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Profiles & Research

Employment

2015 – Present,	Dean, Graduate School of China, Sungkyunkwan University
2015 – 2016	President, Korean Marketing Association
2014 – 2015	President, Korean Academy of International Business
1998 – Present,	Director, China Research Institute, Sungkunkwan University
1998 – Present,	Professor, Business School, Sungkyunkwan University
2007 – 2008	Associate Dean, Business School, Asia-MBA, Sungkyunkwan University
2005 – 2006	Visiting Professor, Chinese University of Hong Kong
2000 – 2001	CEO, Samsung Open Tide China, Beijing, China
1996 – 1997	Visiting Professor, Tsinghua University, Beijing, China
1990 – 1990	Visiting Professor, Shanghai-Jia-Tong University, Shanghai, China
1989 – 1991	Assistant Professor, University of British Columbia, Canada

Education

1989	Ph.D., Marketing, Northwestern University, U.S.A.
1984	M.B.A., The University of Texas at Austin, U.S.A.
1982	B.B.A., Seoul National University, Korea.

Research

• *Publications*

Books (since 2010)

1. China Marketing - 4nd Edition (2016), Pakyoungsa
2. Challenge for Chinese Domestic Markets (2016), Maekyung Publishing
3. Time of Innovation (2016), RHK Korea
4. Marketing of Korea (2016), Pakyoungsa
5. Chinese Market & Corporate Cultures (2015), Korea Academic Information
6. Globalization of Korea (2014), Pakyoungsa
7. 4 Secrets of Chinese Best Companies, (2013), SERICO
8. Modern Marketing Management - 8th Edition (2012), Pakyoungsa
9. China Modern Consumption Culture and Market (2010), Korea Academic Information
10. Chinese Market Culture and Strategies for Chinese Markets (2010), Sungkyunkwan University Press

Papers (since 2010)

1. Competitive Marketing Strategy; A Korean Case (2016), TPM Korean Marketing Association
2. Competitive Marketing Strategy; A Chinese Case (2016), Korean Academy of International Business
3. Message Type Strategy in Charitable Fundraising (2016), Global Marketing Conference
4. Korean National Image Effects that Chinese Workers Recognize (2015), *International Area Studies Review*
5. Korea-China Conflicts in Business: A Search after their Solutions (2015), *Journal of International Trade & Commerce*
6. Study on the Inconsistency of the Luxury Brand Extension for Targeting the Chinese Consumer (2014), *International Business Journal*
7. A Study on the Effects of Leaderships and Organizational Cultures of Chinese Corporations on Organizational Effectiveness (2013), *Journal of International Trade & Commerce*
8. China Marketing Strategy: China Domestic Market Penetration Strategy (2013), Korea Marketing Association
9. Intensity of Social Network Use by Involvement: A Study of Young Chinese Users (2013), *International Journal of Business and Management*
10. A Study on Cultural Characteristic Differences and Brand Attitude of Chinese Consumers (2012), *Journal of International Area Studies*
11. Nongshim- Trouble in Distributing Korean Spicy Flavor in China (2012), *Korea Business Review*
12. Does Sub-culture Matter for Branding (2011), Korean Academy of International Business
13. Ethnocentrism & Country of Origin (2011) , Korea Marketing Association
14. The Study on Social Responsibility of Traditional Merchants and Modern Enterprise (2011), *The Review of Business History*
15. Sales Promotion Strategy for Restaurant using the Scarcity Message and Regulatory Focus (2010), *Korean Journal of Hospitality Administration*
16. Analysis of Social Responsibility Activity of Chinese Commercial Banks (2011), *Soviet-Chinese Studies*
17. An Analysis of Ripple Effect in China Distribution Channel (2010), *The Review of Business History*
18. Role of the China Distribution Industry Analysis (2010), *Journal of International Area Studies*

Public service

1. Vice-President, Korean Management Development Institute (2016 -)
2. Board member, Korean Institute of Christian Management (2014 -)
3. Board member, International Child Rights Center (2013 -)

Board of Directors

1. Handok Inc./ 2. LF Inc. / 3. Nongshim Food / 4. Eagon Living

Consulting Professorship

1. Samsung Electronics Company / 2. Hyundai Kia Motor / 3. SK Telecom / 4. Amorepacific / 5. Samsung Economics Research Institute(SERI) / 6. Maeil Diary