Curriculum Vitae

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**Chul Woo Moon**

[cwmoon529@gmail.c](mailto:cwmoon529@gmail.c)om (US) 617 3637 6480, (Korea) 82 (0)10 3712 3325

Professor, Sungkyunkwan University, Seoul

**Research Interests**

* ESG/ Impact investing, ESG Management, Climate Change, Impact/ESG Measurement and Reporting
* Start-ups and innovations
* Strategic management in diverse fields

**Teaching Areas**

* “Strategy” courses
  + Offered at undergrad, graduate and executive levels
* “ESG Management” courses
  + Offered at Executive trainnings
* “Social Entrepreneurship”, “Impact Investing” and “Social Impact Measurement”
  + Offered at undergrad and gruduate students and managers in for-profit & non-profit organizations
* “M&A Strategy” and “Post-merger Integration Strategy”
  + Offered at MBA programs and managers in for-profit firms
* “Global Strategy” courses mostly for executives

**Academic Positions**

* Visiting Scholar, Harvard Kenney School (2019-2020).
* Harvard Business School - IWAI, Member, Academic Advisory Council (2020- )
* Full Professor of Strategy, Sungkyunkwan University, College of Business, Seoul, Korea (Current).
* Associate Professor, Graduate School of International Studies, Ewha Womans University, Seoul, Korea
* Assistant Professor, Cleveland State University, College of Business. Cleveland, Ohio, US.

**Professional Work – Impact Investment & Social Entrepreneurship**

* G7 Impact Task Force, Country Advisor Korea NAB - South Korea (2021)
* Chair, Korea National Advisory Board for Impact Finance (Korea NAB) (2018- Current)  
  - Korea NAB is a country member of GSG (Global Steering Group for Impact Investing , https://gsgii.org/)   
  - GSG is a global network of impact investing leaders, consisting of 21 national advisory boards (NABs) as of March 2019.  
  - leading a group of 32 impact investors, related intermediaries and financial institutions with the goal of fostering impact investing market in Korea
* Member, Working Group for Impact Investing Wholesale Fund, GSG (2018-current)
* Invited speaker, at GSG Summit in Delhi (2018) & Santiago (2019)
* Member, Investment Committee for Social Impact Funds, Korea Ministry of Start-ups and SMEs (2018-current)
* Member, Social Economy Experts Council, Korea Ministry of Strategy & Finance (2018)
* Board Member, Korea Social Enterprise Promotion Agency (2015-17)
* Founder & Chair, Korea Impact Investment institute (2010-current)
* Principal researcher on the following government-commissioned research  
  - Social impact measurement projects for Ministry of Labor (developing indicators for social values created by social enterprises), Metro Seoul Government (SROI analysis of social projects) and Ministry of Strategy & Finance (government budget allocation processes reflecting social impact) (2013-current)  
  - Policy for developing impact investment & social finance markets for Korean social economy (Ministry of Labor)
* Faculty Participant at Kellogg’s “Impact & Sustainable Finance Faculty Consortium” (Kellogg, Northwestern, US, 2018, 2019, 2020, 2021)
* Faculty participant at 4th annual Oxford-Mars “Responsible Business Forum: The Economics of Mutuality” (Oxford, UK, 2019)

**Professional Work – Cultural Industry**

* Member, Deregulation Committee for Culture and Arts Policy, Korea Ministry of Culture, Sports and Tourism (2015- Current)
* Member, Performance Self-assessment Committee, Korea Ministry of Culture, Sports and Tourism (2011-14)
* Member, Expert Council on Cultural Industry, 18th Congress of Korea (2004-2005).
* Principal researcher on the following government-commissioned research  
  - policy study for global exports of Korean entertainment contents (1999)  
  - export strategies for Korean movies (2000)  
  - social network analysis of on-line game industry and policy implications (2000)  
  - policy study for promoting the eco-system of cultural industry (2004)  
  - strategy recommendation for “Asia Cultural Hub City Gwangju”

**Professional Work – Others**

* Member, Committee for Free Economic Zones, Korea Ministry of Industry & Trade (2013-2018)
* Secretariat, APEC Knowledge-based Economy Task Force, Korea Ministry of Foreign Affairs (1999-2002)
* Member, Assessment Committee for University Establishment, Korea Ministry of Education (2016-2018)

**Awards**

* Ministerial Award for Excellence in Service, Korea Ministry of Foreign Affairs (2000)
* Outstanding Research Awards (2007 & 2011), Sungkyunkwan University

**Published Books.**

C. W. Moon. 2021. **IMP: Definition and Measurement of Impact.** ICOOP Cooperative Research Institute *(In Korean).*

C. W. Moon (with C.W. Kim). 2005. **India Shock.** Maeil Business Newspaper Publication Ltd. *(In Korean).*

C. W. Moon (with D.S. Cho). 2004. **Brand Identity in Strategic Alliances and M&As**. Institute of Industrial Policy Studies Press. *(In Korean).*

C. W. Moon (with C.H. Shin, Y.C. Lee & Y.M. Lee). 2001. **Post-merger Integration Strategy.** Seoul Economy & Business Press. *(In Korean).*

**Academic Papers in Peer-reviewed Journals**(Note: SSCI- Social Science Citation Index, KCI-Korea Citation Index)

C. W. Moon (with S. Kim, A. Kim and J.S. Shin). 2019.  An Empirical Investigation on the Psychological Antecedents of Social Entrepreneurship.  **Entrepreneurial Research Journal (SSCI)**, 10(3).

C. W. Moon (with D.H. Kim & J.S. Shin). 2018. “Linkages between empowering leadership and subjective well-being and work performance via perceived organizational and co-worker support“. **Leadership & Organization Development Journal (SSCI),** 39(7): 844-858.

C. W. Moon (with G.H. Kim, S.K. Kim & B.H. Lee). 2017. “A behavioral agency theory perspective on the impact of family business characteristics on CEO succession”. **Korean Journal of Small & Medium Enterprises Studies (KCI)** *(In Korean).* 39(1): 1-39.

C. W. Moon (with J.S. Chung). 2016. “Impact of outside directors’ independence on firm’s strategic change”. **Korean Journal of Organization & Management (KCI)***(In Korean)*. 40(1): 41-72.

C. W. Moon (with S.K. Kim). 2015. “The competitiveness of Korea's container ports in the world: The effect of port networks and trade environment**. Journal of Korea Trade (SSCI).** 19(4): 95-116.

C. W. Moon. 2015. “The effects of strategic orientation and intangible resources on the innovation and performance of art museums”. **Korean Journal of Arts Management (KCI)** *(In Korean)*. 11(33): 49-87.

C. W. Moon (with I.S. Chang). 2014. “A process theory of social entrepreneurship”. **Korean Journal of Strategic Management (KCI)** *(In Korean)*. 17(2): 155-184.

C. W. Moon (with S.G. Lee). 2014. “The effect of partner’s perceived fairness on the relationship commitment and performance in B2B transactions”. **Korean** **Journal of Strategic Management (KCI)** *(In Korean)*. 17(2): 1-25.

C. W. Moon. 2012 (with H.Y. Choi). “The relationship between CEO characteristics and CSR strategies”. **Korean Journal of Management (KCI)** *(In Korean)* 20(4): 103-136.

C. W. Moon (with D.Y. Kim). 2012. “An empirical analysis of innovation strategies in multi-user games: Exploitation versus exploration”. **Korean Journal of Strategic Management (KCI)** *(In Korean).* 15(3): 67-93.

C. W. Moon. 2012. “The emergence of social enterprises and impact investment: Implications to strategy research”. **Korea Business Review (KCI)** *(In Korean).* 41(6): 1435-1470.

C. W. Moon (with Y.H. Shin). 2012. “The effect of person-job fit on task performance: Moderating effects of task importance and autonomy”. **Korean Journal of Management (KCI)** *(In Korean)*. 20(1): 93-128.

C. W. Moon (with B.H, Lee). 2012. “The impact of absorptive capacity on knowledge transfer and performance of Korean subsidiaries of foreign MNCs”. **Korean Journal of Organization & Management (KCI).** 36(1): 11-45.

C. W. Moon (with S.M. Ryu, G.H. Kim & H.J. Chung). 2012. “The distribution strategy of a representative fair trade organization in Korea: The case of Beautiful Coffee”. **Journal of Business Case Studies.** 8(1): 73-86.

C. W. Moon. 2011. “Antecedents and effects of customer empowerment on purchase intention: An empirical analysis on on-line game industry” **Journal of Consumption Culture (KCI)** *(In Korean).* 14(4): 21-37.

C. W. Moon (with Y.G. Suh). 2011. “Consumer rewards program’s effects on consumer credibility and revenues”. **Journal of Consumption Culture (KCI)** *(In Korean).* 14(4): 39-53.

C. W. Moon (with S.M. Ryu). 2011. “The influence of credibility on satisfaction with supplier performance in the inter-organizational relationships”. **International Business & Economics Research Journal.** 11(1): 47-58.

C. W. Moon (with S.M. Ryu). 2011. “The effect of group-orientation culture on inter-organizational cooperation mechanisms”. **International Journal of Management & Information Systems.** 12(1): 153-160.

C. W. Moon (with Y.G. Suh). 2011. “Personality characteristics of emotion-intense workers, service performance and voluntary exit”. **Journal of Product Research (KCI)** *(In Korean).* 29(5): 133-148.

C. W. Moon. 2011. “Information sharing as source of synergy creation in corporate diversification”. **International Business & Economics Research Journal.** 12(2): 35-44.

C. W. Moon (with J.W. Kim). 2011. “Trust in e-government services” **Journal of Korean Society for Internet Information (KCI)** *(In Korean)*. 12(3): 57-67.

C. W. Moon. 2011. “Chinese movie industry structures and Korean films export strategies”. **International Business Review (KCI*)*** *(In Korean).* 15(2): 179-209.

C. W. Moon (with H.W. Choi). 2011. “Impact of CEO’s transformative leadership and corporate financial performance on CSR strategy”. **Journal of Human Resources Management Research (KCI)** *(In Korean).* 18(2): 213-234.

C. W. Moon (with T.W. Kim). 2011. “Interactions and commitments as antecedents of e-learning satisfaction”. **The Journal of Korean Association of Computer Education (KCI)***(In Korean).* 14(3): 63-72.

C. W. Moon. 2009. “Long-term orientation: As a determinant of relationship quality between channel members”. **International Business & Economics Research Journal**. 8(11):1-9.

C. W. Moon (with J.D. Park, C.J. Moon & Y.J. Kim). 2008. “A critical literature review of Korea-China trade research”. **Journal of Korea Trade (SSCI)***(In Korean).* 38(1): 327-376.

C. W. Moon. 2007. “Human resources strategies for post-merger integration”. **Journal of Human Resources Management Research (KCI)** *(In Korean).* 12(1): 133-151.

C. W. Moon. 2007. “The choice of mode for international strategic combinations: A critical review and research proposal”. **Korean Journal of Strategic Management (KCI)***.* 10(2): 135-165.

C. W. Moon (with G.D. Hwang). 2007. “The stages and determinants of expatriates‘ socio-cultural adjustment”. **International Business Review (KCI).** 8(2): 257-274.

C. W. Moon. 2007. “Productivity in strategy-making activities: The role of CEO`s entrepreneurial orientation and human capital”. **Productivity Review (KCI).** 13(3): 319-343.

C. W. Moon. 2007. “Globalization strategy of Metro Cash & Carry”. **International Business Studies (KCI)** *(In Korean)*. 18(1): 131-166.

C. W. Moon. 2007. “Strategy for Indian market: An explorative study”. **International Area Studies Review (KCI)** *(In Korean)*. 11(2): 209-236.

C. W. Moon. 2007. “Impact of corporate cultural diversity on internationalization strategy”. **Asian International Studies Review (KCI).** 10(1): 55-77.

C. W. Moon. 2007. “Impact of founding network resources on firm performance and strategy”. **Korea Business Review (KCI)** 36(1): 1093-1118.

C. W. Moon. 2007. “The evolution of alliance behavior”. **Korean Journal of Strategic Management (KCI).** 10(1): 61-81.

C. W. Moon. 2007. “Hyper-mart industry in India: Growth drivers and future potentials”. **International Area Studies Review (KCI)** *(In Korean)*. 11(1): 209-236.

C. W. Moon. 2004. “Global managerial resources and the choice of entry mode for international expansion”. **Asian International Studies Review (KCI).** 7(1): 39-66.

C. W. Moon. 2003. “An agency theory perspective on organizational learning”. **Korean Journal of Strategic Management (KCI).** 7(1): 1-23.

C. W. Moon. 2001. “International strategic combinations: How culture affects governance mode”. **International Quarterly Journal of Marketing (SSCI).** 1(4): 34-45.

C. W. Moon. 2000. ‘Organizational learning theory for military organizations” **The Korean Journal of Security Affairs (KCI)** *(In Korean).* 2(1): 3-52.

C. W. Moon (with J.H. Yoo). 2000. “Potential for cooperation in promoting knowledge-based economies in APEC”. **Journal of APEC Studies**. 2(1):105-130.

C. W. Moon (with A. Lado). 2000. “MNC-host government bargaining power relationship: A critique and extension within the resource-based view”. **Journal of Management** **(SSCI).** 26(1): 85-117.

C. W. Moon (with J.H. Yoo). 1999. “Korean financial crisis 1997-98: Causes and challenges”. **Journal of Asian Economics (SSCI).** 10(1): 167-202.

C. W. Moon.1999. “Impact of organizational learning contexts on choice of mode for international strategic combinations”. **Journal of High Technology Management Research (SSCI)**. 10(1): 167-202.

C. W. Moon. 1998. “Technological capacity and the choice of mode for international strategic combinations”. **Journal of High Technology Management Research (SSCI)**. 9(1): 35-53

**Recent Op-ed Articles**

“Roles of Social Economy in the Transformative Economy in North Korea *(In Korean).*” in Hangyorei, one of the top newspapers in Korea (March, 2019)

“Impact Economy and Impact Revolution *(In Korean).*” with Joongang Ilbo. (Under development, target for April 2019)

**References**

Available Upon Request