

Dept. of Business Administration

The department of business administration offers a fine graduate program with excellent faculty members as well as high quality academic resources and facilities. The program provides a small group of selected graduate students with opportunities to gain an understanding of latest theories and practices in modern businesses and to conduct in depth research into key business issues. The program aims to produce students who make significant contributions to their respective businesses or academic communities through their knowledge and insights gained through rigorous training. To achieve this goal, the program equips students with modern business theories and capabilities of research into key business issues. Through intensive and systematic guidance by faculty, the program trains young scholars by helping them acquire creative thinking and insights into the business world. The program put emphasis on students' good character and ethical standards required in the globalizing world.

□ Management Major

Management major is designed to educate students with the leading edge theory and practice associated with the organization design, management processes, and people management. Students learn how individuals and groups behave in organizations and how firms effectively design and implement management systems, structures, and processes in alignment with business strategy. Topics of interest include organizational behaviors, organization theory, human resource management, strategic management, business coaching, and entrepreneurship. When successfully completing the program, students will find professional career opportunities in teaching and research in colleges, leading public and private research institutes, management consulting, business coaching, or leadership positions in start-ups.

□ Finance Major

We offer courses related to financial markets, financial products and financial institutions. The curriculum is designed to help students to acquire essential techniques for practical applications as well as analytical foundations for research. Students are expected to get used highly technical methodologies for both studies and research. Graduates generally seek their professional career opportunities in investment banks, consulting firms, commercial banks, and other financial institutions.

□ Marketing Major

The field of marketing is a valuable preparation for many types of management careers including consulting, entrepreneurial management, and line management. The variety of courses offered by the marketing faculty has been designed to meet the needs of

management generalists and those who choose either the marketing management or marketing research major areas. Using a combination of lectures, readings, case studies, and computer simulations, the course reviews the fundamental approaches to analysis in each of the marketing policy areas, new product development, pricing, promotion strategy, management of channels of distribution, and marketing research.

□ **Service Management Major**

Service Management major provides students with a deep grounding in the basic logic of management of services enterprises as well as service innovation of manufacturing enterprises. This major offers a range of courses covering theories and methodologies as well as cases in service management and service innovation. This background would position students well for leading service innovation at both services and manufacturing enterprises.

□ **POL Major(Purchasing, Operations and Logistics Management Major)**

POL major offers a list of courses related to the major issues in three business process areas - purchasing, operations, and logistics. The graduate program in this major is designed to produce the management specialists who have both professional skills and diverse educational experiences by providing the students with the chance to learn how to integrate detailed field knowledge of three areas.

□ **Courses**

□ **Core Courses**

· **Research Methodology (3) 경영학연구방법론**

The course aims at equipping students with capabilities to design and conduct in-depth empirical analysis on research topics on modern business. Students exercise statistical tools with their own research data.

· **Seminar in Business Statistics (3) 경영통계학세미나**

The level of this course is higher than that of 'Business Statistics'. Students in the Ph.D program learn higher-level concepts of statistics and acquire higher-level statistical techniques.

· **Seminar in Research Methodology (3) 경영학연구방법세미나**

The level of this course is higher than that of 'Research Methodology'. Students in the Ph.D program learn higher-level concepts of research methodology. This course helps students find appropriate research methodology and statistical tools for their

research topics.

- **Econometrics (3) 계량경제학**

The aim of this course is to help students get acquainted with feasible and valid econometric techniques so that they could extract the right information from the right data to have the right understanding of the economic problems of interest. To achieve this, we discuss both econometric theories and many empirical applications. In particular, this introductory class will be focused more on practices with computer exercises rather than analytic proofs.

- **Research Ethics & Thesis Study (3) 연구윤리와논문연구**

Graduate students will develop an understanding of the nature of ethical decision-making and its role in research ethics. They will also acquire an appreciation of the reasons for conducting ethical review of research and an awareness of some of the international codes of research ethics that have been developed in response to scandals and abuses in research. Finally, they will understand the nature and definition of research ethics and an appreciation of the importance of good research.

- **Analysis of Statistic Data (3) 통계자료처리론**

Study the ability to effectively identify and summarize high accuracy with low sacrifice of statistically obtained data.

- **Management Major**

- **Organizational Behavior (3) 조직행동론**

Organizational Behavior is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization's effectiveness. This course offers an introduction to the best works (mostly articles but also include book chapters) that have been published on the important research areas within the field of organizational behavior. This course helps students have theoretical perspectives on classic and current issues in organizational behaviors.

- **Human Resource Management (3) 인적자원관리**

The purpose of this course is to provide master and doctoral students with a comprehensive understanding of the domain of Human Resource Management (HRM) research. The course is structured largely into two parts. In the first half of the semester ("HR in Action"), we will review the topics in HR such as recruitment, selection, training, and compensation while reading articles related to each topic. The goal of this first part of the course is to allow you to narrow down the HR topics that you are interested in studying. In the second half of the semester

("Theoretical Lens"), we will examine theoretical perspectives that researchers and other students in organizational behavior and HR have used to understand (and critique), predict, and ultimately control the behavior of individuals in organizational settings. The goal of this second part is to help you find the right theoretical lens to explore "the" HR topic of your choice.

- **Organization Theory (3) 조직이론**

This course is designed for the entry-level graduate students seeking exposure to major trends and debates in the literature of organization theory. Students learn various theories explaining how organizations are formed, survive and prosper, interact with other organizations, how they deal with the problems occurring inside and outside the boundaries, and how they acquire the resources necessary for the survival and growth. In doing so, the course particularly focuses on the organizational structures and processes that best fit the environmental contingencies. Bureaucracy, resource dependence, population ecology, transaction cost economics, network theory, and contingency theory are the topics to be covered in this course.

- **Strategic Management (3) 전략경영**

This course focuses on the foundation of strategic management research. The course will offer an understanding of the key concepts, theories and interconnected research streams in strategic management. The objectives of this course are to (1) review the major theoretical perspectives and issues studies in strategic management research to (2) help students have an interdisciplinary perspective on current issues in strategic management. The course begins with the question of performance differences between firms among and across industries, which could be explained through a variety of lenses addressed in this course.

- **Research in Leadership (3) 리더십연구**

The course discusses many theories on leadership-one of the key issues in organizational behavior-and how to put them into practice. This course covers various theoretic perspectives such as trait theory, contingency theory, transactional versus transitional approach, charismatic leadership, and issue leadership.

- **Negotiation in Organizations (3) 협상연구**

This course will provide students with various perspectives in behavioral decision making theory and behavioral approach to negotiation. The course views an individual primarily as a bounded rational decision maker in mixed motive contexts which combine competitive and cooperative aspect of the exchange relationship. Each class covers major theories in the negotiation literature by reviewing a core set of readings and discussing critical issues that have been developed in the field. Learning objectives of this course include 1) obtaining an understanding of the central concepts of the decision making and negotiation literature, 2) developing

expertise in the domain of scholarly interest, 3) exploring new research ideas and models, 4) building necessary practical skills of negotiation and other conflict resolution techniques, and possibly 5) gaining practical experience to become successful negotiators.

- **Research Methodology for Management Studies (3) 매니지먼트연구방법론**

The purpose of this course is to provide master and doctoral students with a foundation for designing and using methods (quantitative and qualitative) to perform empirical research in organizational behavior and human resources (OB/HR) areas. Rather than giving you the detailed background knowledge of each method – which you can learn in other method classes, we focus on the set of practical skills that can be applied to your own research in the current field of OB/HR.

- **Statistical Methods for Management Studies I (3) 매니지먼트통계자료처리론1**

In this course, students will learn different statistical methods that are widely used in management research. Ultimately, students are expected to conduct statistical analyses to test the research of their own choosing.

- **Statistical Methods for Management Studies II (3) 매니지먼트통계자료처리론2**

In this course, students will learn different statistical methods that are widely used in management research. Ultimately, students are expected to conduct statistical analyses to test the research of their own choosing.

- **Seminar in Entrepreneurship (3) 창업이론세미나**

This seminar will focus upon the theoretical and empirical research on entrepreneurship. It will let students (1) become familiar with relevant research on Entrepreneurship (2) develop and evaluate research questions within the field. Most literature is related to the entrepreneur or entrepreneurial team, but may include corporate entrepreneurship within the established firm. The seminar is closely related to courses in strategic management, which are recommended to be taken before this seminar.

- **Seminar in Organizational Behavior (3) 조직행동세미나**

In this course, organizational behavior is explored at the individual, group, and organization levels. The course explores related theories and cases. It provides an opportunity for students to learn current advanced knowledge in motivation, personality, leadership, conflict management among individuals, teams, groups, and organizations. The final purpose of this course is to complete publishable paper draft or proposal.

- **Seminar in Strategic Management (3) 전략경영세미나**

Students in this course survey the related literature; look into recent theories and

practices in business strategy; and prepare thesis for graduation. This course covers various current theoretical issues such as strategic processes, business strategy, and corporate strategy.

• **Independent Study I (3) 논문연구 I**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

• **Independent StudyII (3) 논문연구II**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

• **Research Seminar in Management (3) 매니지먼트연구세미나**

The purpose of this course is twofold: (1) to introduce master and doctoral students with a wide range of research topics in the field of management and (2) to teach students how to narrow down a research topic. Students will become an expert in the research area that they chose and finalize the research question for the dissertations or theses.

• **Seminar in Organization Theory (3) 조직이론세미나**

This course provides a in-depth understanding of the theories and practices associated with the structure and design of organizations that dominate the modern society. This course deals with more theory-driven advanced topics in bureaucracy, resource dependence, population ecology of organizations, transaction cost economics, institutionalization, social networks, power and conflict, and corporate governance. The course will also explore how firms benefit from implementing some of the theories in real world business organizations. Organization Theory is strongly recommended as a prerequisite for this course.

• **Human Resource Development (3) 인적자원개발**

This course is designed to provide students with an overview of various theoretical perspectives and research processes in human resource development. Students learn key concepts, procedures, and practices of human resource development. Also, students explore a wide range of systematic activities of an business organization to provide its employees with the necessary knowledge and skills that meet current and future job demands. More specifically, topics will cover needs assessments, task analysis, designing and implementing training programs, evaluating training programs, career development, and organization development.

· **Seminar in Coaching Psychology (3) 코칭심리학연구**

This course focuses on the comprehensive understanding of the domain of coaching theories. This course involves the application of the research theory and practice of the behavioral science of psychology to the coaching area. The purposes of this course are to (1) review the major theories on coaching to (2) help students have an interdisciplinary perspective on current issues in coaching field.

□ **Finance Major**

· **Corporate Financial Theory (3) 기업재무이론**

The purpose of this course is to trace the impact of the economic recession and political turmoil on contemporary Russian society. Through this course, students analyze changes since the collapse of USSR. Special focus is put on changes since perestroika, such as class stratification, population movement and growth. Welfare systems, gender stratification and women's issues, environment problems, and educational issues are also studied. By analyzing Russian society in the context of radical transformation, this course works to understand characteristics of Russian society and directions of future change.

· **Research Methodology in Finance I (3) 재무연구방법론 I**

Quantitative techniques required for finance majors are covered in this course. The examples of techniques include linear algebra, optimization, and regressions. The course will utilize software programs for statistical analysis.

· **Research Methodology in Finance II (3) 재무연구방법론 II**

Students will learn some basic knowledge of financial time series data, study simple models and methods for analysis of financial time series, and understand proper use and limits of econometric methods in finance in this course.

· **Investment Theory and Strategy (3) 투자이론및전략**

This course on investments covers theoretical models on investments, investment strategies, metrics used in evaluating investment performance, and portfolio management techniques.

· **Introduction to Financial Theory (3) 기초재무이론**

The course analyzes financial activities of business organizations. The course aims at familiarizing students with techniques to evaluate business performance based on financial statement information.

· **Financial Engineering (3) 금융공학**

Students are expected to obtain a thorough understanding of risk-return

characteristics of various investment instruments such as equities, bonds, convertibles, futures and options. Students learn pricing models and investment strategies using these instruments.

- **Corporate Control (3) 기업지배이론**

The topics covered in this course is theories of firm, agency problems, bankruptcies and restructuring, and various M&A techniques and issues. This course will focus on the mechanisms for hostile takeover as also takeover defenses such as poison pills, golden parachutes, etc.

- **Theory of Financial Decision Making (3) 재무의사결정론**

This course covers portfolio analysis, asset pricing models, and investment strategies. It uses both the lecture and the case method of instruction to develop a practical understanding of some of the more important financial instruments and markets and to enhance abilities of application to real world.

- **Valuation Seminar (3) 가치평가세미나**

This course focuses on corporate asset management, in particular, on valuation. Topics that will be discussed include financial statement analysis, estimating cost of capital, valuation of projects, valuation of companies in takeovers, cross border valuation, and valuation of strategic options.

- **Risk Management Seminar (3) 리스크관리세미나**

The objective of this course is to provide students with a risk management view of financial institutions and financial functions. The key areas covered will be the rationale for the existence of financial intermediaries, interest rate risk, market risk, credit risk, etc.

- **Fixed-income Securities (3) 채권이론**

This course primarily covers the valuation of fixed income securities including pure discount bonds, coupon bonds and related derivatives. The course focuses on analytic tools used in interest rate risk management.

- **Empirical Finance (3) 재무실증연구**

The course discusses empirical research papers in finance. The aim of the course is to help students understand empirical results with respect to major corporate decisions and familiarize them with essential research methodologies.

- **Seminar in Corporate Finance (3) 기업재무세미나**

The objective of this course is to develop an advanced understanding of the main financial and investment decisions that firms face. The course will focus on capital structure and financing decisions as well as IPOs, mergers and acquisitions, private

equity and LBOs.

- **Seminar in Investment Management (3) 투자관리세미나**

The objective of this course is to help students develop an advanced understanding of portfolio theory, equilibrium models of security prices, the empirical behavior of security prices, market efficiency, performance evaluation, and behavioral finance.

- **Seminar in Capital Market (3) 자본시장세미나**

This course will include advanced topics such as the term structure of interest rates in bond markets, how stocks and bonds should be priced, and why those prices are sometimes not realized because of institutional factors or market frictions.

- **Special Topics in Finance (3) 재무특수과제연구**

This research oriented course focuses on several special topics in finance and motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Independent Study in Finance (3) 재무개별과제연구**

Students majoring in finance essentially choose a research topic of their choice, working in concert with their faculty advisor or other faculty member.

- **Marketing Major**

- **Consumer Behavior (3) 소비자행동론**

The course focuses on concepts, issues, and trends about customer behavior and customer orientation. It provides students with specific research tools to generate insights about customers and with experience in applying them to the analysis of marketing problems and design of marketing strategy.

- **Marketing Research (3) 마케팅조사론**

Marketing research is the way companies obtain customer insights. This course provides a rigorous experience in marketing research methods such as questionnaire designs, data gathering tools, statistical analysis techniques, and frameworks to guide when and which technique is most useful.

- **Product Management (3) 상품관리론**

This course provides a comprehensive analytical coverage of the various product decisions, critical discussion of the research needed as input to the decisions, and the contributions of management and behavioral sciences to product development process.

- **Marketing Channel Management (3) 유통관리론**

In this course, students study traditional and new distribution channels and

institutions as well as techniques in designing and managing marketing channels. Empirical issues are also studied and discussed.

- **Advertising Management (3) 광고관리론**

The primary objective of this course is to provide students with an opportunity to analyze, design, and evaluate various advertising decisions. The course focuses on the concepts, theories, models, and findings from marketing, marketing research, communication research, and management science that are relevant to the design and evaluation of advertising tools.

- **Pricing Management (3) 가격관리론**

Pricing is an important strategic variable in marketing mix. The course discusses factors relevant to pricing decisions: competition, cost structure, consumer psychology, etc.

- **Marketing Information System Management (3) 마케팅정보시스템관리론**

This course is concerned about marketing information to improve the efficiency of decision making in marketing. Topics include collection and classification of marketing information, configuration of marketing information system and other information systems in the firm.

- **Marketing Strategy (3) 마케팅전략론**

This course is designed to give students an integrative framework for analyzing marketing programs and deriving marketing strategies. Setting objectives and making decisions about products, services, pricing, promotion, and distribution will be studied.

- **Multivariate Data Analysis (3) 다변량통계분석**

In this course, students learn qualitative and quantitative research methods in marketing. Special emphasis of this course is on making students to acquire basic multivariate analytic tools such as factor and cluster analysis, conjoint analysis, multidimensional scaling, and LOGIT.

- **Service Marketing (3) 서비스마케팅**

The purpose of this course is to provide students with a thorough understanding of the role of services in marketing strategy and competition, and how these issues guide the management of service operations.

- **Brand Marketing (3) 브랜드마케팅**

This course covers the creation and management of brand equity. Topics covered include the importance of brand equity; frameworks to conceptualize what it is; how to strategically plan a brand's target equity; tactics to build brand equity; brand

extensions; brand valuation; and global branding.

• **Seminar in Marketing Channels (3) 유통이론세미나**

In this course, current research papers will be read and discussed. Topics include designing channel structure and incentives to match positioning, managing channel conflict, exploring links between channel and branding strategies, understanding multi-channel approaches, and internet distribution. New issues and methodology will be scrutinized.

• **Seminar in Marketing Information System (3) 마케팅정보이론세미나**

The goal of this course is to expose students to current research topics and research papers in marketing information generation and marketing information management. New issues and new methodology will be discussed.

• **Thesis Research I (3) 논문연구 I**

The aim of this course is to learn the process for the dissertation writing of graduate students. This course is designed to provide the graduate students with a task related to the subject of the dissertation. Students carry out a series of projects for dissertations, such as literature research, surveys, data collection, and data analysis.

• **Thesis Research II (3) 논문연구 II**

The aim of this course is to learn the process for the dissertation writing of graduate students. This course is designed to provide the graduate students with a task related to the subject of the dissertation. Students carry out a series of projects for dissertations, such as literature research, surveys, data collection, and data analysis.

□ **Service Management Major**

• **Business Diagnostics (3) 경영진단**

The course discusses various analytical frameworks to examine business issues faced by the firm. Business cases are intensively used in this course.

• **Introduction to Business Innovation (3) 경영혁신개론**

Basic knowledge on business innovation are to be taught in this course. A history of business innovation, several cases of business innovation, change history of innovation methodology are to be discussed.

• **Service Management (3) 서비스경영**

The course teaches students how to improve productivity in service industry. Various cases are to be discussed.

- **Service Science (3) 서비스사이언스**

This course teaches students an overview of service science and service innovation, trends and research areas on service science.

- **Current Issues on service Management (3) 서비스경영최신과제**

The course conducts a further in-depth study on key service management and business innovation issues in this new service based economy.

- **Seminars on Service Management (3) 서비스경영세미나**

As a further study of "Current Issues on service Management" course, this course conducts a further in-depth study on new service management and business innovation issues.

- **Case Studies in Service Management (3) 서비스경영사례연구**

The course discusses multiple cases of service management and business innovation. Various types of service industry and diverse tools and techniques of service innovation are to be discussed.

- **Service Management Methodology (3) 서비스경영방법론**

Various tools and techniques of service innovation are analyzed. The 'goodness-of-fit' of 10 most powerful service innovation methodologies to case-by-case occasions will be assessed.

- **Entertainment Management (3) 엔터테인먼트경영**

The course discusses efficient and effective management and strategy issues of entertainment service industry as an ever evolving service industry.

- **Business Service Management (3) 비즈니스서비스경영**

The course discusses efficient management innovation and strategy issues of business services industries, individually and as a combined industry.

- **Service Management Philosophy (3) 서비스경영철학**

The course teaches students an overview and key issues of service management philosophy, such as ultimate goals of management, major objects theories of new management, key principles of management.

- **Service Management Independent Study (3) 서비스경영개별과제연구**

The course helps students to improve research skills and competency by advising their own individual researches on service management.

- **Service manager Theory (3) 서비스경영자론**

This course discusses new manager theories based on service philosophy for private

enterprises and public organizations in service economy era.

- **Service Management Technology (3) 서비스경영기술**

This course discusses new management technologies based on service philosophy for private enterprises and public organizations in service economy era.

- **POL: Purchasing, Operations and Logistics Management**

- **Logistics Strategy (3) 로지스틱스전략**

This course deals with the management of corporate logistics policy. In particular, course will study the methodology of corporate strategy achievement from the perspective of logistics.

- **Logistics Information System (3) 물류정보시스템**

This course deals with the role and functional structure of the information system that analyzes the flow of logistics and the flow of information following it. Especially, we analyze the desirable direction of the system focusing on the function of analyzing the effectiveness and efficiency of the logistics field.

- **Logistics Decision Making (3) 물류의사결정론**

This course deals with quantitative management techniques in the field of logistics. Also, the course will focus on functional structure and analysis method of decision support system applied to logistics field.

- **Supply Chain Management Seminar (3) SCM세미나**

In this course, the students learn about the principles of supply chain management and some scientific management techniques for efficient supply chain management. They also discuss about some key issues regarding supply chain management.

- **Operations Management Seminar (3) 생산관리세미나**

In this course, the students learn about some scientific techniques to efficiently manage the product and service operations in theories and with case studies. They also discuss about some key issues regarding Operations Management.

- **Logistics Seminar (3) 로지스틱스세미나**

In this course, the students learn about types and functions of physical material flow in industries, and they are educated to design and maintain the efficient logistic system. They also discuss about some key issues regarding logistics.

- **Purchasing and Supply Management (3) 구매공급관리**

This course provides the basic knowledge about the purchasing or supply

operations as the first main activity done by any companies in the supply chain system. In this course, the students learn about the management of purchasing and supply operations, value-added operations in supply process, and negotiation procedure in purchasing.

- **Supplier Management (3) 공급자관리**

In this course, the students understand the interaction between the buyer and supplier, learn various ways to deal with the supplier, and study about how to earn competitive advantage from effective supplier management.

- **Purchasing Negotiation (3) 구매협상**

In this course, the students understand all the procedure to identify, prepare, and analyze the negotiation, and learn the systematic methods to make successful negotiation.

- **Purchasing Strategy (3) 구매전략**

In this course, the students understand the way to develop the purchasing strategy in accordance with the corporate strategy, and learn how to make the competitive advantage in the purchasing operations through the analysis on factors and methodologies of strategic purchasing activities.

- **Purchasing Management Seminar (3) 구매관리세미나**

In this course, the students read a list of current academic research papers and study about the advanced industry cases in the area of purchasing management, and learn about new theories and diverse methods to improve the purchasing management.

- **Strategic Management of Technological Innovation (3) 기술경영전략**

Technology Management is the management of the use of technology for human advantage. It allows organizations to manage their technological fundamentals to create competitive advantage. Typical concepts used in technology management are technology strategy (a logic or role of technology in organization), technology forecasting (identification of possible relevant technologies for the organization, possibly through technology scouting), technology road-mapping (mapping technologies to business and market needs), technology project portfolio.

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