, Seoul, January 1999 (Korean)

98-2 “The Interactive Effects of Diversification Strategy and Entry Mode on Economic Performance: Empirical Analysis of 30 Major Chaebol Groups in Korea,” with Ki-Sung Park, Annual Conference, Academy of International Business, Vienna, October 1998. (English)

98-1 “The Environment Creating Mechanism of a Firm: A Road to Sustained Survival and Growth,” The 25th Fuji Business History Conference, Tokyo and Kyoto, January 1998. (English)

97-11 “Korean Firms' Investment Abroad: Advantage Creating Mechanism,” The Second Korea-India Dialogue, Seoul, November, 1997.(English)

97-10 “Restructuring of the Korean Economy: The Challenge for the Entry to an Advanced Economy (韓國經濟의 리스트럭처링: 先進國으로의 進入을 爲한 課題),” The Autumn Special Seminar of the Korea Strategic Management Society (韓國戰略經營學會 秋季 特別세미나), Seoul, September, 1997. (Korean)

97-9 “The Competitive Advantage of Late Movers: What Types of Markets Should They Choose?” with Jinah Choi and H. Chang Moon, Academy of International Business, Monterey, Mexico, October 1997 (English)

97-8 “Asian Networking of Korean Firms: Triplization, Leapfrogging, and Global Networking Strategy,” with Yun-Cheol Lee, Academy of International Business, Monterey, Mexico, October 1997 (English)

97-7 “Dynamics of Key Success Factors: Inter-national vs. Intra-national Evolution of Semiconductor Industries in the U.S., Japan and Korea 1960-1995,” with Jang-Hoon Kim, The Strategic Management Society, Barcelona, October 1997 (English)

97-6 “A New Industrial Classification System Based on Core Competence,” with Dong-Hyun Lee, The 41st Annual Meeting, The International Society for the Systems Sciences, Seoul, July 1997 (English)

97-5 “Management Innovation Techniques as Action Types of Organization Change,” with Cheol-Ho Shin, The 41st Annual Meeting, The International Society for the Systems Sciences, Seoul, July 1997 (English)

97-4 “Harmony of National Competitiveness and Corporate Competitiveness,” The 41st Annual Meeting, The International Society for the Systems Sciences, Seoul, July 1997 (English)

97-3 “Family Succession and Diversification: A New Agency Problem in Diversification,” with Choelsoon Park and Ji-Hwan Lee, The 41st Annual Meeting, The International Society for the Systems Sciences, Seoul, July 1997 (English)

97-2 “Harmony and Balance between National Competitiveness and City Competitiveness,” Joint Academic Conference on “National Policy and Systematic Thought for Korea in the Twenty-First Century,” Korean Society for System Science, The Association of Scholars in Politics and Economics, and the Korean Strategic Management Society, Seoul, May 1997 (English)

- 97-1 "The Balancing Mechanism of Centripetal Force and Centrifugal Force: A New Paradigm for the New Age," The Conference on Convergence and Diversity, Victoria University of Wellington, Wellington, New Zealand, March 1997 (English)
- 96-6 "A New Look at the Effectiveness of the Industrial Policy: Comparison of Korean and Japanese Industrial Policies 1946-93," Strategic Management Society, Phoenix, Arizona, November 1996 (English)
- 96-5 "Transferability of the Mechanism as a Criterion of Relatedness in Diversification: Case Studies of Daewoo, Hyundai, LGF and Samsung," Strategic Management Society, Phoenix, Arizona, November 1996 (English)
- 96-4 "From National Competitiveness to Bloc and Global Competitiveness," Academy of International Business, Banff, Canada, September 1996 (English)
- 96-3 "A Nation's International Competitiveness in Different Stages of Economic Development," Academy of International Business, Banff, Canada, September 1996 (English)
- 96-2 "Three Strategies of Japanese FDI in Asia: Dualization, Sequential-migration and Network Structuring," Academy of International Business, Banff, Canada, September 1996 (English)
- 96-1 "Empirical Study on Life Cycle Model of National Competitiveness: The Case of Korea," Academy of International Business, Banff, Canada, September 1996 (English)
- 95-2 "SER-M: A New Paradigm in Strategy Theory," Strategic Management Society, Mexico City, October 1995. (English)
- 95-1 "Deregulation and International Competitiveness of Energy Industry (에너지産業의 規制緩和와 國際競爭力)," Korean Association of Resource Economics (資源經濟學會), 1995. (Korean)
- 94-1 "A New Approach in Industry Classification Based on Core Competitive Advantages (核心競爭優位를 통한 産業分類)," Korean Association of Business Administration (韓國經營學會), 1994. (Korean)
- 93-6 "Sequential and Migration Strategy," Academy of International Business, Boston, 1994. (English)
- 93-5 "New Paradigm of International Competitiveness," SMS Annual Conference, Chicago, October 1993. (English)
- 93-4 "Dynamic Integration of Generic Strategy," SMS Annual Conference, Chicago, October 1993. (English)
- 93-3 "Dynamic Integration of Generic Strategies (本源的戰略의 動態的 結合)," Korean Association of Business Administration (韓國經營學會), 1993. (Korean)
- 93-2 "Comparative Analysis of Korean and Japanese Industrial Policies Through Government Documents (官報分析을 통한 韓日産業政策 比較研究)," Korean Association of Business Administration (韓國經營學會), 1993. (Korean)
- 93-1 "The Content Analysis of Industrial Policy as a Means to Strengthen International Competitiveness (國際競爭力 強化를 위한 産業政策 內容에 관한 研究)," The Korean Association of Industrial Organization (産業組織學會), 1993. (Korean)
- 92-2 "Strategies to Invigorate Business Activities as a Means to Upgrade Industrial Competitiveness (産業競爭力 提高를 위한 企業活動 振作方案)," keynote paper at the Symposium of the Korea

Chamber of Commerce (大韓商工會議所), September 24, 1992. (Korean)

92-1 "Tasks and Policy Directions of Small-and Medium Companies in the Midst of Changing Industrial Structure (産業構造調整過程에 있어서 中小企業의 課題와 政策方向)," keynote speech at the Fourth Symposium about the Spoor Process of Small-and Medium Companies, The Industrial Bank (中小企業銀行), September 17, 1992. (Korean)

91-1 "The International Advertising Strategy: A Case of a Korean MNC," with Jin-Ah Choi, presented at the Annual Conference of Academy of International Business, Miami, October 1991. (English)

90-3 "The Concept of General Trading Company," China Development Institute, 1990.

90-2 "Business-Government Relation in Korean Private Sector," SMS Annual Conference, 1990. (English)

90-1 "Competitiveness of GTC: Conceptual Study," Pan-Pacific Conference, 1990. (English)

89-3 "A Comparative Analysis of China's Military Strategy and Modern Strategy," presented at the Annual Conference of Academy International Business, Singapore, November 1989. (English)

89-2 "Korea's Big Business Group: Strategy, Structure and Performance," with Jae-Yong Song, presented at the Annual Conference of Academy of International Business, Singapore, November 1989. (English)

89-1 "Factors of Foreign Reinvestment in Korea," with Ki-Sung Park, presented at the Annual Conference of Academy of International Business, Singapore, November 1989. (English)

84-2 "Global Competition and Global Strategies: A Case of the Shipbuilding Industry," presented at the International Conference of the Academy of International Business, Singapore, June 14-16, 1984. (English)

84-1 "Incentives and Restraints: Changing Government Roles in Bilateral Direct Investment Between Korea and the United States," presented at the Conference on U.S.-Korea Business and Economic Relations, Harvard University, Cambridge, Massachusetts, August 19, 1983. (English)

82-4 "Anatomy of Korean General Trading Company (Revised)," presented at the Second Asia-Pacific Conference of the Academy of International Business, Honolulu, Hawaii, December 1982. (English)

82-3 "On the Management of Information by General Trading Company," invited paper at the Seminar on the Trade Promotion Policy, Korea Institute on Industry, Economics and Technology, April 1982

82-2 "From Unilateral Asymmetry to Bilateral Symmetry: Retrospect of the Economic Relationship between Korea and the United States 1882-1981," Invited paper at the Centennial Conference on American-Korean Relations, jointly sponsored by American Studies Institute, Seoul National University and Center for Korean Studies, University of Hawaii, Honolulu, Hawaii, May 1982.

82-1 "Korean General Trading Company: Structure, Past Performance, Current Status, and Future Prospects," Keynote paper at the Research Seminar of the Korean Management Association, Seoul, Korea, February 1982. (Korean)

81-3 "Chinese Market: Its Potentials, MNC's Penetration Strategies, and its Relevance to Asian Countries," with Se-Joe Oh, presented at the AIB/EIBA Joint International Conference, Barcelona, Spain, December 1981. (English)

81-2 "Introduction to Korean General Trading Company," keynote paper at the 1st Joint Conference of Korea/Canada Business Council, Seoul, Korea, September 1981. (English)

81-1 "Commonalities of Three Oil Industries in Korea," invited paper at the 11th International Conference

on the Policies of National Resources in the 1980s: Energy and Security, Seoul, Korea, June 1981. (English)

80-4 "Multinationalization of Korean Small Companies," keynote paper at the 5th Conference of the Academy of Korea Medium and Small Industry, Daejeon, Korea, October 1980. (Korean)

80-3 "Multinationalism of the U.S. Corporations: The Case of Korea," invited paper at the 15th American Studies International Seminar, Kyungju, Korea, September 1980. (English)

80-2 "Stages of Internationalization: The Case of Korean Enterprise," invited paper at the International Seminar on Internationalization Strategies of Korean Business in a Changing World Economy, Seoul, Korea, May 1980. Also published in Korean Journal of International Business, Vol. I, Korea University, July 1980. (English)

80-1 "Challenges for Korean Managers in the 1980s" invited paper at the Seminar on Korean Economy and Management Today. The Federation of Korean Industries, January 1980. Also published in Korean Business Review, FKI, March 1980. (English)

79-1 "Evaluation of the Korean Government Strategies to Develop General Trading Companies," presented at the Asia-Pacific Conference of the Academy of International Business, Honolulu, Hawaii, December 1979. (English)

77-1 "Application of Scientific Approaches to International Facility Planning," presented at the 23rd International Meeting to TIMS, Athens, Greece, July 1977. (English)

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90-1 "Reformation of Korea's Big Business Groups (財閥改造論)," *Chosun Monthly* (月刊朝鮮), May 1990. (Korean)

89-4 "Current Status of Korean Petroleum Industry (韓國石油産業의 現況)," *Petroleum* (石油), Vol. 11, No. 3, Korea Petroleum Development Corporation, September 1989. (Korean)

89-3 "Why Does the Society Criticize Chaebol?" (왜 社會는 財閥을 批判하는가?) *Journalism and Criticism* (言論과 批評), Vol. I, No. 4, September 1989. (Korean)

89-2 "Foreign Investment Strategy: Finding Advantageous Factors in Local Market," *the Monthly Modern Management* (月刊現代經營), Korea Management Association, July 1989. (Korean)

89-1 "Future of Corporation and Conditions of Corporate Excellence," *Forum Paper*, Vol. 11, Korea Institute for Socio-Economic Affairs (韓國産業經濟研究所), April 1989. (Korean)

88-1 "Corporate Internationalization and Foreign Investment Strategy," *International Trade*, No. 264, Korea Foreign Trade Association, August 1988. (Korean)

87-2 "Trade Frictions and Korean Policies" (貿易摩擦과 韓國의 政策), *Chun-Kyung-Ryun Monthly*, No. 270, The Federation of Korean Industries, May 1987. (Korean)

87-1 "Four Factors to Know : Must-Win Strategy in the Era of Strategic Management," *the Monthly Modern Management*, Korea Management Association, January 1987. (Korean)

86-1 "Internationalization of Korea's Medium-to-Small Companies," *Monthly Economic Review*, Industrial Bank of Korea, March 1986. (Korean)

82-1 "Global Oil Situation and Korean Energy Policy," *The Korean Petroleum Association Bulletin*, Vol. 15,

Korea Petroleum Association, May 1982. (Korean)

81-1 "Effects of the '88 Seoul Olympics on Korean Exports," *International Trade*, Korean Traders' Association, November 1981. (Korean)

80-1 "The Third Energy Crisis: Causes and Effects," *Petroleum*, Vol. II, No. 4, Korea Petroleum Development Corporation, December 1980. (Korean)

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- 03-3 "Grundfos Korea (C)," SSIST Case No. S-03-009
- 03-2 "Grundfos Korea (B)," SSIST Case No. S-03-008
- 03-1 "Grundfos Korea (A)," SSIST Case No. S-03-007
- 98-4 "The Department of Economic Development for Northern Ireland," HSEBA Case No. H-098-004
- 98-3 "Kone Corporation," HSEBA Case No. H-098-003
- 98-2 "Oy Lars Krogus---EESTI A/S (B)," HSEBA Case No. H-098-002
- 98-1 "Oy Lars Krogus AB (A)," HSEBA Case No. H-098-001
- 97-1 "Kwangju Bank," SNU Case No. E9-197-001
- 96-3 "Daewoo Group, 1990s," SNU Case No. E9-196-007
- 96-2 "Daewoo Electronics," SNU Case No. E9-196-006
- 96-1 "Sunkyoung Group," SNU Case No. E9-196-005
- 95-3 "The Jaakko Pory Group," HSEBA Case No. 9-195-013
- 95-2 "Marimekko," HSEBA Case No. 9-195-012
- 95-1 "Poko Rekords and Finnish Music Recording Industry," HSEBA Case No. 9-195-011
- 94-2 "Medident Dental Clinic," HSEBA Case No. 9-194-010
- 94-1 "Commit Oy," HSEBA Case No. 9-194-009
- 93-1 "Helkama Cable," HSEBA Case No. 9-193-008
- 92-9 "Kanglim Co., Ltd.," SNU Case No. E9-191-005
- 92-8 "Pohang Iron & Steel Company," HBS Case No. 9-693-041
- 92-7 "POSCO (A): USS-POSCO Inc.," HBS Case, not released.
- 92-6 "POSCO (B): R&D Investment," HBS Case, not released.
- 92-5 "POSCO (C): Diversification," HBS Case, not released.
- 92-4 "POSCO (D): Corporate Culture," HBS Case, not released.
- 92-3 "POSCO (E): Management Succession," HBS Case, not released.
- 92-2 "Sammi Group," SNU Case No. E9-192-003
- 92-1 "Sammi Group (A): Acquisition of Atlas Steel Inc.," SNU Case No. E9-192-004
- 85-4 "Korea," HBS Case No. 9-385-013.
- 85-3 "Daewoo Group," HBS Case No. 9-385-014.
- 85-2 "Daewoo Group: Supplement," HBS Case No. 9-385-510.
- 85-1 "GoldStar Co. Ltd.," HBS Case No. 9-385-264.
- 84-1 "Panther Car Company," INSEAD.

(Korean)

He has developed approximately 250 cases on Korean companies as well as on U.S., European and Japanese multinational corporations. Topics include strategy development and implementation, competitive strategy, corporate philosophy, entrepreneurship, corporate culture, business-government relations, international business operations, joint venture, export and international marketing, international resources development, etc.

MAJOR RESEARCH PROJECTS (Partially updated)

14-1 "Research into Valuation of Chinese Corporations (中國企業價值研究), State-owned Assets Supervision and Administration Commission (SASAC: 中國國務院國有資產監督官理委員會)

13-1 "Research into Long-Lived Companies (長壽企業研究), Korea Research Foundation (韓國研究財團)

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03-02 "Strategies to Enhance Competitiveness of the Culture Industry," the Ministry of Culture and Tourism

03-01 "Development of Criteria to Measure the Level of Ethical Management at Government-Run Corporations," the Ministry of Commerce, Industry and Commerce, the Republic of Korea

02-01 "Identification of Korea's Design Identity and Its Industrial Application," Korea Institute for Design Promotion, the Ministry of Commerce, Industry and Commerce, the Republic of Korea

01-01 "Estimation of the Size of the Design Industry in Korea," Korea Institute for Design Promotion, the Ministry of Commerce, Industry and Commerce, the Republic of Korea

00-01 "Strategies to Enhance National Competitiveness of Korea," The Ministry of Finance and Economy, the Republic of Korea

98-01 "Industrial Policies to Enhance Competitiveness of Ten Major Cities in Korea," The Ministry of Trade, Industry and Energy, the Republic of Korea

97-02 "New Organizational Forms in the Information Age," Duke University

97-01 "Donga Ilbo-Daily Newspaper Strategic Planning," Donga Ilbo

96-02 "Long-Term Strategic Planning of Korea Gas Corporation," Korea Gas Corporation

96-01 "Long-Term Strategic Planning of Korea Trade and Investment Promotion Agency," The Ministry of Trade, Industry and Energy

95-01 "Korea Telecom: Plan for Enhancing Management Efficiency," Korea Telecom

94-03 "Studies on Design Industrial Policy," Hansaem, Ltd.

94-02 "Strategy to Penetrate into Japanese Market," Korea Trade Association

94-01 "Korea Telecom: Evaluation of Management Efficiency," Korea Telecom

93-04 "Technology Innovation in the Semiconductor Industry," the Ministry of Science and Technology

93-03 "Comparative Study of Korean and Japanese Industrial Policies" POSCO and The Twenty-first Korean Research Foundation

93-02 "Chaebol Policy to Strengthen Industrial Competitiveness," The Ministry of Trade and Industry

93-01 "Plan to Develop Seoul National University Research Park, Seoul National University

92-01 "Industrial Policy to Enhance International Competitiveness and to Remedy Concentration of

Economic Power Simultaneously,” Funded by Hitotsubashi University and Japan Foundation

91-03 “Environment Protection Study,” Funded by the Institute of Developing Economies, this project surveyed environmental hazards of Korean industries.

91-02 “Internationalization of Telecommunication Industry,” Funded by Korea Institute of Communication Science, this study focused on the level of internationalization in Korea's telecommunication industry and the strategies to enhance it.

91-01 “Globalization of Korea's Electronics Industry,” Contracted by UNIDO for the study of globalization trends of Korean companies in electronics industry. This study lasted until September 1992

90-02 “Strategies to Enhance International Competitiveness of Korea,” Funded by Korea San Hak Foundation, I developed a new 9-factor model to determine international competitiveness, and evaluated 24 industries in Korea.

90-01 “Plan to Establish Export Trading House (ETH) in Sri Lanka,” Contracted by the Sri Lankan Government, and funded by the World Bank. The project lasted from December 1990 to November 1991. Based on the proposal, the Sri Lankan Government nominated 6 ETHs.

87-01 “Competitive Advantage of Nations,” As part of HBS Professor Michael E. Porter's 10-country study, I studied 11 major industries in Korea to evaluate Korea's competitiveness. The study lasted 3 years from 1987 to 1990.

INVITATIONS BY FOREIGN GOVERNMENTS/INTERNATIONAL ORGANIZATIONS (Not updated)

August 2003: Jinan, China, Invited by the Institute of Social Sciences, Shandong Province, China. Seminar presentation on “Competitiveness of Regional Clusters.”

August 1996: Lima, Peru, Invited by the United Nations International Development Organization (UNIDO). Keynote speech on “Determinants of International Competitiveness: How Can a Developing Country Transform Itself to an Advanced Economy?”

February 1995: Honduras; Invited by the Ministry of Trade and Investment Promotion. Consultation on the policy to enhance exportation and inward foreign investment.

June 1992: Izmir, Turkey; Invited by the Ministry of Foreign Affairs. Keynote speech on “Sectoral Development Strategy” at the Izmir Congress on Turkish Economy.

February 1991: Colombo, Sri Lanka; Invited by Sri Lanka Economic Development Board. Speech on “Comparison of Japanese and Korean General Trading Companies” for the general audience.

January 1991: Monterrey and Mexico City; Invited by the Exim Bank of Mexico. Series of speeches on “Industrial Policies of the Government” and “Business Strategies of the Private Firms” for general audience.

January 1988: Jakarta, Indonesia; Invited by the Ministry of Industry. Keynote speech on “The Role of the Government in Korean Economic Development” for the Ministry officers.

January 1983: Istanbul, Turkey; Invited by Turkish Trade Association. Keynote speech on “Korean Experience of the General Trading Company” at the International Symposium on Foreign Trade.

EDITORIAL BOARD MEMBER AND/OR REVIEWER

(English)

As Guest Editor

- *Organization Science*, September 1998-99
- *International Studies in Management and Organization*, November 1997-98

As Associate Editor

- *Journal of Far Eastern Business*, Oxford University

As Editorial Board Member

- *Industry and Innovation*
- *Competitiveness Review*
- *International Business Series*, Books on International Business Topics, Sage Publications
- *Journal of Asian Business*, University of Michigan Business School (Editorial Advisory Board)
- *Asia Pacific Journal of Management*
- *Nankai Business Review International* (Editorial Advisory Board)

As Reviewer

- *Academy of Management Journal*
- *Journal of Asia-Pacific Business*
- *Journal of Business Research*
- *Journal of Global Marketing*
- *Journal of International Business & Entrepreneurship*
- *Journal of International Business Studies*
- *Strategic Management Journal*

(Korean)

As Editor

- *International Business Journal* (國際經營저널)
- *The Korean Business Journal*
- *Korean Management Review*

As Editorial Board Member

- *Journalism and Criticism* (言論과 批評)

HONORS AND AWARDS

“Award for Jung Jin Ki Journalism Culture (鄭鎮基言論文化賞),” awarded to the book *M-Management*, by Jung Jin Ki Journalism Culture Foundation (鄭鎮基言論文化財團), July, 2010.

“Literary Award for New Novelist,” awarded for the book *The Rose and the Wild Rose* (薔薇와 찔레), by Seoul Journal of Literature, 2008.

“Order of Service Merit-Yellow Stripes (黃條勤政勳章),” awarded by President Rho Moo-Hyun of Korea, October 2007.

“Presidential Honor (大統領表彰),” awarded by President Rho Moo-Hyun of Korea, May 2004.

“The Order of Industrial Merit (産業褒章),” awarded by President Kim Dae-jung of Korea, January 2000.

“Award for Free Economics Publication Culture(自由經濟出版文化賞)” awarded to the book *The Age of Strategic Management*, by The Federation of Korean Industries, January 1994.

“The Economist,” awarded by Maeil Economic Daily, May 1991, to the article “Reformation of Korea's Big Business Groups.

“The Grand Prize on Business Culture(企業文化大賞),” awarded by New Industry Management Academy(新産業經營院), April, 1990.

“The Best Book of the Year in Economics/Business (經濟經營分野出版大賞),” awarded to the book *International Resource Management - with a Main Focus on Oil*, by Korea Management Association (韓國能率協會), May 1981.

