




YONSEI SCHOOL OF BUSINESS

2021 ANNUAL REPORT



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YONSEI UNIVERSITY SCHOOL OF BUSINESS



Yonsei University School of Business has led to
the first and best Creative Readership, focusing on three core values
: Creativity, Integrity, and Global Perspective.

Even in the 4th Industrial Revolution era and unprecedented changes in the COVID-19 pandemic,
Yonsei University School of Business has constantly challenged itself
with a curriculum for the future and various support policies.

Yonsei University Business School will continue to open a new era
through education and leading research that creates sustainable social values.

YSB HISTORY

The history of the Yonsei University School of Business is a history of challenges and pioneering.

Yonsei University School of Business has always been aiming for the best in accordance with its reputation as the first. Since its foundation in 1915, more than 43,600 alumni of the Yonsei University School of Business have become a force of modernization in Korea, leading to economic development and the era of democratization.

Right now, the Yonsei University School of Business is active on the world stage and is moving forward for the sustainable development of the human community.

YONSEI UNIVERSITY SCHOOL OF BUSINESS



Establishment of the Commerce Department at Chosun Christian University

1915

1917

Establishment of Yeonhui College

1946

Yeonhui University was established as a comprehensive university (selected 180 commercial students).



Integrated into Yonsei University

1957

1958

Establishment of the Department of Business Administration

1965

Establishment of the Graduate School of Business Master's and research courses

1968

Merger of Commerce and Business Administration



- Opened the Sangnam Institute of Management affiliated with Business School
- Opened the first full-time Global MBA in Korea

1998

Establishment of the Business School

2003

2015

2021



The 100th anniversary of Yonsei University Business School
Completion of the building of Yonsei School of Business



- **QS Ranking**
Rank 85 for Accounting & Finance
Rank 54 for Business & Management Studies
Rank 141-150 for GMBA
- **Times Higher Education (THE)**
World University Impact Assessment
Ranked 30th in the world (1st in Korea)
- **The Economist's ranking**
Global MBA as the only selected top 100
Full-time MBA in Korea



2006
Establishment of the Graduate School of Business Administration

2008
Acquired US AACSB and Korea KABEA accreditations



2010
Corporate MBA
Entered FT
Korea's first top 100 MBA in the world

2011
Global MBA
Entered Economist
Korea's first top 100 MBA in the world



2011
Acquired European EQUIS accreditation



2017
Signed an agreement with Amorepacific for the Yonsei Venture, Innovation and Startup Program
Implementation of the Business Entrepreneurship Program



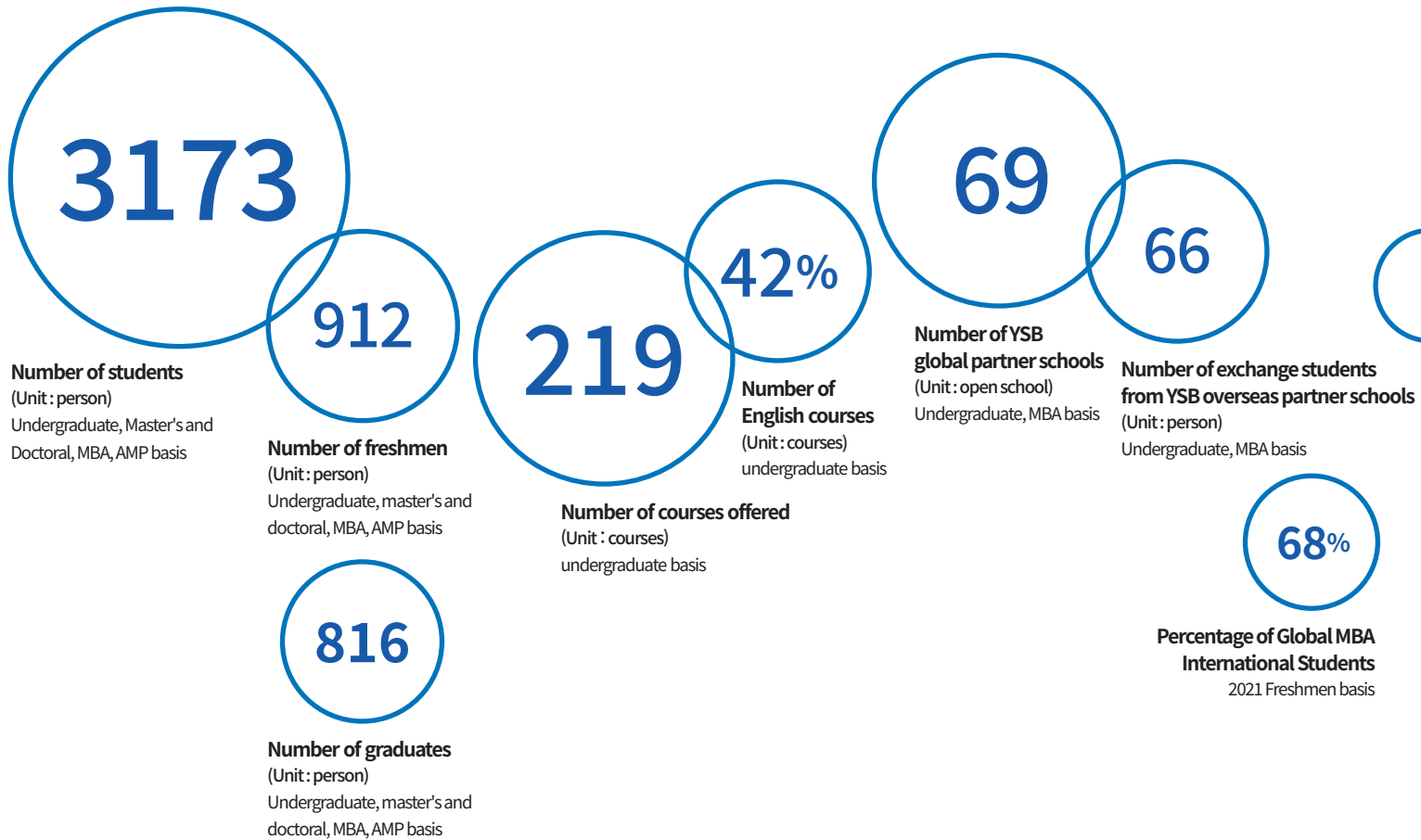
2018
Global MBA
Entered THE global rankings for the first time in Korea

YSEI UNIVERSITY SCHOOL OF BUSINESS

YSEI FACTS & FIGURES

Yonsei University School of Business in Numbers

In 2021, Yonsei University School of Business continued to leap forward and develop both qualitatively and quantitatively. The following figures showing today's YSB contains innovation and challenges of YSB, which has taken a new path of era.



155

Number of faculty members
(Unit : person)

Full-time 67, Honorary 20,
Adjunct/Special 18,
Visiting 12, Research 2,
Part-time 36

80

Number of papers published by faculty members in 2021
(Unit : Piece)

GMBA
Economist Ranking

81

3

Number of accreditations

Overseas accreditation AACSB, EQUIS
Domestic accreditation KABEA

61.2

Annual scholarship recipients (total)

(Unit : KRW 100 million)
Undergraduate, master's and
doctoral, MBA basis

4.73

Amount of fundraising
(Unit : KRW 100 million)

308

Number of fundraising participants
(Unit : person)

**Yonsei University School of Business
has always been aiming for the best
in accordance with its reputation as the first.**

Dear and respected Yonsei business executives,

First, I would like to give strong support and applause to the Yonsei University School of Business, which has been doing well over the past two years of hard times due to COVID-19.

Due to COVID-19, there were few opportunities to see you in person, but I am glad that I can deliver the news of Yonsei University School of Business through the 12th Annual Report this year

Despite the COVID-19 situation, Yonsei University School of Business has always been aiming for the best. In line with its reputation as the first in Korea. The 2021 Annual Report records these efforts, including YSB History, the introduction of new teachers, major alumni news, thesis publication and academic activities, joint growth and community problem-solving activities, management case analysis competitions, evaluation rankings, and donation news.

Currently, Yonsei University School of Business is leading the transformation era through outstanding education and research. We are leading the domestic business academia through education for startup innovation, nurturing startups, cultivating leadership through global exchanges, and preemptive academic research, changing the paradigm of business education and the research ecosystem. In addition, Yonsei University's School of Business will play an active role on the global stage and move forward for the sustainable development of the human community. Therefore, we would like to ask for more interest and support from the Yonsei University School of Business members in advancing towards the best Yonsei University School of Business.

I hope that COVID-19 will calm down quickly and our daily life will recover so I can meet and communicate with Yonsei University's business school in person.

I wish you and your family good health and peace at Yonsei University Business School. Thank you.

Dean of Yonsei University (Graduate) School of Business
Lee Ji Man.

YSB VISION & MISSION

VISION

A world class business school based on outstanding research and education

A world class business school based on outstanding research and education

MISSION

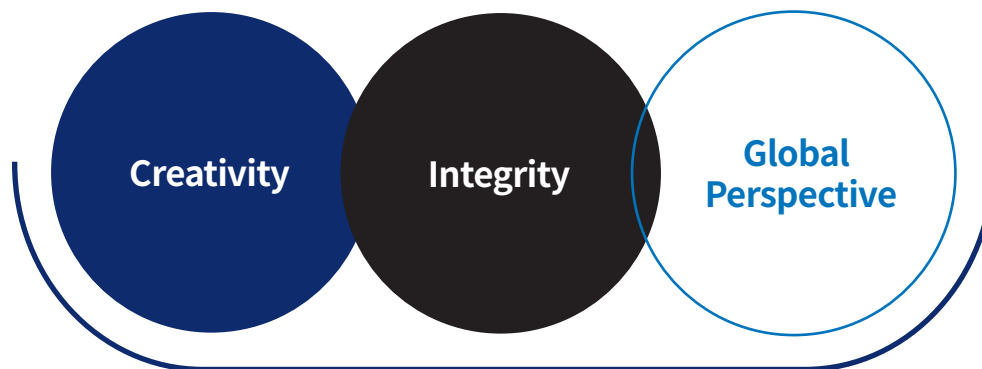
To produce influential and pioneering research and to develop creative and ethical business leaders with a global perspective through excellent education

To produce influential and pioneering research and to develop creative and ethical business leaders with a global perspective through excellent education

CORE VALUES

The core of education at Yonsei University School of Business in the 21st century is creative leadership.

To this end, we introduced the Creative Leadership Curriculum (CLC) with high student participation and pursued the three core values of Creativity, Integrity, and Global Perspective.



CORE VALUES
(Creative Leadership)

* special theme.

YSB

PEOPLE

2021 Annual Report special theme,
Let's meet Yonsei University School of Business through YSB PEOPLE!

Operations Management	Jung Seung-hwan New Professor (OM)
Accounting	Jung Su-mi New Professor (Accounting)
Management	Ryu Won-sang New Professor (Management)
Marketing	Jeon Yoo-jung New Professor (Marketing)
Journal of Finance	Lee Ji-yun Professor (Finance)
World New History	Kim Sang-wook (Alumni Business 98)
New Communication	So Young-min (Alumni CMBA 100)
Distribution	Jung Jae-hyung (Alumni CMBA 100)
Promote Value	Oh Si-young (Student Business 18)
Creating Shared Value	Lee Seung-hoon (Alumni EMBA 11)



I would like to conduct creative research to lead future OM field research in an excellent research environment at Yonsei University. In particular, I would like to apply the emerging big data and data analytics techniques to significant problems in the OM field and conduct empirical research that can be realized through close cooperation with industries. Furthermore, I aim to cultivate students who can apply these studies to education and play a creative role in the rapidly changing business environment.



Operations Management

Jung Seung-hwan
New Professor (OM)



The most prominent role of accounting is in providing information.
Life is a series of choices, and you need various data to make a choice.

It is essential to help decision-makers make the best choices
by providing a mixture of appropriate, reliable information in a timely and efficient manner.
I am happy to join Yonsei University as a member; with the help of other excellent professors,
I hope that, even if a little, I can help the improvement of the Yonsei University of Business School.
Also, my goal is to write good papers that can present messages
not only to academic circles but also to policy directions through steady research activities.

Accounting

Jung Su-mi
New Professor (Accounting)





I would like to be a member who can contribute to the reputation of Yonsei University School of Business, which has led the research and education of business in South Korea. I want to learn much from excellent senior professors and conduct challenging research with tremendous academic and practical implications. In selecting research topics, I would like to do research that can have more impact on Korean companies than Western companies. Also, I will try to become an educator who can help students inside and outside the classroom.



Management

Ryu Won-sang
New Professor (Management)





My research focuses on how consumers use social media and virtual reality technologies online. As academic and public interest in this field is increasing, I would like to contribute to the research community of Yonsei University School of Business by establishing an active research pipeline. Also, I would like to actively interact with overseas faculty to participate in Yonsei University's goal of becoming a more global institution. Lastly, meeting Yonsei University students during the last two semesters of marketing classes was very meaningful and enjoyable for me. To our students, who are the most significant assets of Yonsei University School of Business, I want to be with them not only as a marketing professor but also as a reliable person. Therefore, I hope to meet you in person at Yonsei University on campus as soon as possible and continue my long relationship with the Yonsei community.



Marketing

Jeon Yoo-jung
New Professor (Marketing)

Journal of Finance

Independent author of Journal of Finance, December 2021, the world's leading financial journal.
A research paper titled "Information asymmetry, mispricing, and security issuance" was published.

Research paper information: Lee, Ji-yoon. "Information asymmetry, mispricing, and security issuance."
The Journal of Finance 76.6 (2021): 3401-3446.



Thanks to the academic knowledge gained through my undergraduate and master's degree at Yonsei University School of Business and the excellent research environment I enjoyed after the appointment, I am enjoying my research. It seems that senior and junior professors who are much better than I lead me and excellent students assist me in research, so I can efficiently conduct research on the topics I want to do. I am very honored to have my first paper published as a Yonsei University School of Business member. In the future, I will do my best to do research that can contribute more to academia and society.



Lee Ji-yun
Professor (Finance)

World New History



I wanted to move the audience's hearts by making the concert a well-planned brand.



I wanted to make it not just a concert where singers sing but a well-planned brand so that it can be a product and a work of art. I thought it would be easy to move the audience's heart if I put a narrative in a concert for more than two hours, arranged the music, and set a direction that leads to a smooth ending between them.

A producer who leads a production team of up to 80 people and conducts a world tour needs a perspective and mind as a manager. As I majored in business administration at Yonsei University, I could naturally have a rational framework of thinking.

Like other industries, performances are about efficiently distributing limited resources to bring maximum utility, so you have to think about and choose the factors that can bring out the greatest enjoyment of the audience. The business mindset that I learned from Yonsei University School of Business helped me create and operate the extensive tour production.

Kim Sang-wook Alumni
 Business 98
 Representative producer of PLAN A
 Director of BTS Stadium World Tour



New Communication



New communication is needed between individuals, organizations, and businesses.

Choosing Yonsei MBA is the best choice for me. I am confident that Yonsei management is the best place to share knowledge and information through one network, combining four majors: GMBA, FMBA, CMBA, and EMBA. I think there are endless opportunities to learn from other members.

Through the CMBA course at Yonsei University School of Business, I learned how to manage the organization systematically, communicate with the members better, and express leadership. Furthermore, I learned the realistic and detailed aspects necessary to grow an organization into a larger one.

Currently, the most necessary part of insurance management is the need to bring new life into the insurance management organization. In addition, insurance requires customers of various ages, so my significant role is to continue my research on fostering young and professional sales organizations.

So Young-min Alumni

Corporate MBA 100

2022 President of the General Assembly, Yonsei MBA
Head of Shinhan Life Shinhan Financial Group

Distribution



**If you follow the global management trend,
there is a direction of distribution.**



If you follow the global management trend, I think the direction of distribution is there. Management and distribution are inseparable because distribution affects all areas of business, from the product's production stage to the consumer's purchasing process, and an understanding of industry and management as a whole is a crucial qualification for distribution experts. In particular, extensive management knowledge is required to lead the new distribution revolution in the era of the Fourth Industrial Revolution.

Distribution is one of the industries most sensitive to changes in time. Currently, big data is widely used in the fourth industry, and various sectors such as consumer-centered content, products, logistics, trade, and platforms are combined to create new distribution services.

If the current distribution flow has been to provide consumers with what they need online and offline. Through data and technology, the boundaries between various industries and services will be broken down, and life will be more convenient and close in the future.

Jung Jae-hyeong Alumni

Corporate MBA 100
President of Yonsei Distribution Research Center,
Yonsei University Graduate School of Business
Director of Yogyio,
Platform Business Headquarters, B2B



Promote Value



You must tell many people about the value to realize the meaning.



I think BizYON, a public relations ambassador at Yonsei University's business school, is a project that shows the value of business school. From September 2021 to March 2022, I served as chairman of BizYON, and I put great effort into helping people recognize and positively accept the actual value of Yonsei management.

In 2021, the popularity was reduced because the event could not be held offline due to COVID-19, and we had to focus on channels that were unfamiliar that were online and promote them. But I also realized that it was a way to let more people know the value of Yonsei management at a low cost. In addition, it was an opportunity for BizYON and myself to broaden my horizons and grow.

I think it's essential not only to create value but also to promote it. Only when many people know the meaning does it become a reality. Based on the experience of BizYON, I could find value and learn and practice how to spread this value to those who need it.



Oh Si-young student

Business 18
28th President of BizYON

Creating Shared Value

“ Corporate economic and social values must coexist. ”



I have been operating a company that specializes in developing and producing chemical electronic materials for semiconductors. In the early days of business, the cutting-edge field of semiconductor processing material, the rowing mill, was like a pawl. However, we were able to grow into one of the few semiconductor material companies in Korea by focusing on active R&D investment and securing core technologies. In the future, I would like to run a company that practices creating shared value (CSV) management by utilizing the theories and practices I learned through my major and Yonsei Graduate School of Business, EMBA.

No matter how profitable a company is, there was a rule that it could not be changed from environmental and safety. Companies should aim to pursue profits, but based on that, they should become companies that provide welfare, wage increases, and even give back to society.

The larger the company, the more professional and skilled management skills are required. The Yonsei EMBA course provides a broad perspective on the various stakeholders, including employees, shareholders, customers, and environmental and social responsibility surrounding the enterprise, along with professional engineering capabilities.

Lee Seung-hoon Alumni
 Master of Business 99
 EMBA 11
 CEO of Youngchang Chemicals

part 1.

EDUCATION

1 YSB A/S Special Lecture

- The Conditions for Leaders to Grow Talents and Achieve Results
- ESG Management and Investment for Sustainable Business
- New international trade order in the post-COVID-19 era, China's growth strategy, and our company's response
- Creating a learning organization through reverse thinking

2 The 1st Undergraduate Student Accounting Case Competition

'The Yonsei Early Bird Team', a member of YSB, won the Presidential Award from the Korea Tax Society

3 Operate 'Ontact Yonsei Business Leader Course'

Management training course with real-time online lectures
Improve practical application capabilities based on core business theory

4 2021 MBA Management Case Analysis Contest

Yonsei University Graduate School of Business Administration
Minister of Trade, Industry and Energy Award and Excellence Award

YSB A/S Special Lecture

In 2021, Yonsei University School of Business held four special lectures on YSB A/S. YSB A/S provides an opportunity to expand continuous self-development and the network between seniors and juniors through special lectures on the latest trends in business administration for graduate and undergraduate business schools.

Even in the COVID-19 situation, it was conducted via ZOOM, drawing high participation from general graduate schools, MBA, AMP, and undergraduates.



‘The condition of a leader who develops talent and achieves results.’

Professor Jung Dong-il (Management), April 28.

The nature of leadership, trust between members, horizontal leadership, and practical examples for performance creation were discussed. In addition, discussions on enabling leadership methods that can positively influence employees were actively conducted.



‘ESG management and investment for sustainable business.’

Professor Shin Jin-young (Finance), June 2

The concept of ESG as mainstream management was emphasized, not as an additional corporate management activity. We checked ESG management and investment trends through domestic and foreign cases and examined the direction for ESG management and investment to achieve future results.



‘New international trade order in the post-COVID-19 era, China’s growth strategy, and our company’s response.’

Professor Kwak Ju-young (International Business), September 8

Faced with the U.S.-China trade dispute and the global challenge of COVID-19, after we identified the growth and strategy pursued by China based on the 14th Five-Year Rule (2021–2025), we discussed together the direction our company should respond to.



‘Creating a learning organization through reverse thinking.’

Professor Lee Moo-won (Management), November 24

In the midst of changes in the management environment, the necessity of increasing the dynamic capabilities of corporate organizations was emphasized. In response to these demands of the times, the organization’s innovation capabilities were re-examined from the perspective of the reverse idea of ‘learning organization.’

The 1st Undergraduate Student Accounting Case Competition

Yonsei Early Bird Team, a member of Yonsei University School of Business,
 Winning the Presidential Award of the Korea Tax Society
 at the 1st Undergraduate Student Accounting Case Competition

At the 1st Undergraduate Student Accounting Case Competition, Kim Kyung-won (business 17), Kim Seo-young (English Literature 17), Lee Soomin (business 17), and Jung Da-woon (economy 14) participated under the team name of "Yonsei Early Bird." As a result, they won the Presidential Award of the Korean Tax Society.

A total of 45 teams selected, analyzed, and presented companies, organizations, and public works cases that could examine accounting problems. Yonsei Early Bird team, under the theme of "Accounting Processing Status and Implications of Cryptocurrency Holding Companies," selected four companies: Microstrategy, Bungee, Dunamu, and Hanbit Soft.

The Yonsei Early Bird team saw a problem in that it could not properly show the economic substance because the accounting standards applied to cryptocurrencies held by companies are relatively unclear. In addition, companies holding cryptocurrencies for investment purposes were classified as intangible assets. Still, intangible assets did not adequately reflect their increase in fair value in net income, so considering the volatility and nature of cryptocurrency, this accounting was problematic.

Through this competition, the Yonsei Early Bird team said it was an opportunity to experience the importance of accounting in actual companies and financial markets.



Yonsei Early Bird Team, the 1st Undergraduate Student Accounting Case Competition

Operate ‘Ontact Yonsei Business Leader Course’

Management training course with real-time online lectures
 Improve practical application capabilities based on core business theory

In 2021, the non-face-to-face and online Yonsei Business Leader Course was operated by Yonsei University Sangnam Institute of Management.

The ‘Ontact Yonsei Business Leader Course(chief professor Lee Ho-geun)’, which opened in June 2021, is the first online training conducted by Sangnam Institute of Management. Even though in a short training period of two times a week for four weeks, under the theme of Digital Transformation, companies are interested in issues such as big data, artificial intelligence, the Internet of Things, cloud services, and blockchain were included in the curriculum.

The curriculum is specialized in digital transformation and consists of the nation's top Yonsei University faculty and field expert instructors, with 27 trainees participating in various companies as crucial business theories and vivid field practices for business leaders who will lead the company's future.

Because of the COVID-19 pandemic, real-time communication is possible through a process using 100% Zoom, maximizing the advantage that it can be heard anywhere, thereby improving integrated thinking and practical application capabilities based on core management theory.



2021 MBA Management Case Analysis Contest

Yonsei University Graduate School of Business Administration
Minister of Trade, Industry and Energy Award and Excellence Award

• 2021 MBA Case Competition

At the 2021 MBA Management Case Analysis Contest, Yonsei University's "Gamnawara Baenawara Gimnarawa Ttukttak" team won the Minister of Trade, Industry, and Energy award, and the "Tomorrow is the King of Analysis" and "with" team won the Money Today Broadcasting President award.

The 13th competition this year has been co-hosted by Money Today Broadcasting (MTN) and Yonsei University Graduate School of Business. This year, the competition was held under two themes: Nonghyup Financial's response strategy to big-tech companies' financial advancement and Nonghyup Financial's marketing strategy to secure MZ generation. Min Soon-hong, an (OM) professor at Yonsei University School of Business, was in charge of the judges.

Each team that advanced to the finals after a fierce preliminary round suggested the threats of existing financial companies and financial products that reflected the threats as big tech companies entered the finals. And announced marketing strategies for influencing the MZ generation through the sub-brand of NH Nonghyup Financial.

Lee Woo-Sik, director of NH Financial Research Institute, said that the ideas proposed at this competition were realistic enough to be used for the actual business of NH Nonghyup Financial.



1

• Yonsei University Business School Award History

• Minister of Trade, Industry, and Energy Award

Team name : Gamnawara Baenawara Gimnarawa Ttukttak
Team members : Kim Dong-Bin, Bae Go-Eun, Kim Hae-Na
Topic : The Prelude to NH Innovation through Sub-Brand 'Famin'

• Excellence Award

Team name : Tomorrow is the king of analysis king
Team members : Kim Jun-Tae, Kim Tae-soo, Lee Woo-ram, Lee Jung-min
Topic : NH Cropfin

• Excellence Award

Team name : With
Team members : Han Soo-Kyung, Cho Eun-sung, Moon Young-joo, Kim Min-joon
Topic : Move to #1 Integrated Platform by preoccupying Mobility Life Platform



2



3

- 1) Minister of Trade, Industry, and Energy Award goes to 'Gamnawara Baenawara Gimnarawa Ttukttak'
- 2, 3) Yonsei University Management Center B1 Yongjae Hall

part 2.

RESEARCH

1 YSB Research

- 2021 Online Yonsei Business people's Night Award: Professor Lee Ki-young
- Contribute to the development of humankind with outstanding research achievements at the world level, Selected by Underwood special training Professor: Professor Choi Jeong-hye
- Korea Ethical Management Association for Fair, Honest and Reliable Ethical Management awareness: Professor Lee Ho-young
- Korea Logistic Society as a Cooperative Community to Respond to the New Normal Era: Professor Min Soon-hong

2 Yonsei Management Research Institute YBRI

YONSEI BUSINESS RESEARCH INSTITUTE

3 4 Stages of the BK21 Project, Establishing a Foundation for Strengthening Research Competitiveness at the International Level

Major Events Organized by the 2021 BK21 Education Research Group

- The Era of AI International Conference
- Korea Ethical Management Association 2021 Autumn Conference and Special Seminar
- Global Engagement & Empowerment Forum(GEEF) ESG Session

4 What did Nike differ from its competitors in digital transformation

The Hyperconnected Paradox: A New Order and Strategy After the Pandemic

Written by Shin Dong-Yup, Jeong Dae-Hoon, Cloud Nine

5 BTS Growth History and Success Factors: From the Perspective of This Global Theory

[Business History Study] Vol. 36 No. 4 (Volume 100), The Korea Business History Society 2021. 11. 30. pp. 45~75

YBS Research

Outstanding Researcher Award



2021 'Yonsei Business people's Night' Award for Chohun Academic Prize

Professor Lee Ki-young (Management)

Lee Ki-young (Management), a business school professor, won the Chohun Academic Prize in 2021.

It is an award that the alumni association of business-commerce and economic schools selects and awards professors from business schools and professors from commerce and economic schools with excellent research achievements every year. It was established in 2003 when Chairman Byung-hun Ko served as the alumni chairman.

The award ceremony will be held on December 10, 2021. It was held at the 2021 Yonsei Sanggyeongin's Night by the Business-Commerce and Economic College Alumni Association.

- 2020, 2021, 2022 Yonsei University Award for Outstanding Lectures
- 2021 Chohun Academic Prize
- 2020 Maekyung Economist Award Winner
- 2019, 2021 Yonsei University School of Business Excellent Lecture Professor Award
- 2019 Yonsei University School of Business Award for Outstanding Professor
- 2018-Current Journal of Applied Psychology Editorial Board



Contribute to human development with outstanding world-class research achievements, selected underwood special training professor

Professor Choi Jeong-hye (Marketing)

Since 2007, Yonsei University has selected full-time professors who have contributed to the development of schools by achieving excellent research results internationally as "underwood special training professors" and has given various incentives during their three-year term.

Professor Jung-hye Choi of Business College is an expert in digital marketing and studies the radical changes in the digital market environment and the influence of institutional issues related to consumers from a corporate and consumer perspective. The main research fields are omnichannel retailing, digital content (OTT, games, webtoons), adtech, and healthcare.

- 2021 Lotte Group & Distribution Society's Award for Best Academic Performance in Distribution
- 2015 Marketing Science Institute MSI Young Scholar, the most prestigious organization in marketing research
- 2014 Management Association Award for Emerging Management Scholars
- 2013 Yonsei University Award Social Science, selected as the first woman to be awarded
- Published Journal of Marketing Research, Marketing-Science, and Management Science

YSB Research

Academic Activities



Korea Ethical Management Association for Fair, Honest, and Reliable Ethical Management awareness.

Professor Lee Ho-young (Accounting)

Professor Lee Ho-young, who served as the 15th president of the Korea Ethical Management Association, drew various critical activities of the Korea Ethical Management Association, an essential academic society in business research, in 2021.

In 2021, the Korea Ethical Management Association held various seminars and forums, including ESG Environmental Performance Measurement and Environmental Ethics Forum in March, Certification Status and Improvement of Corruption Management System in April, Special Seminar on Corporate Ethics and Crisis Management in June, and International Seminar on AI (Artificial Intelligence) Ethics in August.

- 2013, 2021 Yonsei University Award for Contribution Professor
- 2018 Yonsei University Award for Excellence in Research and Teaching
- 2017 Korea Management Association Award for Best Mathematical Papers
- 2015 Korea Global Management Association Award for Best Mathematical Papers
- 2013 Korea Management Education Association Award for Best Mathematical Papers



Korea Logistic Society as a Cooperative Community to Respond to the New Normal Era

Professor Min Soon-hong (OM)

The Korea Logistic Society is a representative exchange community of logistics research and practitioners that has been going on for 30 years since 1992. Currently, not only academia but also research institutes, companies, and the government are sharing related knowledge and technology development and cooperating to lead active networking.

In response, Soon-hong Min, a professor at Yonsei University School of Business, who newly became chairman in September 2021, emphasized the importance of the Korea Logistic Society as a "cooperative community" to cope with the new normal era. In addition, since the logistics industry is unthinkable, separately from research and field, it is explained that it is necessary to present a universal solution that can be used with confidence in the field by applying and verifying actual data through the theory of lawfulness.

- Korea Logistic Society Award for Logistic Award
- Hyunwoo Kwak Soo-il of the Society for Production Management Award
- International Journal of Logistics Management Award for Outstanding Paper

YBRI

YONSEI BUSINESS RESEARCH INSTITUTE

Yonsei Business Research Institute is a business research institute of Yonsei University School of Business (Graduate School), which leads successful corporate and national businesses with future-oriented and creative value creation.

In 2021, 81 seminars, 1 "Luxury Metaverse" were sponsored and conducted by an international forum, three times of 2nd Startup in the Global Asian Era "Session: Doctoral Consortium." In addition, it played a leading role in expanding active research on corporate business by sponsoring and conducting academic conferences on the themes of "Direction of Korean Economic Development and Role of Companies/Industries" and "Pandemic Environment and Business Innovation."

Yonsei Business Research is a journal published by Yonsei University School of Business, which contributes to the accumulation and development of theoretical, empirical, and practical knowledge in the field of business, expanding opportunities for academic discussion and providing modern management techniques and educational materials to professionals.

"Industry and Business," which has been published since 1963, has been published from 1 to 30 volumes until 1993. It has been published in 31 volumes since 1994 by changing the journal's name to "Yonsei Business Research." In 2021, a total of 3 academic journals were published, Volume 58, No. 1, No. 2, and No. 3.

Yonsei Business Research selects and awards excellent papers from among the papers published in Yonsei Business Research for a year to attract excellent articles. Professor Kim Seung-Hyun (IS) and Professor Park Seung-Jae (OM) are editors-in-chief and vice-editors, respectively.

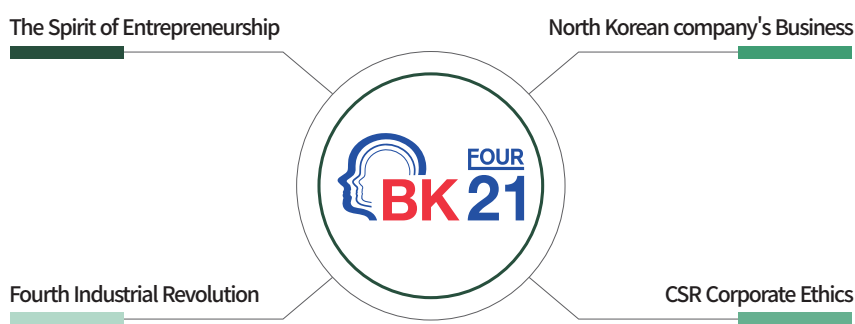


- 1) Korea Business Association Convergence Conference, 2nd Startup in the Global Asian Era (Session: Doctoral Consortium)
- 2) Korea Business Association/Korea Economic Association, Direction of Korean Economic Development and the Role of Companies/Industries
- 3) Pandemic Environment and Business Innovation, Korean Society for Business Management Conference

4 Stages of the BK21 Project, Establishing a Foundation for Strengthening Research Competitiveness at the International Level

In September 2020, the School of Business was selected as the "Educational Research Group for Business Talent in Realization of Social Value" in the fourth-stage BK21 project promoted by the Ministry of Education and the Korea Research Foundation. The BK21 project, promoted by the Ministry of Education and the Korea Research Foundation, is a higher education manpower training project that intensively supports master's and new research personnel to foster world-class graduate schools and excellent research personnel. The four-stage project period for BK21 is seven years from September 2020.

Most of the funding is funded by research scholarships for PhDs, master's students, and upcoming researchers. PhDs and master's degree students participating in the BK21 project receive 1.3 million won, 700,000 won as research scholarships every month, and 3 million won for new research personnel. From March 2021 to February 2022, KRW 44,505,656 was provided as a research scholarship for participating graduate students in the second year. In addition, you can receive international cooperation such as short and long-term overseas training, support for participation in international conferences, and support for academic activities. From September 2020 to August 2021, 43 participating faculty members (12 SSCI papers), 12 participating graduate students (9 SSCI papers), and 10 new research personnel (3 SSCI papers) were published.



BK21 Four Strategies

The ultimate goal of the BK21 Education Research Group at Yonsei University School of Business is to 'cultivate business talent that realizes social values.' To this end, 'training world-class educational research personnel and realizing the top 50 global research capabilities' was set as a vision. Both education and research are essential for fostering talent. In particular, international perspective and competency are crucial to cultivating talented people with social problem-solving skills, and sustainability must be based on the goals and visions of the education project group. Accordingly, the Education Research Group has set education, research, internationalization, and sustainability as major strategic areas.

The BK21 Education Research Group of Yonsei University School of Business in various fields of business focused on realizing social values and setting △ entrepreneurial spirit △ fourth industrial revolution △ CSR corporate ethics △ North Korean corporate business as the four major areas. This is an area where Yonsei University School of Business has long been interested in educational and research activities and includes major issues facing Korean society.

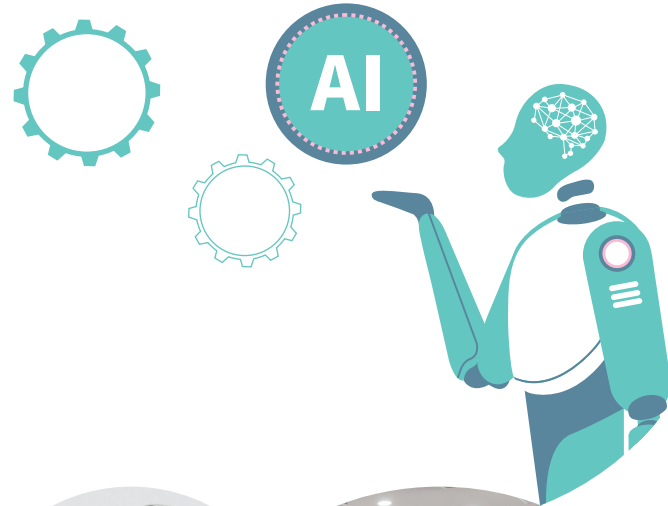
He is the head of the educational research team of the BK21 project in the fourth stage of Yonsei University School of Business, led by Professor Lim Il of the ODHS of the business school.

2021	Major Events organized by BK21 Education Research Group	
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1

The Era of AI : Technology, Risk, and Social Development

On August 17, 2021, an international conference was held at the Lotte Hotel to present and discuss social and ethical issues of artificial intelligence by Korean and Chinese academic and industrial figures. The event was organized by Yonsei University's BK21 Education Research Group and presented and discussed ethical issues of AI by three Korean scholars, three industrial figures and Chinese medical scientists, and four industrial figures.



2

Korea Ethical Management Association 2021 Autumn Conference and Special Seminar : ESG Management and Social Impact

On December 3, 2021, the "2021 Autumn Academic Conference and Special Seminar (ESG Management and Social Impact)" was held at the Sangnam Institute of Management Hall of Yonsei University under the co-organization of the Korea Ethics Management Association and the BK21 Education Research Group. With industry-academic experts, including Lee Ho-young, chairman of the Korea Ethical Management Association, and Min Soon-hong, a professor at Yonsei University, presentations and papers were presented to share and spread best practices in ethical management.



3

Global Engagement & Empowerment Forum(GEEF) ESG Session

On February 10, 2022, the GEEF International Conference was held in Baekyang-ro, Yonsei University. The BK21 Education Research Group of Yonsei University Business School organized ESG sessions among them. In addition, corporate presentations and discussions by BK participating professors were held on the current status and strategy of ESG promotion by SK, Hyundai Motor, and AmorePacific.



- 1) Professor Lee Ho-young, Chairman of the Korea Ethical Management Association
- 2) Korea Ethical Management Association 2021 Autumn Conference and Special Seminar Site
- 3) Yonsei University's Baekyang-ro GEEF Hosting Site



What did Nike differ from its competitors in digital transformation, How Does Business Management Change in the Post-COVID-19 Era.



**The Hyperconnected Paradox
: A New Order and Strategy After the Pandemic
Written by Shin Dong-Yup, Jeong Dae-Hoon, Cloud Nine**

Since early 2020, when COVID-19 began, most sports clothing and footwear companies have been struggling. In such a situation, Nike has been in the spotlight of industry and academia. They are growing much faster than ever before. Nike is an overwhelming world No. 1 company that has dominated the global sports goods industry. Nevertheless, it did not fall into the trap of success and quickly implemented the fundamental transformation required by the new environment. (Omitted)

Nike's primary contribution to its independence, which is differentiated from its competitors in the face of the COVID-19 crisis, is its fundamental transformation into a digital platform-oriented company, or digital transformation. Digital transformation means fundamentally redesigning the entire corporate management paradigm, not just introducing new technologies or systems, focusing on "digital," as the English expression of "transformation" means. With the spread of the COVID-19 pandemic, Nike's sales at offline stores plunged like other companies. Still, digital platforms, the core execution base of digital transformation strategies, drove breakthrough sales growth in all regions, creating a high performance that was more than offset. Nike's digital platform strategy provided a breakthrough for the market when sales plunged due to the difficulty of going directly to offline stores. However, demand for exercise and leisure, or "Athleisure" fashion and supplies, increased due to the COVID-19 pandemic.

Simply installing a digital platform does not naturally increase online sales. At the same time, countless digital platform companies failed to withstand the crisis and fell. Unlike most other companies, Nike has not simply installed a digital platform with a new distribution system but has continued to systematically redesign the entire paradigm of corporate management around the digital platform. Nike's digital transformation is not a temporary stopgap measure reluctantly to respond to the unforeseen crisis of COVID-19. Since the nature of the environment will change permanently around digital in the future, the paradigm of corporate management is also based on the strategic will to completely change it to suit the needs of the new environment.

In 2019, just before the outbreak of COVID-19, Nike conducted an unconventional personnel reshuffle that caused enormous repercussions and controversy in the industry. It is the appointment of John Donahoe as the next chief executive. He was a digital expert who served as CEO of e-commerce company eBay and cloud-based IT service company ServiceNow. Phil Knight, the founding CEO, was a top expert in athletic shoes, clothing, and sporting goods, and for the next 13 years, former CEO Mark Parker. Parker was a sneaker designer. However, it shocked the industry by suddenly selecting a person with nothing to do with the sports goods industry as the head. Most industry experts predicted Nike's crisis based on Donahoe's lack of understanding of the nature of the industry, but the results were the opposite. In the face of the COVID-19 turmoil, what was the discriminatory competitive advantage centered on the leadership of the new CEO, Donahoe?

Above all, Nike's perception of environmental change differed from other companies. Most companies understood and responded to the

4th Industrial Revolution as a temporary trend that complemented the existing offline distribution network through e-commerce. On the other hand, John Donahoe declared firmly, "We know that the phenomenon of moving to the digital market is a permanent trend and that digital is a new normal." Nike has implemented a "digital transformation" that fundamentally redesigns the entire management paradigm, covering missions, core values, visions, strategies, organizations, and business models, rather than expanding online distribution or e-commerce much more aggressively than its competitors. Nike's management was convinced that the online market would not complement the offline market in market management but that the digital market would be a leading firm in the future. Complete digital transformation was quickly carried out across all stages and areas of corporate governance.

Nike decided that total digital transformation could no longer be delayed just before the outbreak of COVID-19. It drastically reduced its dependence on external distributors such as franchise agencies and Amazon, its leading sales network, and expanded direct sales through its digital platform and direct connection with customers. In terms of offline store management strategy, Nike started to invest aggressively in interacting directly with customers as much as possible by rapidly reducing its dependence on local affiliated retailers by opening direct stores in 12 hub cities worldwide in 2017. In particular, in 2019, despite the concerns of industry experts, it began to actively use "Nike Digital," a digital platform built by itself by declaring a suspension of delivery to Amazon, the world's largest online shopping mall.

Behind Nike's full-scale digital transformation, which took place just before COVID-19, was the management's strong strategic vision and will. Although it has maintained the world's overwhelming No. 1 ranking in the existing sports goods market for a long time, it has not been lingering over such a splendid past. It firmly abandoned the traditional business method, which was centered on cooperation with external distributors and offline stores, focusing only on predictions, prospects, and visions of the future environment. And it actively invested in its digital platform, which is still highly uncertain. Nike's digital transformation strategy has already begun strategic deliberation as the fourth industrial revolution began in earnest in the mid-2010s. It was implemented in earnest with the inauguration of the new CEO, Donahoe, in 2019. It accelerated as it shone in the COVID-19 crisis that occurred immediately after that.

Nike's digital transformation had a different definition of the concept from its competitors. Competitors recognized digital transformation as adopting a new technology system that provides superior speed and efficiency to how existing offline stores are used in distribution and sales. But Nike had a different idea. Digital transformation should have overcome the limitations of mass production, which have been the management paradigm of companies worldwide for the past 100 years. Instead, it was judged that the key to digital transformation is to realize customer-centeredness that efficiently satisfies all different needs of all customers worldwide through digital technology.



Professor Shin Dong-yup (Management)

* Some of the original text was extracted according to the volume.



BTS Growth History and Success Factors

: From the Perspective of This Global Theory

[Business History Study] Vol. 36 No. 4 (Volume 100)
The Korea Business History Society
2021. 11. 30. pp. 45~75

This study analyzed the history and success factors of BTS' overseas growth from the perspective of this global theory. First, this study examined BTS's growth history and success factors, focusing on the fact that it was an idol born in a small and medium-sized agency created by CEO Si-hyuk Bang and attempted to advance overseas in 2014, a year after its debut in 2013. In particular, this global success factor was analyzed based on the theoretical concepts of the company's external environment, the unique corporate advantage, and entrepreneurship. Then, based on the corporate history methodology, this study classified the period from 2010, when BTS' overseas performance began to appear visible, to 2014, when debut and overseas expansion began, to 2015, when growth expanded in overseas markets, and from 2018 to the present as the world's best pop star. And it analyzed what factors contributed to BTS' overseas success in each period.

In the early days of the first period, the fierce competition in the domestic market is believed to be the decisive factor that led BTS to enter the overseas market as a primary global market. At that time, BTS, which was born in a small and medium-sized agency, was pushed out of competition with idols made by large agencies and did not have a chance to promote appropriately. At that time, BTS chose to communicate and communicate with fans horizontally using online media such as SNS and YouTube, which were the only means of public relations BTS could choose. At that time, the domestic music industry was being converted to streaming or online content as the digital transformation took place, so this method of communication and promotion was possible. Instead, this strategy began to draw attention to global fans interested in K-pop, and an international fandom was formed. And this led BTS to try to expand overseas less than a year after its debut. Unlike idols so far, BTS started activities in the U.S. and Europe first since 2014, not in the Asian market.

The second period, the leap, is from 2015 to 2017, when BTS expanded its presence in overseas markets in earnest. The leap forward can be seen as a time when BTS' unique competitive advantage began to emerge and develop in earnest in overseas markets. Songs such as "Dope," "Fire," and "Blood Sweat and Tears" from this period became explosively popular overseas, and the global market began to expand in earnest. In particular, unlike other idol groups, BTS' music has a unique competitive advantage that can compete in the worldwide market. Series albums produced based on storytelling strategies are characterized by making fans voluntarily interpret and sympathize with BTS' music. Not only does BTS' music contain symbolic messages about the lives, studies, and social pressures of teenagers and twenties, but BTS, which consists of all seven singers, has the ability and ability to compose their own stories.

It is competitive in terms of music that forms a consensus on the authenticity of the music. In addition, K-pop, such as knife group dance and music that combines global trends while taking advantage of their strengths, are also unique competitive advantages. BTS' unique

competitive advantage, which is BTS's "unimitable rare and valuable asset based on knowledge," can be seen as a significant factor in enabling BTS, the global body, to succeed overseas during the leap.

The third period of growth (from 2018 to the present) is when BTS has become a global pop star. During this period, BTS achieved numerous "best" and "first" records, becoming a world-renowned pop star loved worldwide, not a one-time K-pop singer. Since 2018, many songs have topped the Billboard 200 chart and the Billboard Hot 100 chart and have been considered the "21st Century Beatles" (Jeong Ji-eun, 2020). In the early days and the leap forward, BTS succeeded in quantitative growth of global fan club ARMY and qualitative growth of music. CEO Bang Si-hyuk's entrepreneurship made BTS's competitive advantage in the worldwide market sustainable during that growth period. However, many cultural projects were in crisis as face-to-face contact was banned after the 2019 COVID-19 outbreak. Still, Hibe Entertainment, led by CEO Bang Si-hyuk, not only held two online concerts but also established a platform business model to enable communication with fans. In particular, it absorbed fans worldwide by establishing a platform business model that allows fans to communicate with artists called Weverse and consume content. Weverse is an innovative platform that combines IT and entertainment, considering that there are many global fans in various regions and enables communication with fans even in crises such as COVID-19 online. In addition, considering that managers' tendency to detect changes in the business environment and actively seek and utilize opportunities is a success factor of this global company. CEO Bang Si-hyuk's entrepreneurship during the growth period is an essential factor that made BTS' competitiveness sustainable in the three markets.

This study can find academic meaning by analyzing BTS's success factors from this global theory's perspective. Since the emergence of the term Hallyu in the 1990s, K-pop has become only a one-off popularity, and the question of whether it can grow into qualitative and quantitative growth and global music has continued not only academically but also practically. And as BTS, the third-generation idol, begins to write a new history, related research is being conducted. Still, even if there is a small amount of research, it is only classifying the era of the Korean Wave industry or research on BTS fandom or marketing. This study focused on the fact that BTS' overseas expansion was not gradually internationalized, it was radically internationalized. This study tried to classify it by period according to the degree of internationalization and investigate the success factors.

Unlike the fact that global success is not only studied in terms of culture, but also analyzed without a theoretical framework. This study differs from the point of view of global theory.

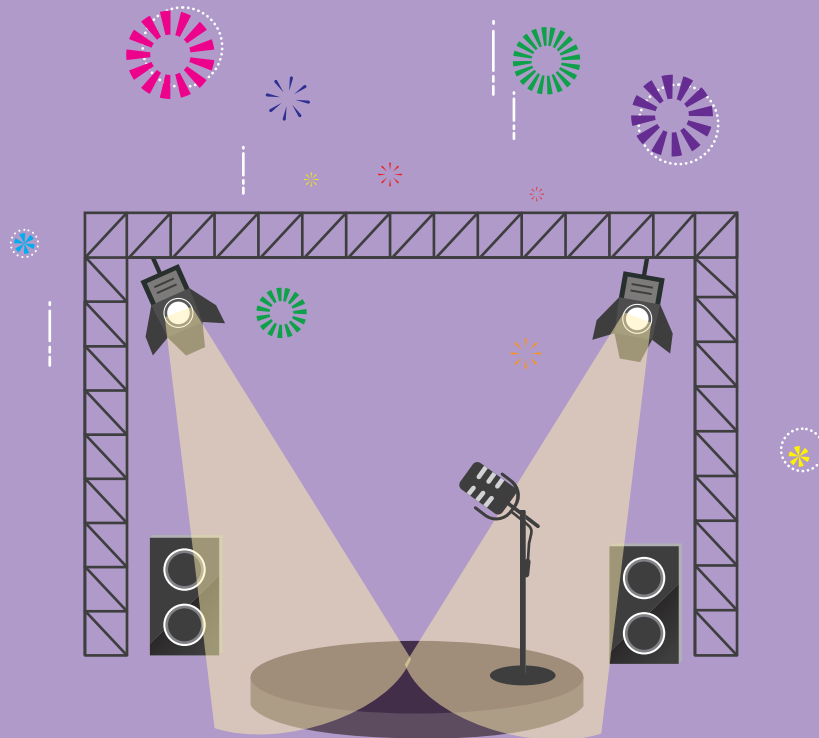
According to this study, it can be seen that other factors of each era induced BTS' success in overseas markets. In particular, according to the analysis results, external factors (domestic competitiveness) in the early days were factors that BTS quickly attempted to enter overseas markets. Still, corporate-specific factors in the growth period enabled BTS to grow

competitively abroad. In particular, research has confirmed that knowledge-based imitative capabilities such as BTS-specific music are essential assets that make it possible to grow in overseas markets. This is consistent with the arguments of related studies. As domestic competition intensity turns companies to overseas expansion and companies develop their unique advantage, Bonn Global grows rapidly abroad (Prashantham, 2005; Walczuch et al., 2000). Above all, however, a meaningful finding of this study is that entrepreneurship enables the evolution of global and sustainable growth. In this global study, the competence and propensity of managers, entrepreneurship, and dynamic competence, detect business opportunities overseas.

As a capacity to capture, it has been argued that this is an important factor in creating a competitive advantage for a company (Oviatt and McDougall, 2005; Weerawardena et al., 2007). Bang Si-hyuk, CEO of innovative tendencies, continued BTS' competitive advantage in overseas markets by sensing changes in the environment and building a business

model called a platform in the early days and in the leap period as well as in the growth period. The academic significance of this study can also be found in that entrepreneurship suggests through the analysis of growth history that the entertainment industry's globalness can continue its competitive advantage in the long term.

This study also has practical implications. For example, one of the reasons why the Billboard market, called the home of pop, was called the barren land of K-pop was that the quantitative and qualitative growth of K-pop was not achieved at the same time (Park Soo-yoon, 2018). However, BTS has achieved quantitative growth through the formation of a Korean language fandom using online and qualitative growth of music based on skills and music. This growth history suggests that K-pop can go beyond its limits and evolve. Therefore, this study finds not only academic contributions but also practical implications in that it can present the direction of development of the K-pop industry through an analysis of the growth history and success factors of the third-generation idol called BTS.



Correspondence author :
Professor Park Young-ryeol
(International Business)



First author :
Lee Eun-mi
(Doctor of Business
Administration 19)



Co-author :
Choi Hee-jung
(Master of Business
Administration 19)

* Some of the original text was extracted according to the volume.

part 3.

SOCIAL ENGAGEMENT

1 Conclude 'Mutual Growth Business Agreement' with the Shared Growth Committee

Collaborative growth research and policy development culture
between large and small enterprises and joint education

2 4th term of uSET-CILAB, Student-led Community Issues Field Activities

- Chameleon Team (Mapo Reform House)
- Laonhaje Team (Seodaemun-gu Office)
- Local Riga Jwa Team (Seodaemun-gu Social Economy Village Autonomous Center)

Conclude 'Mutual Growth Business Agreement' with the Shared Growth Committee

Collaborative growth research and policy development
between large and small enterprises Cultural diffusion and joint education

On July 6, 2021, Yonsei University signed a 'Mutual Growth Business Agreement' with the Shared Growth Committee.

The signing ceremony was attended by Yonsei University President Seo Seung-hwan, School of Business (Graduate) Dean Lee Ji-man, Graduate School of Business Vice Dean Moon Doo-Chul, Sangnam Institute of Management Dean Choi Soon-Kyu, Chairman Kwon Ki-Hong, Director of Operation Kim Young-Hwan, and Lee Myeon-Heon.

Under this agreement, research and policy development that can contribute to shared growth between large and small enterprises, evaluation and consultation on policies, promotion of the culture of shared growth and curriculum, and joint growth seminars, symposiums, and meetings will be conducted.

In addition, joint projects for the spread of the culture of shared growth and policy development, such as operating the "Co-Growth CEO Course" will be promoted together. This is expected to contribute significantly to theoretical research and policy development, cultural diffusion, and education on ESG, win-win cooperation, and shared growth, established as the spirit of the times.



4th term of uSET-CILAB, Student-led Community Issues Field Activities

Yonsei University School of Business operates uSET-CILab as a major subject as part of the university innovation support project.

On February 9, 2022, the 4th USET-CILab Activity Report was held online. uSET is a student-led social problem field activity that started in 2018 and approached social problems from a corporate management perspective under the theme of sustainability.

The 2021 winter semester uSET was held in cooperation with three local community organizations: Seodaemun-gu Social Economy Village Autonomous Center, Seodaemun-gu Office, and Mapo-gu Reform House.

In the performance evaluation of the Ministry of Education's "University Innovation Support Project" released in September 2021, Yonsei University Sinchon and Future Campus both received the highest grade, "Grad A." Furthermore, after the end of uSET, student satisfaction also achieved 91.2%, showing a high figure.

Despite the difficult COVID-19 situation, students directly participated in project planning and implementation, solving social problems in the actual management field, not theories, and showed the three core educational values of Yonsei University's business schools: Creativity, Ethics, and Global Perspective.



Chameleon Team (Mapo Reform House)

The "Chameleon" team, consisting of four students, Kim So-yeon (Business 20), Jang Si-young (Business 20), Jung Min-kyu (Business 18), and Joo Hye-bin (Business 20), worked in cooperation with Mapo-gu Reform House. It produced promotional materials to improve the misrecognition of the clothing waste treatment process and carried out a waste clothing recycling project to achieve 100% of the fundraising for the tumbling block.



Raonhaje Team (Seodaemun-gu Office)



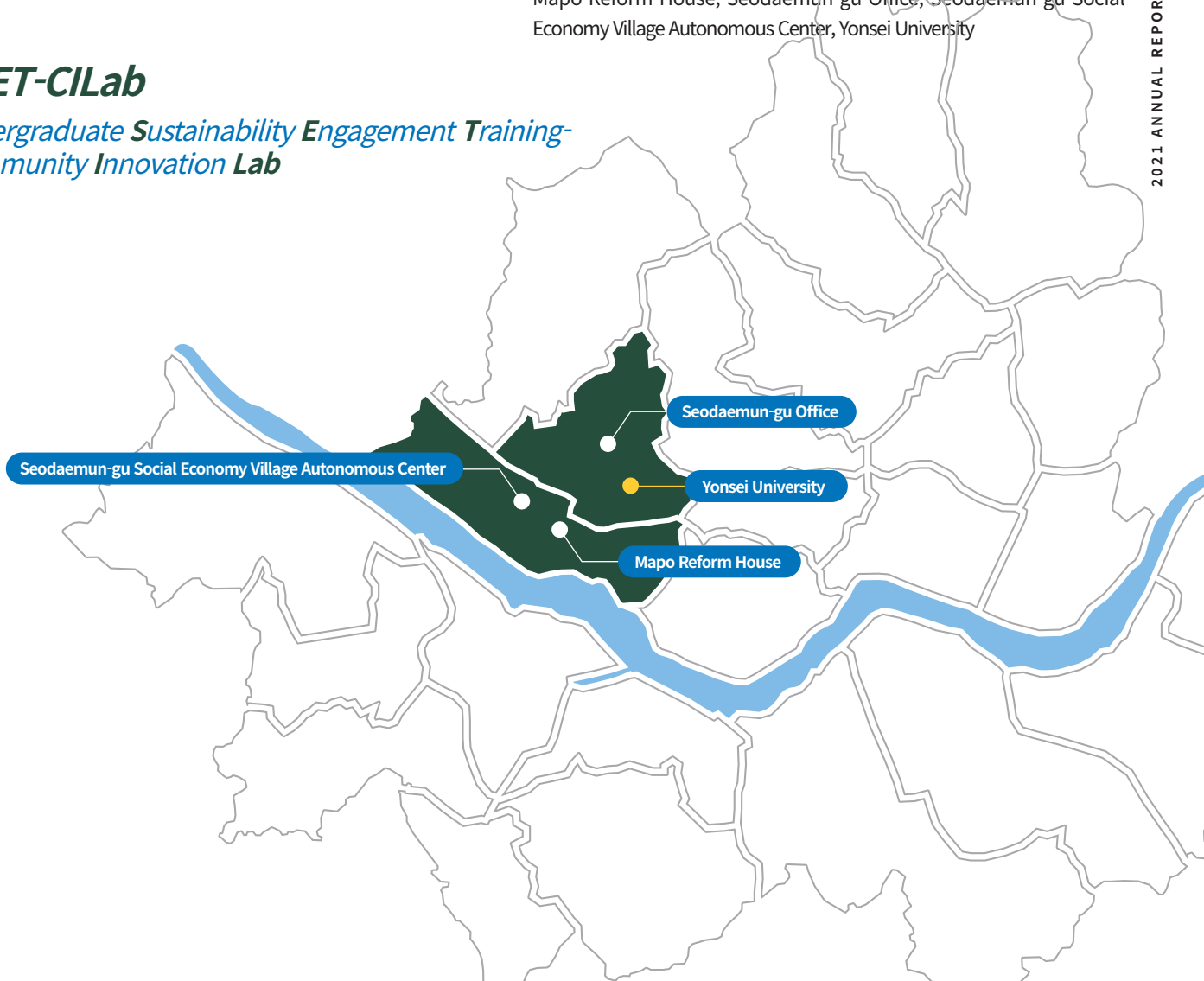
Locally Ga-jua Team (Seodaemun-gu Social and Economic Village Autonomous Center)

The "Locally Ga-jua team" team, consisting of four students, Kim Kwan-young (Social 17), Kim Sun-wook (Business 18), Kim Hyun-joon (Business 18), and Hong Dong-woo (Business 18), collaborated with the Seodaemun-gu Social Economy Village Autonomous Center to analyze commercial districts in Gajwa from a new perspective.

The "Raonhaje" team, consisting of three students, Lee Ji-min (Business 20), Kim Do-yeon (Business 20), and Jeong Gyo-won (Business 20), collaborated with Seodaemun-gu Office to specifically present a public-private cooperative care network model for entering a super-aged society. Mapo Reform House, Seodaemun-gu Office, Seodaemun-gu Social Economy Village Autonomous Center, Yonsei University

uSET-CILab

undergraduate Sustainability Engagement Training-Community Innovation Lab



part 4.

YSB GLOBAL

1 The Economist World's Top 100 MBA

Yonsei Graduate School of Business is the only Korean university that entered the list

2 Times Higher Education(THE) World University Impact Assessment

Rank 30th in the world & 1st place in Korea

3 QS(Quacquarelli Symonds) Global University Assessment

Going up 6 notches, Rank 79th highest ever

4 Global MBA online mock interview & CDC Support Program

5 Global Incoming Program & Global Outgoing Program

Yonsei Graduate School of Business, Global MBA Entered The Economist's Top 100 MBAs worldwide, the only Korean university on the list.

Yonsei University's Graduate School of Business Administration Global MBA ranked 81st in the world's top 100 full-time MBA rankings by The Economist, making it the only Korean university.

Yonsei Global MBA is Korea's first full-time English MBA course, which opened in 1998. With the value of "Learn Business the Global Way, Lead Business the Asian Way," it has strengthened its curriculum and Asian-related educational content to meet global standards. In addition, it provides professional coaching programs through the career development center. In addition, it operates multiple degree programs with Washington University Olin Business School and Illinois Institute of Technology (IIT) in the US. Furthermore, it plans to expand cooperation with world-class management graduate schools such as China's Chang-gang Institute of Management and Indian Business School.

Both full-time and part-time MBA of Yonsei Business School ranked among the world's top 100 MBA by The Economist and Financial Times. Yonsei University's Graduate School of Business is the only university in Korea who does so.



Times Higher Education (THE) World University Impact Assessment Rank 30th in the world & 1st place in Korea

YONSEI University
RANKED = 30th

9th Industry, Innovation & Infrastructure	13th Decent work & Economic Growth	37th Partnerships for the Goals	74th Peace, Justice & Strong Institutions
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THE IMPACT RANKINGS 2021

Yonsei University ranked 30th in the world and 1st in Korea in the 2021 Impact Rankings 2021, released by the British global university evaluation agency Times Higher Education (THE).

THE Influence Evaluation was first conducted in 2019 and is celebrating its third time this year. THE divides the role of universities in 17 Sustainable Development Goals (SDGs) agreed upon by the UN in 2015 into three areas (research, service, and responsibility) and adopts the degree of implementation as its evaluation index.

Our university is ranked 30th this year after 47th last year, establishing itself as a university that fulfills social responsibility and promotes balanced development.

Our university ranked 9th in the world in "Industrial, Innovation, and Infrastructure (SDG9)," which selects universities that contributed to social innovation by excelling in research, patents, and spin-offs, and 13th in the world in SDG8, which evaluates sustainable economic growth and high-quality jobs.

QS (Quacquarelli Symonds) Global University Assessment Going up 6 notches, Rank 79th highest ever

Yonsei University ranked 79th in the Quacquarelli Symonds (QS), a British global university evaluation agency, announced on June 9, 2021.

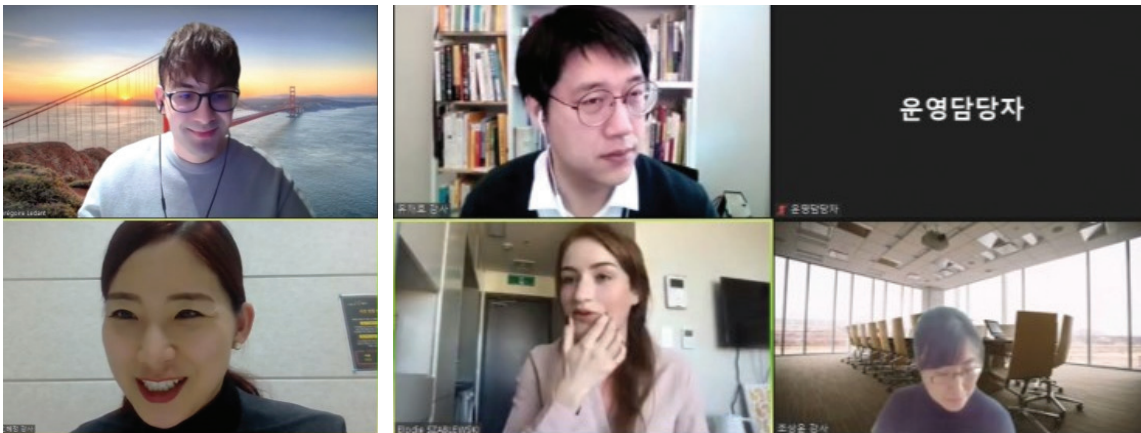
It rose six notches from 85th last year, marking its highest ranking. Analysts say it is more meaningful because of the achievements made while the rankings of major universities in Korea fell yearly.

Despite the confusion caused by COVID-19, all members overcame the crisis with wisdom and dedication, turning the crisis into an opportunity through university innovation, and nurturing talent preparing for the post-COVID-19 era. Celebrating the 135th anniversary of its foundation last year, it declared "Yonsei's Challenge to Truth and Freedom" as a vision and realized three key values: Excellence, Innovation, and Engagement. In the future, it will continue its upward trend by fostering innovative leaders with a community spirit, supporting promising fields in the future, and strengthening research competitiveness.



YONSEI UNIVERSITY SCHOOL OF BUSINESS

Global MBA online mock interview & CDC Support Program



* Career Development Center(CDC)

The Career Development Center (CDC) supported online mock interview programs, 1:1 career coaching, and resume clinics for Global MBA students from December 1 to 3, 2021. In 2021, it was conducted safely with real-time ZOOM. After the program ended, the students showed high satisfaction of 4.5 points (out of 5 points).

The Career Development Center (CDC) offers a variety of programs, including recruitment information, alumni mentoring networking, 1:1 career coaching, resumes, and interview clinics, to better understand each student's aptitude and values and have creativity and open perspective.

Global Incoming Program

EDHEC Global Manager Certificate Program

France
EDHEC Business School,
2021.3.2. ~ 6.18. (27 people)

Exchange student at our partner school : MBA

France
ESSEC Business School

France
IESEG School of Management

George-August-University, Faculty of Business and Economics

Germany
University of Tubingen, Faculty of Economics and Social Sciences

Germany
University of Gothenburg

Netherlands
Erasmus University, Rotterdam School of Management

Slovenia
University of Ljubljana, School of Economics and Business

Finland
Aalto University, School of Business

Japan
Keio University, Keio Business School

Mexico
IPADE Business School

China
CEIBS (China Europe International Business School)

Exchange student at our partner school : Undergraduate

France
ESSEC Business School

Germany
WHU - Otto Beisheim School of Management

Germany
University of Muenster, School of Business and Economics

Germany
University of Mannheim, School of Business

Denmark
Copenhagen Business School

Japan
Doshisha University, Faculty of Commerce

Spain
ESADE School of Business

Spain
University of Navarra, School of Economics and Business Administration

Sweden
Jonkoping University, Business School

Finland
Aalto University, School of Business

Finland
Hanken School of Economics

Switzerland
University of St. Gallen

Hongkong
Chinese University of Hong Kong

Thailand
National Taiwan University, College of Management

Global Outgoing Program

MBA GFT(Global Field Trip)

* Due to COVID-19, all-out progress has not been made

MBA GET(Global Experience Trip)

* Due to COVID-19, all-out progress has not been made

Undergraduate uGET(undergraduate Global Experience Team project)

Period and size : July 5 to July 30, 2021 (20 people)

Participating companies (agencies) : AmorePacific, Foundation working together, Business Canvas, News

Country of Visit : Domestic

Undergraduate uSET(undergraduate Sustainability Engagement Training)

Period and size : January 3 to January 28, 2022 (11 people)

Participating companies (agencies) : Seodaemun-gu Office, Seodaemun-gu Social Economic Village Autonomous Center, Mapo-gu Reform House

Country of Visit : Domestic

Exchange student at our partner school : MBA

US
New York University, Stern School of Business

US
Duke University, Fuqua School of Business

US
University of North Carolina, Chapel Hill

US
University of California, Irvine

China
CEIBS (China Europe International Business School)

Exchange student at our partner school: Undergraduate

Canada
University of British Columbia, Sauder School of Business

Germany
University of Mannheim, School of Business

France
ESSEC Business School

Yonsei University School of Business in Pictures



Meeting and Harmony, 50th Anniversary Reunion Event

On November 20, 2021, a reunion event was held to commemorate the 50th anniversary of graduation in the courtyard of Yonsei University's management hall and presidential residence. At the event, alumni who graduated from their alma mater had time to become together once again. Through the above meeting, the alumni who shared their school days had an opportunity to unite in one place and discuss the direction of development of their alma mater.



34th Anniversary Commemorative Ceremony of martyr Lee Han-yeol

Lee Han-yeol Democratic Movement Memorial Association (Chairman Seo Seung-hwan, President of Yonsei University) held the 34th anniversary of Lee Han-yeol at Lee Han-yeol Garden in Yonsei University at 2 p.m. on June 9, 2021. To prevent COVID-19 infection, only a minimum number of people attended the site on this day, and it was carried out safely by thoroughly following the quarantine guidelines.



February 2022 Freshman Welcome Party

On February 15, 2022, Yonsei University School of Business held a welcoming party for new students in class 22. BizYON, a goodwill ambassador at the business school, collected and delivered information necessary for school life from enrollment in courses, major classes, scholarships, and clubs through ZOOM.



Virtual Space Metaverse, Online Management Tour

Yonsei University School of Business tried to overcome COVID-19 in various ways in 2021. The 'Online Management Hall Tour' was held with multiple events to relieve members' frustration. The management view was implemented in the virtual space of the game 'Minecraft,' providing a unique opportunity to experience the management view indirectly or indirectly in the metaverse world.



New Year, New Connections

GMBA's The class of 2023 riders held the 2021 New Year, New Connections photo contest to mark the new year. Tiger, Team Most Likely to Cry if We Don't Win This Competition, Alcoholics Un-anonymous, Fortune tellers, Beautipool, and The Addict in a total of six teams introduced fun and enjoyable New Year's photos.

Publication results of Yonsei University School of Business

International Journal of Professional Studies

Kang Ki-yeon

- Optimal contract for asset trades: Collateralizing or selling?, *Journal of Financial Markets*, vol.56, 2021.11
- Adverse selection and costly information acquisition in asset markets, *Journal of Mathematical Economics*, vol.97, 2021.12

Kwak Joo-young

- The Role of Standardisation Initiatives in Local Industrial Development: The Chinese Ginseng Experience, *GLOBAL ECONOMIC REVIEW*, vol.50, no.3, 2021.02

Kim Seung-hyun

- How do Virtual Badges Incentivize Voluntary Contributions to Online Communities, *Information & Management*, vol.58 no.5, 2021.07

Kim Ji-hyun

- Variety-seeking, learning and performance, *PLOS ONE*, vol.16, 2021.03

Do Bo-ram

- Translating Corporate Social Responsibility into Action: A Social Learning Perspective, *Journal of Business Ethics*, vol.171 no.4, 2021.07
- University Students' Perception of Transformational Leadership of the University President in Korea: The Role of Students' Personality, Affect, and Affective Commitment to the University, *International Journal of Learning, Teaching, and Educational Research*, vol.20, no.1, 2021.01

Moon Doo-cheol

- Corporate sustainability and the market pricing of accounting numbers, *Corporate Social Responsibility and Environmental Management*, vol.28 no.3, 2021.05
- Do affective reactions to sustainability performance unintendedly influence lending decisions?, *Corporate Social Responsibility and Environmental Management*, vol.28 no.6, 2021.11

Park Se-yeol

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Park Young-ryeol

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Master's and PhD student dissertation co-author

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Huh Ga-el (Ph.D., Management major)

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Academic Activities

List of Master's & Doctoral Students' selected dissertation and presentation

Classification	Name	Major	Academic Conference	Publication Thesis	Area
International	Kang Yoon-jung (Doctor 21)	International Business	2021 Annual Conference of the Academy of International Business	How The Location Choice Creates Value in Transitional Economies: The Exploration-Exploitation Perspective for Vietnamese Firms	US (online)
	Kwon Ye-hyun (Doctor 21)	ODI-MS	2021 Global Fashion Management Conference	"Showing only text is not enough" - How Media Richness affects the Effectiveness of CSR Advertisements	Online
	Park Tae-joon (Doctor 16)	ODI-MS	EMAC 2021 Madrid conference	Allocating monetary incentives in the food delivery platform	Spain (Online)
	Yang Ji-hye (Doctor 18)	ODI-MS	INFORMS Annual Meeting 2021	Decision-Making Process with Adjusted Portfolio Selection Models Reflecting the Baltic Dry Index and Interest rates	US (Aaheim, CA)
	Lee Eun-mi (Doctor 19)	International Business	AIB(Academy of International Business)	The Impact of Knowledge Distance on the Post-Acquisition Innovation Performance	US (online)
	Jang Jeong-hwa (Integrated Master and Doctor 20)	Marketing	2021 Global Fashion Management Conference	Consumers' Perception of Corporate Social Responsibility and Brand Performance	Online
	Cho Jong-wan (Doctor 18)	Marketing	2021 EMAC-GAMMA Joint Symposium Program	The influence of cognitive resource depletion on creative idea generation: Analysis on creativity, product value and attitude toward new product idea	Spain (Online)
	Han Hye-jeong (Doctor 18)	Marketing	EMAC 2021 Conference 2022 AMA Winter Conference	The impact of firm age on corporate social responsibility: Does firm age have a different impact on social, environmental and governance performance? Firm Age: Does it Matter for Environmental Sustainability and Social Responsibility Performance?	Online US (Las Vegas)
Domestic	Kim Tae-young (Doctor 21)	ODI-MS	Korea Intelligent Information Systems Society 2021 Spring Conference	Analysis of purchase predictions based on user behavior within the current visit	South Korea
	Lee Eun-mi (Doctor 19)	International Business	The Korea Business History Society The Korean Academic Society of Business Administration Convergence Conference	A Study on the Effect of Environmental Regulation on Green Technology Innovation in Korea Examining the inverted u-shape relationship between institutional distance and the firm's post-entry financial performance: The moderating role of international experience	South Korea South Korea
	Ahn Dong-kyun (Doctor 18)	Marketing	Korean Society Of Consumer Studies Spring Conference	Do Ambiguous Color Names Help or Hurt Your Brand?: The Moderating Role of Brand Status and Personality	South Korea
	Lim Hyun-myung (Doctor 19)	Management	National Defense Conference	An Exploratory Study on the Effect of Individual and Relational Factors on Stress Change in Recruitment Education: A Short Termination Study with a Conditional Multivariate Potential Growth Model	South Korea
	Cho Byung-ho (Doctor 18)	Finance	2021 Regular Academic Conference and Special Policy Symposium 2021 Business Association Convergence Conference	A Test on the Share of Ownership and Volatility of Exchange Traded Fund	South Korea
	LI YILING (Doctor 19)	Marketing	Korea Distribution Association Spring Conference	A Study on the Targeting Effect of Video Advertising on Online Video Content Distribution Platform	South Korea

Publication of books by faculty members and application for intellectual property rights

Book publishing performance

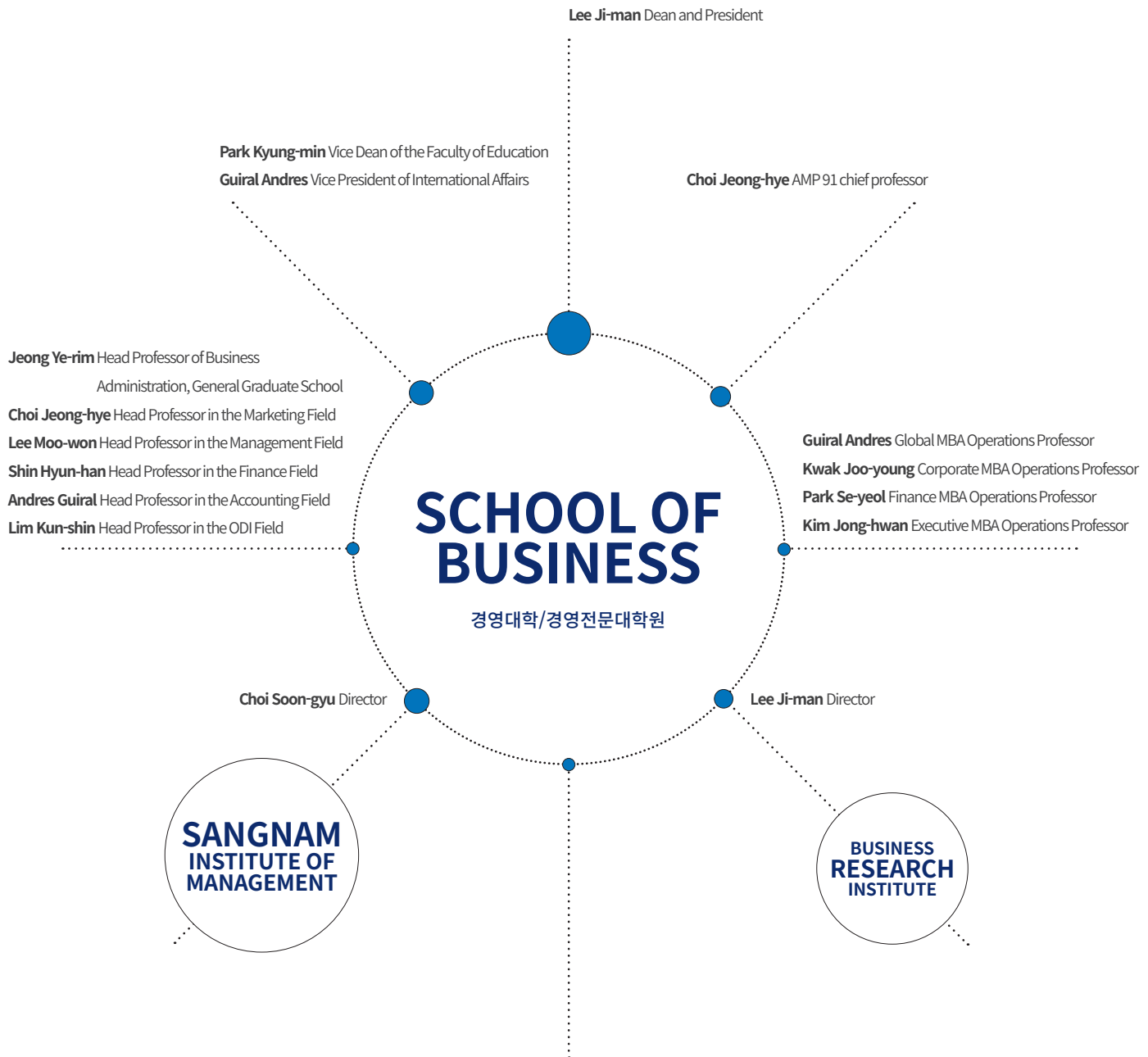
Name	Publication Name	Publisher name	Issue date
Kwak Joo-young	The basics of digital commerce that are easily understood as examples	Korean Standards Association	2021.10
Kim Byung-gyu	How Plastic Becomes a Brand's Weapon	Mirae-ui-chang	2021.04
Kim Young-chan	The New Theory of Advertising in the Digital Age	Hakjisa	2021.02
Park Young-ryeol	Business Success Equation: Destruction and Innovation Entrepreneurship	Making Books	2021.01
Son Seung-gyu	Strategic Decision Making Using Accounting Information	Park Young Sa	2021.04
Lee Dong-jin	consumer well-being	Jeongdok	2021.08
Lee Moo-won	Digital Leadership: A Navigation Guide for Captains to the Sea of Digital	Cloud nine	2021.12
Jang Eun-mi	Motivation: Understanding the phenomenon	Park Young Sa	2021.06
Im Il	Digital Leadership: A Navigation Guide for Captains to the Sea of Digital	Cloud nine	2021.12
Huh Dae-sik	The Oxford Handbook of Supply Chain Management	Oxford University Press	2021.09

Intellectual property rights

Professor name	Classification	Intellectual property rights name	Filing date
Im Il	Patent	Recurring Purchase Product Recommendation System and Method Using Modified Magnetic Similarity	2021.08.04

Yonsei University School of Business Leadership

YONSEI UNIVERSITY SCHOOL OF BUSINESS



Faculty Members

Full-time
Professor

Honorary
and Retired
Professors

Marketing

Marketing major

Kim Dong-hoon Ph.D.(Columbia Univ., 1989)
Kim Byung-gyu Ph.D.(Univ. of Pennsylvania, 2010)
Kim Young-chan Ph.D.(Univ. of Michigan, 1995)
Park Se-beom Ph.D.(Northwestern Univ., 2004)
Lee Dong-jin Ph.D.(Virginia Tech., 1996)
Lee Jae-young Ph.D.(Univ. of Pennsylvania, 2014)
Jang Su-ryong Ph.D.(New York Univ., 2012)
Jeon Yoo-jung Ph.D.(Columbia University, 2021)
Choi Jeong-hye Ph.D.(Univ. of Pennsylvania, 2010)

International Management Major

Kwak Joo-young Ph.D.(MIT Univ, 2008)
Park Young-ryeol Ph.D.(Univ. of Illinois at Urbana-Champaign, 1993)
Park Yong-seok Ph.D.(Rutgers, The State Univ. of New Jersey, 2000)
Choi Soon-gyu Ph.D.(Univ. of Illinois at Urbana-Champaign, 1997)
Fabian Froese Jintae Ph.D.(Waseda Univ., 2009/Univ. of St. Gallen, 2007)

Management

Kim Bo-kyung Ph.D.(Univ. of Michigan, 2011)
Kim Ji-hyun Ph.D.(NYU, Stern school of business, 2011)
Noh Hyun-tak Ph.D.(Univ. of Illinois, 2010)
Do Bo-ram Ph.D.(Boston College, 2016)
Ryu Won-sang Ph.D.(Purdue University, 2016)
Park Kyung-min Ph.D.(INSEAD, 2005)
Park Heon-jun Ph.D.(The Ohio State Univ., 1990)
Shin Dong-yeop Ph.D.(Yale Univ., 1996)
Yang Hyuk-seung Ph.D.(Univ. of Minnesota, 1998)
Oh Hong-seok Ph.D.(Pennsylvania State Univ., 2000)
Lee Ki-young Ph.D.(Univ. of Minnesota, 2014)
Lee Moo-Won Ph.D.(Stanford Univ., 2003)
Lee Ji Man Ph.D.(London School of Economics, 1998)
Lee Ho-wook Ph.D.(Texas A & M Univ., 2002)
Jang Eun-mi Ph.D.(Univ. of Maryland, 1993)
Jeong Dong-il Ph.D.(State Univ. of New York at Binghamton, 1997)
Jeong Seung-hwa Ph.D.(Univ. of Pennsylvania, 1993)

Finance

Finance Major

Kang Ki-yoon Ph.D.(Washington Univ., 2017)
Koo Bon-il Ph.D.(Columbia Univ., 1988)
Park Se-yeol Ph.D.(Univ. of Georgia, 2014)
Shin Jin-young Ph.D.(Carnegie Mellon Univ., 1993)
Shin Hyun-han Ph.D.(Ohio State Univ., 1995)
Eo Jun-kyung Ph.D.(Columbia Univ., 2014)
Um Young-ho Ph.D.(New York Univ., 1996)
Lee Ji-yoon Ph.D.(University of Illinois at Urbana-Champaign, 2015)
Choi Jae-won Ph.D.(New York Univ., 2010)
Han Jae-hoon Ph.D.(Columbia Univ., 2003)
Guiral Andres Ph.D.(Univ. of Alcalá, 2003)

Accounting

Guiral Andres Ph.D.(Univ. of Alcalá, 2003)
Kim Jong-hwan Ph.D. University of Southern California
Moon Doo-cheol Ph.D.(Baruch College, City Univ. of New York, 2001)
Son Seung-gyu Ph.D.(Northwestern Univ., 1992)
Yoon Dae-hee Ph.D.(Yale Univ., 2008)
Lee Ho-Young Ph.D.(Univ. of Oregon, 2000)
Jeong Jeong-mi Ph.D.(Univ. of Minnesota, 2015)
Choi Won-wook Ph.D.(Columbia Univ., 1993)

O.D.I

Operation Major

Min Soon-Hong Ph.D.(Univ. of Tennessee, 2001)
Park Seung-jae Ph.D.(Univ. of Texas at Austin, 2014)
Bae Seong-ju Ph.D.(MIT, 2009)
Jeong Seung-hwan Ph.D.(Washington University, 2017)
Choi Seon-mi Ph.D.(Cornell Univ., 2001)
Huh Dae-sik Ph.D.(Indiana Univ., 2001)

Information System Major

Kim Seung-hyun Ph.D.(Carnegie Mellon Univ., 2008)
Bang Yeong-seok Ph.D.(McGil Univ., 2015)
Seo Gil-soo Ph.D.(Indiana Univ., 1989)
Son Jae-yeol Ph.D.(Georgia Institute of Technology, 2001)
Lee Ho Geun Ph.D.(Univ. of Texas at Austin, 1993)
Im Geon-shin Ph.D.(Univ. of South Carolina, 2000)
Im Il Ph.D.(Univ. of Southern California, 2001)

Management Science Major

Kim Seong-moon Ph.D.(Univ. of Michigan, 2003)
Kim Jin-woo Ph.D.(Carnegie Mellon Univ., 1993)
Kim Hak-Jin Ph.D.(Carnegie Mellon Univ., 2001)
Park Seon-joo Ph.D.(Univ. of Michigan, 1999)
Seo Seung-beom Ph.D.(Northwestern Univ., 2014)
Jeong Ye-rim Ph.D.(Univ. of Paris 1, 2010)

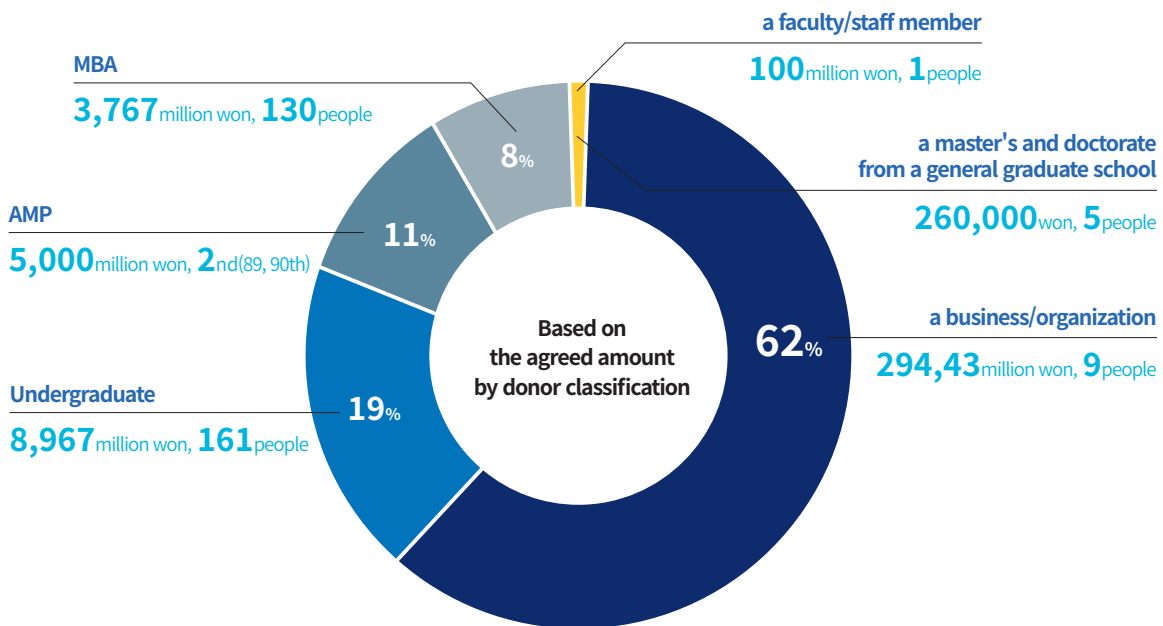
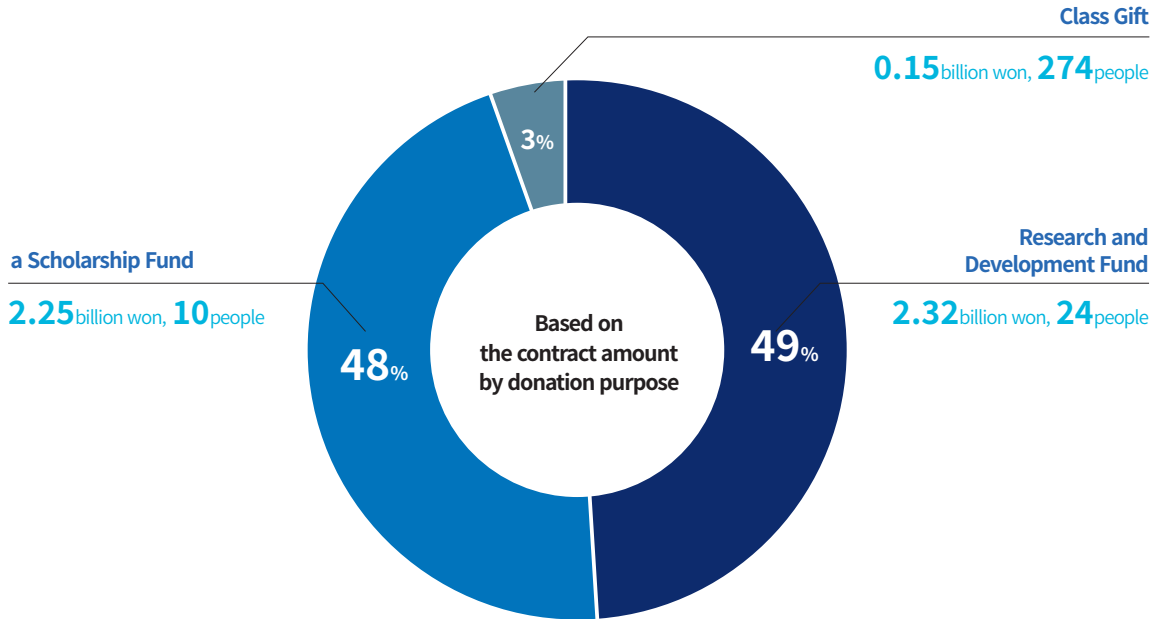
Kwon Gu-hyuk Ph.D.(Univ. of Texas at Austin, 1991)
Kim Ki-young Ph.D.(Washington Univ., 1975)
Kim In-jun Ph.D.(Columbia Univ., 1985)
Kim Jeong-dong Ph.D.(Univ. of Pennsylvania, 1994)
Kim Jun-seok D.B.A.(Indiana Univ., 1982)
Kim Ji-hong Ph.D.(Univ. of California, Berkeley, 1987)
Kim Tae-hyun Ph.D.(Indiana Univ., 1986)
Park Sang-yong Ph.D.(New York Univ., 1984)
Park Heon-jun Ph.D.(Ohio State Univ., 1990)
Park Heung-soo Ph.D.(Univ. of Pittsburgh, 1988)
Shin Young-soo Ph.D.(Northwestern Univ., 1978)
Yeon Kang-heum Ph.D.(Univ. of Pennsylvania, 1990)
Oh Se-jo Ph.D.(Univ. of Cincinnati, 1987)
Oh Se-cheol Ph.D.(Northwestern Univ., 1975)
Yoon Se-jun Ph.D.(The Pennsylvania State Univ., 1988)
Lee Kyung-Tae Ph.D.(U.C.L.A., 1992)
Lee Wan-soo D.B.A.(Univ. of Tennessee, 1981)
Im Soo-bin Ph.D.(Univ. of North Carolina, 2000)
Im Woong-gi Ph.D.(Univ. of Illinois at Urbana-Champaign, 1979)
Jang Da-lian D.B.A.(Harvard Univ., 1986)
Jang Jin-ho D.B.A.(Harvard Univ., 1999)
Jung Gu-hyun Ph.D.(Univ. of Michigan, 1976)
Jeong Jong-rak Ph.D.(Univ. of Pittsburgh, 1982)
Jeong jong-am Ph.D.(Yonsei Univ., 1982)
Gu In-gi Ph.D.(New York Univ., 1986)

2021 Fundraising Status

The contract amount and the number of participants

4.73 billion won **308** people

*In the case of a group agreement, the number of people who participated in the group agreement was counted.



Primary use

Scholarship : Funding to expand scholarships for students
 Research and developmen : Funding to achieve Yonsei Business education vision, promote research, and expand faculty
 Class Gift : Funding to prepare souvenirs for new students' admission

Donation story

I hope you have a precious and rare time for your studies, and I hope that the meeting and experience in Yonsei will be a significant turning point in your life. Go for it!

Kim Eun-joo (MBA 20)

It's a small donation, but I hope that even one student will study without any burden of tuition. There is never a dead-end in the world. When one gets stuck, and you have to give up, that's not the only way. But, it can be the starting point for a new road to open.

Ahn Jae-woo (Business 94)

I hope you don't hesitate to do everything you want in college. :)

Kim Kyung-min (Business 15)

The time I entered the school was the school year when the 2020 COVID-19 began. Unfortunately, it continues to you, but I recommend you always participate in possible classes by communicating directly with Wonwoo and the professor at school. Of course, you will have a zoom lecture at the same time, but when the school opens, you must participate in the class to achieve more communication, and you will be able to remember the excellent four seasons of Sinchon Campus. I hope you make a lot of great memories.

Kim Yura (MBA 20)

Don't worry. Go! Try everything!

Kim Nam-hee (Business 15)

I hope you will become proud Yonsei MBA alumni who learn hard and interact with each other to contribute to the country and society.

Lee Seung-hoon (MBA 20)

I hope you learn the truth and free spirit of Yonsei well. When I went out into society, I saw people who served were successful and happy. I hope you will be trained as a talented person with an expansive heart and warm sensibility.

Lee Myung-woo (Commerce 67)

Nothing is impossible to a willing heart.

ZHAO LIFANG (Master 15)

Congratulations on opening the beginning of your youth at Yonsei University. There will be many happy, sad, and angry things in the future, but I think it will eventually remain a memory for a while. I hope you enjoy your 20s that will never come back, cheering you on for stepping on your new life journey. Fighting!

Kang Min-sung (Business 18)

The status of Yonsei Business School seems to play a pretty significant role in society. Even in my entrepreneurial community, I often receive outstanding entrepreneurs from Yonsei. Sometimes, there are more things to learn outside of school, but I will work hard as a senior until the day you come to society with pride as a senior manager.

Park Jin-bae (Business 14)

I hope you will become a talented person who changes our society with a broad heart-warming sensibility through the teaching of Yonsei Business.

Choi Hyung-woo (Business 16)

I will cheer for all the dreams you have in Yonsei.

Yoon Jae-Yeon (Business 18)

Employment and admission are demanding these days, but solidarity management colleagues are getting through better than anyone else and producing good results. Congratulations and fighting!

Kim Nayeon (Business 15)

2021 To be Donated List

over 1 billion won Yeongyeong Scholarship Association	AMP 89 AMP 90 50th Anniversary of Business Administration Reunion_student of 67	Nam Hoon (Business School 67) Department of Commerce 50th Anniversary Reunion_Class 67 Ahn Jae-Woo (Business 94) Lee Doo-Won (Business School 58) Lee Sang-hyeon (Business School 67)	Hanwoori Scholarship Foundation 5 million won or more Graduate School of Business MBA Alumni Association Daehan Steel Co., Ltd. Lee Seung-hoon (MBA 20)	over 1 million won Kim Nak-Ho (MBA 16) Kim Jeong-sam (Business 86) Professor Min Soon-Hong Lee Jong-dal (Business 69)
over 1 million won SIMPAC Pohang Plant 1 DNP Corporation	Kim Sang-cheol (Business 67) Kim Jun-do (MBA 14)			

2021 Fund Depositors List

* It is limited to the details deposited in the 2021 school year by the person who agreed to donate before the 2021 school year.

More than 3 million won Kim Young-jin (Business 75) Lee Jun-hyeok (MBA 11)	over 1 million won Ahn Yong-chan (Business 77)
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Expected Class Gift Donater List

Master's and Doctorate	Kim Jun-i (MBA 20)	Shin Ji-in (MBA 20)	Jo Sung-yong (MBA 20)	Shin Hee-joo (Business 16)
Kim Se-won (Master 19)	Kim Jun-hwan (MBA 20)	Shim Dae-il (MBA 20)	Jo In-sik (MBA 20)	Yang Ji-hee (Business 15)
Ji Yulia (Master 19)	Kim Jung-sun (MBA 19)	Oh Seong-yong (MBA 20)	Choi Hyun-seok (MBA 20)	Oh Se-Hoon (Business 15)
Choi Seong-min (Ph.D. 16)	Kim Hayanmaeum (MBA 20)	Lee Dong-heon (MBA 20)	CHONG JIN XUAN (MBA 20)	Yu Han-Byul (Business 15)
Han Su-hyeon (Master 20)	Kim Hyuk-jun (MBA 20)	Lee Sang-min (MBA 20)	Undergraduate	Lee Seo-hyun (Business 18)
MBA	Kim Hyun-jin (MBA 20)	Lee Seong-min (MBA 20)	Kang Min-Sung (Business 18)	Lee Seon-Joo (Business 17)
Gam Dong-bin (MBA 20)	Do Min-goo (MBA 20)	Lee Seung-hoon (MBA 20)	Kang Seong-Bin (Business 15)	Lee Jeong-yeop (Business 15)
Kang Min-ho (MBA 20)	Moon Hyun-sik (MBA 20)	Lee Yoon-hee (MBA 20)	Kang Hyun-Woo (Business 16)	Lee Je-jun (Business 15)
Kang Han-bit (MBA 20)	Park Kyung-soo (MBA 20)	Lee Eun-seong (MBA 20)	Kim A-Ryeon (Business 16)	Lee Hyun-jin (Business 16)
Ko Seon-gyu (MBA 20)	Park Dae-sik (MBA 20)	Lee Ji-won (MBA 20)	Kim Ji-Soo (Business 17)	Lee Hyo-jik (Business 14)
Koo Bon-yul (MBA 20)	Park Dong-jo (MBA 00)	Lee Choong-hwan (MBA 20)	Kim Ji-Eun (Business 15)	Jang Soo-Hyun (Business 16)
Kwon Hyun-ah (MBA 20)	Park Seong-yeon (MBA 20)	Lee Hyun-joo (MBA 20)	Kim Ji-Tae (Business 13)	Jang Ha-young (Business 17)
Kim Dong-gil (MBA 20)	Park Seong-jun (MBA 20)	Lim Jae-woo (MBA 20)	Kim Chae-Eun (Business 20)	Jeon Jae-wan (Business 14)
Kim Min-sun (MBA 20)	Park Se-gyu (MBA 20)	Lim Ji-hyeon (MBA 20)	Kim Tae-Ri (Business 17)	Jo gi-pung (Business 18)
Kim Soo-bin (MBA 20)	Park Seung-hak (MBA 20)	Lim Hyeon-jeong (MBA 20)	Kim Hye-Won (Business 15)	Han Dong-yun (Business 12)
Kim Yeon-ju (MBA 20)	Park Yong-hae (MBA 20)	Jang Ga-bin (MBA 20)	Kim Hye-yoon (Business 18)	Han Ji-woo (Business 16)
Kim Young-bae (MBA 20)	Bae Go-eun (MBA 20)	Jeon Seon-ham (MBA 20)	Kim Hee-jung (Business 17)	Hong Seo-jeong (Business 17)
Kim Wan-su (MBA 20)	Seong Yun-je (MBA 20)	Jung Dae-woong (MBA 20)	Noh Young-eun (Business 16)	Hwang Yoo-kyung (Business 14)
Kim Yu-ra (MBA 20)	Seong June-Hyeon (MBA 20)	Jung Young-joo (MBA 20)	Park Ye-rin (Business 17)	LI ZHIHUA (Business 18)
Kim Eun-seong (MBA 20)	Shin Dong-chul (MBA 20)	Jung Yoo-geun (MBA 20)	Park Eun-jung (Business 16)	Lyvia Lai Wai Thong (Business 17)
Kim Eun-ju (MBA 20)	Shin Seon-mi (MBA 20)	Jung Hyun-guk (MBA 20)	Son Da-young (Business 16)	WANG SIQI (Business 19)
Kim Eun-jin (MBA 20)	Shin Jeong-su (MBA 20)	Jo Gyeong-hyeon (MBA 20)	Song A-young (Business 16)	

Thank you to everyone who has shown great interest and generous support for Yonsei Management. We will repay you with greater development.

Cumulative donors deposits of over 5 million won

Over 10 billion won	Kim Jin-woo (MBA 15)	EMBA 10	AMP 62	Kyung Jeong-soo (AMP 78th)	Kim Yo-dae (Business 82)
Seo Kyung-bae (Business 81)	Kim Hong-ki (Business 75)	MBA Alumni Association	AMP 63	Ko Eun-bong (Business 66)	Kim Yong-woon (AMP 16)
Over 1 billion won	Nam Gung-deok (AMP 57)	Business 79 class	AMP 64	Ko In-hong (MBA 12)	Kim Yong-heon (Business 02)
Kim Seung-je (MBA 07/AMP 50)	Seo Yo-won (Business 64)	Business 80 class	AMP 65	Ko Jong-tae (AMP 77)	Kim Yun-seong (MBA 15)
Kim Jung-soo (Business 69)	Seo Jung-rak (MBA 03)	Business 82 class	AMP 66	Ko Tae-gyu (MBA 15)	Kim Yun-hoe (Business 73)
Kim Hyo-joon (MBA 98)	Son Young-sik (AMP 17)	Business 84 class	AMP 67	Ko Han-soo (Business 70)	Retired Professor Kim In-Jun
Park Sam-gu (Economy 63)	Retired Professor the late	Business 85 class	AMP 68	Koo Jae-beom (AMP 58)	Kim Jae-Woo (Business 81)
Shim Jang-sik (Business 73)	Song Ja	Association of Business Faculty of Business	AMP 69	Koo Hak-seo (Economy 66)	Kim Jae-Hwan (AMP 33)
Lee Doo-won (Business 58)	Honorary Professor Shin Young-soo	Yonsei Production Strategy Research Association	AMP 70	Kwon Seong-moon (Business 81)	Kim Jae-Hoo (Commerce 67)
Lee Dong-joon (MBA 78)	Shin Hee-ho (Business 77)	Over 50 million won	AMP 71	Kwon Seung-hwa (Business 76)	Professor Kim Jeong-dong
Lee Jae-beom (AMP 56)	Ahn Kyo-gang (MBA 15)	Go Samuyeol (Business 85)	AMP 72	Kwon Seung-hee (Business 70)	Kim Jong-tae (Business 78)
AmorePacific Co., Ltd;	Yang Dong-hoon (Doctor 01)	Kim Myung-joon (Business 63)	AMP 74	Kwon O-guk (AMP 65)	Kim Ji-young (Business 85)
Yeongyeong Scholarship Association	Yang Joo-hyun (MBA 77)	Kim Beop-yong (AMP 77)	AMP 75	Kwon Eung-gu (Business 65)	Kim Ji-hyeon (MBA 18)
Over 500 million won	Yoon Hyung-geun (Business 82)	Kim Sang-chul (Business 67)	AMP 76	Kwon Hyuk-Jo (Business 72)	Professor Kim Jin-Woo
Ko Byung-hun (Business 64)	Lee Kang-man (Business 74)	Kim Joon-do (MBA 14)	AMP 77	Kim Kyung-Bae (Business 83)	Kim Jin-Ho (Business 83/MBA 18)
Kim Young-jin (Business 75)	Honorary professor the late Lee Ki-eul	Sung Pil-ho (Business 65)	AMP 78	Kim Kwang-Jin (Business 82)	Kim Chang-Soo (Business 81)
Park Ji-won (Business 84)	Lee Jang-hee (Business 59)	Oh Kwang-sung (Business 71)	AMP 79	Kim Gyu-Myun (Business 75)	Kim Tae-Woo (Business 87)
Song Seung-cheol (Business 76)	Lee Jae-yong (Business 83)	Lee Moon-il (Business 86)	AMP 81	Kim Geun-Soo (Business 79)	Honorary Professor Kim Tae-hyun
Lee Byung-moo (Business 59)	Lee Jong-hwa (AMP 53)	Jeon Sang-pyo (AMP 42)	AMP 83	Kim Ki-Wan (Business 81)	Kim Hak-su (Business 71)
Im Bu-ja (AMP 43)	Visiting Professor Chang Jung-hoon	Jeon Yong-bae (AMP 34)	AMP 85	Kim Nak-Chan (AMP 67)	Na Hong-kyu (Business 85)
Jang Hong-sun (Business 58)	Retired Professor Jang Jin-ho	Jeon Chan-min (Business 86)	AMP 87	Kim Dae-Yeol (Business 75)	Nam Yun-seong (MBA 15)
Kookmin Bank	Honorary Professor Chung Gu-hyun	Jung Won-chul (AMP 81)	EMBA 1	Kim Do-Sung (Business 75)	Nam Hoon (Commerce 67)
Over 300 million won	Jeong Seok-ju (Business 59)	Honorary Professor the late Jeong Jong-jin	EMBA 3	Kim Dong-Won	Noh Byeong-yong (Business 69)
Koo Bon-gul (Business 76)	Jo Rak-kyo (Economy 55)	Jo Jae-woo (Business 86)	EMBA 4	Kim Dong-Jun (Economics 83)	Daehan Steel
Kwon Eun-young (Business 75)	Jo Yong-sun (Economy 58)	Jo Jong-hwan (Business 83)	EMBA 5	Professor Kim Dong-Hoon	Ra Je-hoon (Business 69)
Song Young-hwi (MBA 04)	Choi Do-seok (Business 70)	Choi Hee-kyu (Business 83)	EMBA 6	Kim Sa-Sung (Business 85)	Moon Soon-young (MBA 18)
Ahn Yong-chan (Business 77)	Hyun Seung-won (MBA 18)	Seondeung Cultural Scholarship Foundation	EMBA 7	Kim Seon-Jin (MBA 18)	Professor Min Soon-hong
Lee Kwan-sik (Business 66)	Hwang Jae-kwang (MBA 01)	NH Investment & Securities	EMBA 8	Kim Seong-Kyung (MBA 17)	Min Cheon-gi (MBA 16)
Professor Im Ik-soon's family	Samil Accounting	Hanuri Scholarship Foundation	EMBA Alumni Association	Professor Kim Seong-Moon	Park Dae-Jun (Business 86)
Han Young-jae (Business 73)	E-Land World	AMP 53	Business 63 Class	Kim Seong-Woon (Business 69)	Park Dong-Chul (AMP 50)
Crown Confectionery Co., Ltd;	Dept of Veterans Affairs	AMP 54	Business 64 Class	Kim Seong-Chan (Master 98)	Park Byeong-Sun (AMP 74)
AMP Alumni Association	Kim Gu Foundation	AMP 55	Business 86 Class	Kim Se-Hwan (Business 77)	Honorary Professor Park Sang-Yong
Business 81 class	Embassy of the Republic of Saudi Arabia in South Korea	AMP 56	Graduate School of Business Women Alumni	Kim Sun-Moo (AMP 43)	Park Se-Jin (MBA 18)
Business 83 class	AMP 57	AMP 57	Over 10 million won	Kim Seung-Hak (MBA 17)	Parent Park Yang-Soo
Over 100 million won	AMP 58	AMP 58	Kang Byung-cheon (Business 77)	Kim Shin-Sung (MBA 16)	Professor Park Young-Ryeol
Koo Jae-sang (Business 83)	AMP 61	AMP 61	Kang Ho-chan (Business 95)	Kim Young-joo (AMP 63)	Park Young-Sook (Business 82)
Kim Young-sook (AMP 55)	EMBA 9	AMP 61	50th Anniversary Re-union of Business Administration_67 Class	Kim Young-ho (AMP 52)	Park Young-Jin (Business 69)
				Kim Ok-joong (Business 82)	

ParkJae-Heung(Business85)	YoonKyung-Sik(Business77)	Lim Yong-bin (MBA 04)	Han Tae-sik (Business 61)	Line Plus Co., Ltd	Global Management Track (GMT)
Parent Park Tae-Kwan	Yoon Dae-In (MBA 14)	Lim Jong-hwan(Business78)	Professor Huh Dae-sik	Lotte Shopping Co., Ltd	MBA 87
ParkTae-Won(Business84)	Yoon An-Do (Business 72)	Professor Jang Dae-ryun	Hong Seon-ju (Business 78)	Mirae Asset Securities	Business 61st class
Honorary Professor Park Hun-Jun	LeeGap-Jae(Management82)	Jang Deok-heum (AMP 71)	HongSeong-su(Business79)	Samsung Electronics Co.,Ltd	Business 65th class
ParkHyung-Gun(Business80/AMP75)	Lee Kang-nam (MBA 12)	Jangmyeong(Economics67)	HongSeong-taek(Business82)	Shinhan Bank	Business 72nd class
Bang Il-Seok (AMP 51)	Lee Kyeong-mi	Jang Woo-seok (MBA 18)	Hong Ik-pyo (AMP 74)	CJ CheilJedang	Business 78th class
BangHye-Kyung (AMP 80)	Lee Kyu-sang (Business 68)	JangJoo-in(MBA17/AMP82)	HongTae-ho (Business 81)	Youngshin M-Tech Co., Ltd	Graduate School of Business Administration Alumni Association
Bae Ho-Won (Business 70)	Lee Gil-ho (Business 83)	JeonJae-Hoon(Applied Statistics75)	HwangByung-joo(AMP22)	Yellow cap	Baekyang-ro Forum
Byun Ki-Wook (MBA 04)	Lee Dong-woo (MBA 15)	JeongGwang-Eon (MBA 18)	Hwang Sa-yong (MBA 13)	Woori Bank	University of Commerce and Business Class 59
Byun Hee-Kyung (MBA 14)	Lee Doo-cheol (AMP 38)	Jeong Gil-Young (MBA 12)	Hwang Sun-oh (MBA 16)	Iljin Electric Co., Ltd	University of Commerce and Business Class 59
Professor Seo Gil-soo	Lee Beom-gyo (MBA 11)	JeongDae-Hyeong(Business86)	Hwang Ui-jun (MBA 01)	Janggeum Merchant Marine Co., Ltd	University of Commerce and Business Class 60
Seo Jeong-Min (MBA 13)	LeeByung-nam(Business82)	Jeong Dong-Ki (Business 71)	Hwang Il-cheong (Com-merce 50)	Asan Nanum Foundation	50th Anniversary Reunion of Commerce Dept.Class 66
Seo Jin-Seok (Business 84)	LeeSanghyeon(BusinessSchool67)	Jeong Byeong-Cheol (Business School 65)	Daejeong Scholarship Association	Sim Pack Choi Jin Sik Scholarship Foundation	50th Anniversary Reunion of Commerce Dept.Class 67
SeoChang-Woo(Business78)	Lee Seo-young (MBA 14)	JeongSeong-Gyu (AMP 70)	Sungju Foundation	Kakao Co., Ltd	Commerce class 62
Seol Do-Won (MBA 98)	Lee Seok-gu (Business 69)	Jeong Se-young (MBA 07)	Antarctic Frozen Co., Ltd	Korea Home Shopping	Commerce class 64
Seong Jun-Je (Business 64)	LeeSeong-Moon(Business77)	Jeong Yeon-taek(Business69)	Noru Holdings	Changseong Corporate	Commerce Class 64
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SonBeom-Soo(Business82)	Lee Eung-Hoon (MBA 93)	Jeong Chan-gyu (AMP 77)	SIMPAC Pohang 1st Plant	Kolon Industries Co., Ltd	Yonsei Accounting Society
SonSeok-Woo(Business83)	Lee Jae-Shin (Commerce62)	Jo Nam-joon (Business 68)	SBSI	Kolon Industries Co., Ltd FnC Division	Jaeyeondeok Award High School
Professor Son Seong-gyu	Lee Jae-Wook (Business 86)	Jo Woo-je (Business 94)	Orion Co., Ltd	FashionGroupHyeongJiCo.,Ltd	Over 5 million won
SongMoonho(BusinessSchool68)	Lee Jae-Ilk (Business 69)	Jo Woo-gi (Business 85)	Woongjin Thinkbig Co., Ltd	Korea Development Bank	Kang Min-Seok (MBA 10)
Professor Shin Dong-Yup	Lee Jeong-Bin (MBA 97)	Jo Jae-seong (MBA 16)	E-Mart Main Branch	Export-Import Bank of Korea	Kang Sung (Business 74)
Shin Sung-ho (Business 79)	Lee Jeong-Seon (Business 81)	Jo Jung-rae (MBA 12)	Taylor Nelson Sofres Korea Co.,Ltd	Hyundai Securities Co., Ltd	KangSeong-Min(Business77)
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AhnByung-Duk(Business76)	Lee Jong-Dal (Business 69)	Honorary Professor Ju In-ki	Hi-Mart Co., Ltd	AMP 52	Ko Jae-Hee (AMP 64)
Ahn Jae-Woo (Business 94)	Lee Jun-Gyu (Business 83)	Ji-Dae-Seop (Business 72)	CJ CGV Co., Ltd	AMP 60	Koo Dae-Hwa (Business 99)
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Thank you!

I would like to express my deep gratitude to everyone who has shown great interest and support for the development of Yonsei University School of Business.

With the precious will of those who participated, we will become Yonsei University School of Business, which develops further with leading education and research.

Thank you.

Publisher The head of the business school Lee Ji Man

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YONSEI UNIVERSITY
SCHOOL OF BUSINESS

03722 50 Yonsei-ro, Seodaemun-gu, Seoul 03722, Korea
Tel. +82-2-2123-5455 Fax. +82-2-2123-8639 <https://ysb.yonsei.ac.kr>