



2022

Y

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B



# YONSEI UNIVERSITY SCHOOL OF BUSINESS

Yonsei University School of Business  
has brought about Creative Leadership  
by focusing on three core values;  
Creativity, Integrity, Global Perspective

Even in the 4<sup>th</sup> Industrial Revolution era and  
the unprecedented changes in the COVID-19 Pandemic,  
Yonsei University School of Business continues to challenge the curriculum  
for the future as well as various support policies.

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

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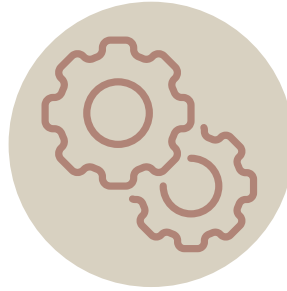
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# YSB History

**1915**

Establishment of the  
Commerce Department at  
Chosun Christian University



**1957**

Integrated into  
Yonsei University



**1998**

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



**2003**

Establishment  
of the Business  
School

**1917**

Establishment  
of Yeonhui  
College

**1946**

Yeonhui University  
became a  
comprehensive  
university

\* Selected 180  
commercial students

**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

**1976**

Establishment  
of the Advanced  
Management  
Program of the  
Graduate School  
of Business

**2006**

Establishment  
of the Graduate  
School of Business  
Administration

Change the world,  
Lead the future

YONSEI  
SCHOOL OF  
BUSINESS  
100  
1915 2015

## 2015

- The 100<sup>th</sup> Anniversary of Yonsei University Business School
- Completion of the building of Yonsei School of Business



## 2022 - 2023

- **Quacquarelli Symonds (QS)**  
Business & Management Ranking  
World 43 Korea (Private Univ.) 1<sup>st</sup>  
Full-Time MBA (Global MBA) Ranking  
Korea 1<sup>st</sup>
- **Times Higher Education (THE)**  
Business & Economics Ranking  
World 44 Korea 1<sup>st</sup>
- **Financial Times (FT)**  
Executive MBA Ranking  
World 29 Korea 1<sup>st</sup>



- Establishment of AI-Business Concentration Major

### 2008

Acquired US AACSB and Korea KABEA accreditation



### 2010

**Financial Times (FT)**  
Corporate MBA entered Korea's first top 100 MBA in the world ranking



### 2011

- **The Economist**  
Global MBA entered Korea's first top 100 MBA in the world ranking
- Acquired **Europe EQUIS** accreditations



### 2017

• Signed an agreement with **Amore Pacific** for the YVIP (Yonsei Venture, Innovation and Startup) Program



- Implementation of the Business Entrepreneurship Program

### 2018

• **Times Higher Education (THE)**  
Global MBA entered global rankings for the first time in Korea

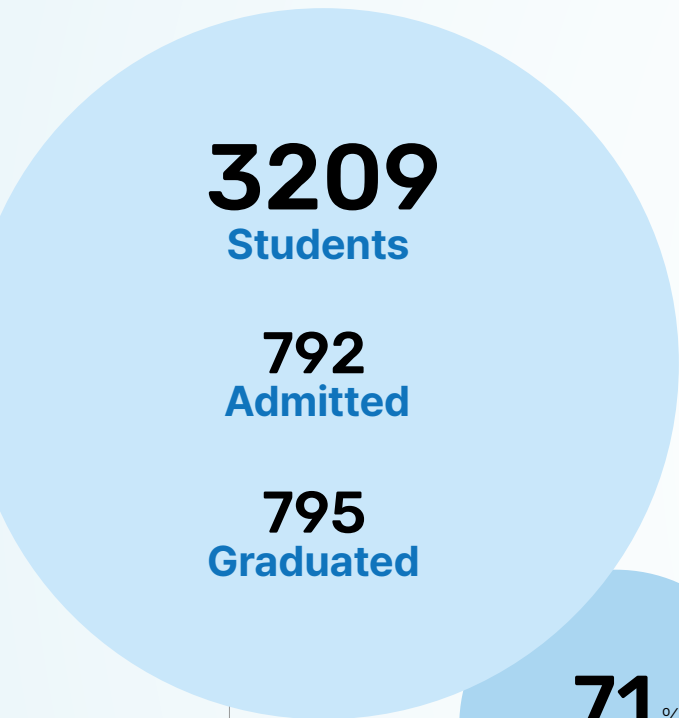


### 2021

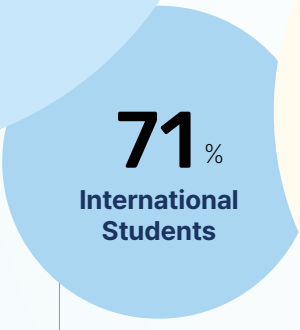
- **Quacquarelli Symonds (QS)**  
Rank 85 Accounting & Finance  
Rank 54 Business & Management Studies  
Rank 141-150 Global MBA
- **Times Higher Education (THE)**  
World University Impact Assessment  
30 in the world ranking (1<sup>st</sup> in Korea)
- **The Economist**  
Global MBA ranked in world's top 100 Full-time MBA, only program in Korea



# YSB Facts & Figures



**YSB Students**  
Undergraduate,  
MS · Ph.D., AMP



**Global MBA**  
Class of 2022



**YSB Faculty Members**  
Undergraduate,  
MBA



## Accreditation

- International** AACSB  
EQUIS
- Domestic** KABEA



**YSB Courses**  
Undergraduate

### YSB World Ranking (Domestic)

Based on 2022-2023 National Ranking of Universities in the World

**4**  
1<sup>st</sup> Place  
Rankings

(Univ.) THE | Business & Economics  
Q S | Full-Time MBA (GMBA)  
F T | Executive MBA  
(Private Univ.) Q S | Business & Management

### YSB World Ranking (Global)

Based on 2022-2023 National Ranking of Universities in the World

#### Executive MBA

FT | Financial Times

**29<sup>th</sup>**

#### Business & Management

QS | Quacquarelli Symonds

**43<sup>rd</sup>**

#### Business & Economics

THE | Times Higher Education

**44<sup>th</sup>**

#### Full-Time MBA (Global MBA)

QS | Quacquarelli Symonds

**121-130<sup>th</sup>**

**72**

YSB Global  
Partner Schools

**80**

Exchange Students

#### YSB Global

Undergraduate,  
MBA

#### Scholarship Awarded

**8.06**

Billion KRW

#### Donation

**194**

People

#### Amount of Fundraising

**1.296**

Billion KRW

#### YSB Scholarship

Undergraduate,  
MS · Ph.D., AMP



## Yonsei University School of Business Aims for the Best in Accordance with its Reputation as the First



Yonsei University School of Business started Korea's first modern business education and research in 1915 and has continued to grow remarkably for more than 100 years, leading the modernization, industrialization, and democratization of Korea.

Yonsei University School of Business has been striving to become a world-class business education and research institution, focusing on the three core values of Creativity, Integrity, and Global Perspective. In addition, through excellent education and leading research, we have fostered creative and ethical leaders with a global perspective. The efforts of Yonsei University's School of Business are also highly praised by major overseas certification and evaluation institutions.

By obtaining EQUIS (European Quality Improvement System) certification from the Council of European Business Universities in 2012, it became the only university in Korea to obtain all AACSB, KABEA, and European EQUIS certifications, and is recognized as a prestigious business school with global competitiveness. In 2023, the Times Higher Education (THE) released Business & Economics rankings, placing Yonsei University School of Business 1<sup>st</sup> in Korea and 44<sup>th</sup> globally. In the 2023 rankings, Yonsei's Global MBA (Full Time) was ranked by Quacquarelli Symonds (QS) as 1<sup>st</sup> in the country and between 121~130<sup>th</sup> globally. In 2022, Financial Times (FT) ranked Yonsei Business School's Executive MBA as 1<sup>st</sup> in Korea and 29<sup>th</sup> globally.

Yonsei University School of Business always aims to be the best in line with its reputation as number one. We would like to lead the domestic business administration world through start-up innovation education, start-up training, leadership cultivation through global exchanges, and preemptive academic research.

I want to work on the world stage and move forward for the sustainable development of humanity.

We ask for your interest and support as members of Yonsei University School of Business in advancing toward the best business school.

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**Seongmoon Kim, Dean**

A handwritten signature in black ink, appearing to read 'Seongmoon Kim'.

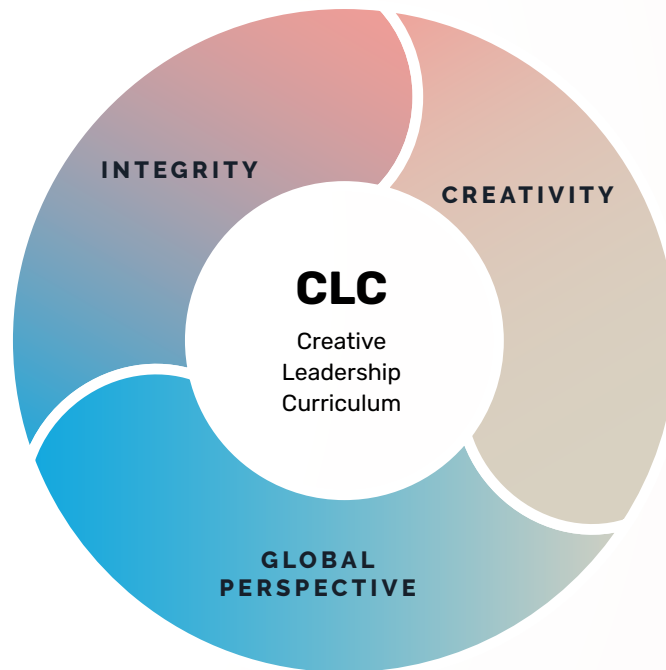
Yonsei University School of Business · Graduate School of Business

## VISION

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



## CORE VALUES

The educational value of Yonsei University School of Business in the 21<sup>st</sup> century is creative leadership.

Creative Leadership Curriculum (CLC) provides students with a high level of initiative and participation in three core values.

**Creativity • Integrity • Global Perspective**

Part  
**01**

# *YSB* *Global*



<b>09</b>	Global Ranking
<b>10</b>	Global Program
<b>12</b>	Global Study Tour

# Global Ranking

## Business School / Graduate Business School Outstanding Ranking in the recent THE, QT, FT World University Evaluation

Yonsei University Graduate School of Business/Business Studies has recently ranked as below.

Evaluation Agency	Field of Evaluation	* School Year	2019	2020	2021	2022	2023	Remarks
THE World University	Business & Economics		176-200	151-175	126-150	78	44	1 <sup>st</sup> in Korea
QS World University	Business & Management		51-100	51-100	59	54	43	2 <sup>nd</sup> in Korea
QS World University	Accounting & Finance		51-100	101-150	94	85	64	3 <sup>rd</sup> in Korea
QS World University	Full-time MBA (GMBA)				151-200	141-150	121-130	1 <sup>st</sup> in Korea
The Economist			95	Not ranked/implemented	81	Not ranked/implemented		
Financial Times	EMBA		34	25	40	29		1 <sup>st</sup> in Korea

**QS** 분야별 랭킹 2023  
**Business & Management**  
 국내사립 No. 1 글로벌 Top 43

연세대학교 경영전문대학원  
YONSEI UNIVERSITY GRADUATE SCHOOL OF BUSINESS

**THE** 랭킹 2023  
**Business and Economics**  
 국내 No. 1 글로벌 Top 44

연세대학교 경영전문대학원  
YONSEI UNIVERSITY GRADUATE SCHOOL OF BUSINESS

**QS** QS Full-Time MBA 랭킹 2023  
**연세대 Global MBA**  
 국내 No. 1

연세대학교 경영전문대학원  
YONSEI UNIVERSITY GRADUATE SCHOOL OF BUSINESS

**FT** Financial Times 랭킹 2022  
**연세대 EMBA**  
 국내 No. 1 글로벌 Top 29

연세대학교 경영전문대학원  
YONSEI UNIVERSITY GRADUATE SCHOOL OF BUSINESS

In the QS World University Evaluation, the Business & Management field rose 11 ranks, from 54<sup>th</sup> in the world in 2022 to 43<sup>rd</sup> in the world in 2023, ranking first in domestic private universities.

The Accounting & Finance sector also rose from 85<sup>th</sup> in 2022 to 64<sup>th</sup> in the world in 2023, up 21 positions from the previous year.

In the evaluation of THE World University, the Business & Economics field ranked 44<sup>th</sup> in the world university ranking and first in Korea.

In the QS World University Full-Time MBA evaluation, Global MBA ranked 121-130<sup>th</sup> in the world university and No.1 in Korea.

In the Financial Times World University Evaluation, Executive MBA ranked 29<sup>th</sup> in the world university and 1<sup>st</sup> in Korea.

Yonsei University's College of Business aims to lead the domestic and foreign business academia through start-up innovation education and startup training, leadership cultivation through global exchanges, and preemptive academic research.

# Global Program

## Incoming Programs

### EDHEC Global Manager Certificate Program

**France** EDHEC Business School  
 Period Mar 2<sup>nd</sup> ~ Jun 21<sup>st</sup>, 2022 (24 students)

### MBA Exchange Program Partners

- India** Indian School of Business
- Israel** Tel Aviv University, The Coller School of Management  
(Previously called Recanati)
- Philippines** Asian Institute of Management (AIM)
- Denmark** Copenhagen Business School
- Finland** Hanken School of Economics
- France**
  - ESSEC Business School
  - IESEG School of Management
- Germany**
  - University of Göttingen, Faculty of Economic Sciences
  - University of Tübingen, Faculty of Economics and Social Sciences
- Slovenia** University of Ljubljana, School of Economics and Business
- Canada** York University, Schulich School of Business
- Mexica** IPADE Business School

### Undergraduate Exchange Program Partners

- Hong Kong** Chinese University of Hong Kong, Faculty of Business Administration
- Israel** Hebrew University of Jerusalem, The Jerusalem School of Business Administration
- Singapore** National University of Singapore, NUS Business School
- Denmark** Copenhagen Business School
- Finland**
  - Aalto University, School of Business
  - Hanken School of Economics

- France**
  - ESSEC Business School
  - IESEG School of Management
  - Paris Dauphine University
- Germany**
  - University of Mannheim, School of Business
  - University of Münster, School of Business and Economics
  - WHU - Otto Beisheim School of Management
- Portugal**
  - Nova School of Business and Economics
- Spain**
  - ESADE Business School
  - University of Navarra, School of Economics and Business Administration
- Canada**
  - HEC Montreal
  - Queen's University, Smith School of Business
  - University of British Columbia, Sauder School of Business
  - University of Ottawa, Telfer School of Business
  - University of Victoria, Peter B. Gustavson School of Business
  - York University, Schulich School of Business
- USA**
  - University of South Carolina, Darla Moore School of Business
  - University of Washington, Michael G. Foster School of Business
- Chile** University of Chile, Faculty of Economics and Business



North America

Europe

South America

Africa

## Outgoing Programs

### MBA Exchange Program Partners

<b>China</b>	Tsinghua University, School of Economics and Management
<b>France</b>	IESEG School of Management
<b>USA</b>	Duke University, Fuqua School of Business

### Undergraduate Exchange Program Partners

<b>Singapore</b>	National University of Singapore, NUS Business School
<b>Denmark</b>	Copenhagen Business School
<b>France</b>	<ul style="list-style-type: none"> <li>• ESSEC Business School</li> <li>• IESEG School of Management</li> <li>• Paris Dauphine University</li> </ul>
<b>USA</b>	University of Washington, Michael G. Foster School of Business
<b>Canada</b>	HEC Montreal

## Global Study Tour (GST)

### C · F · E · G MBA

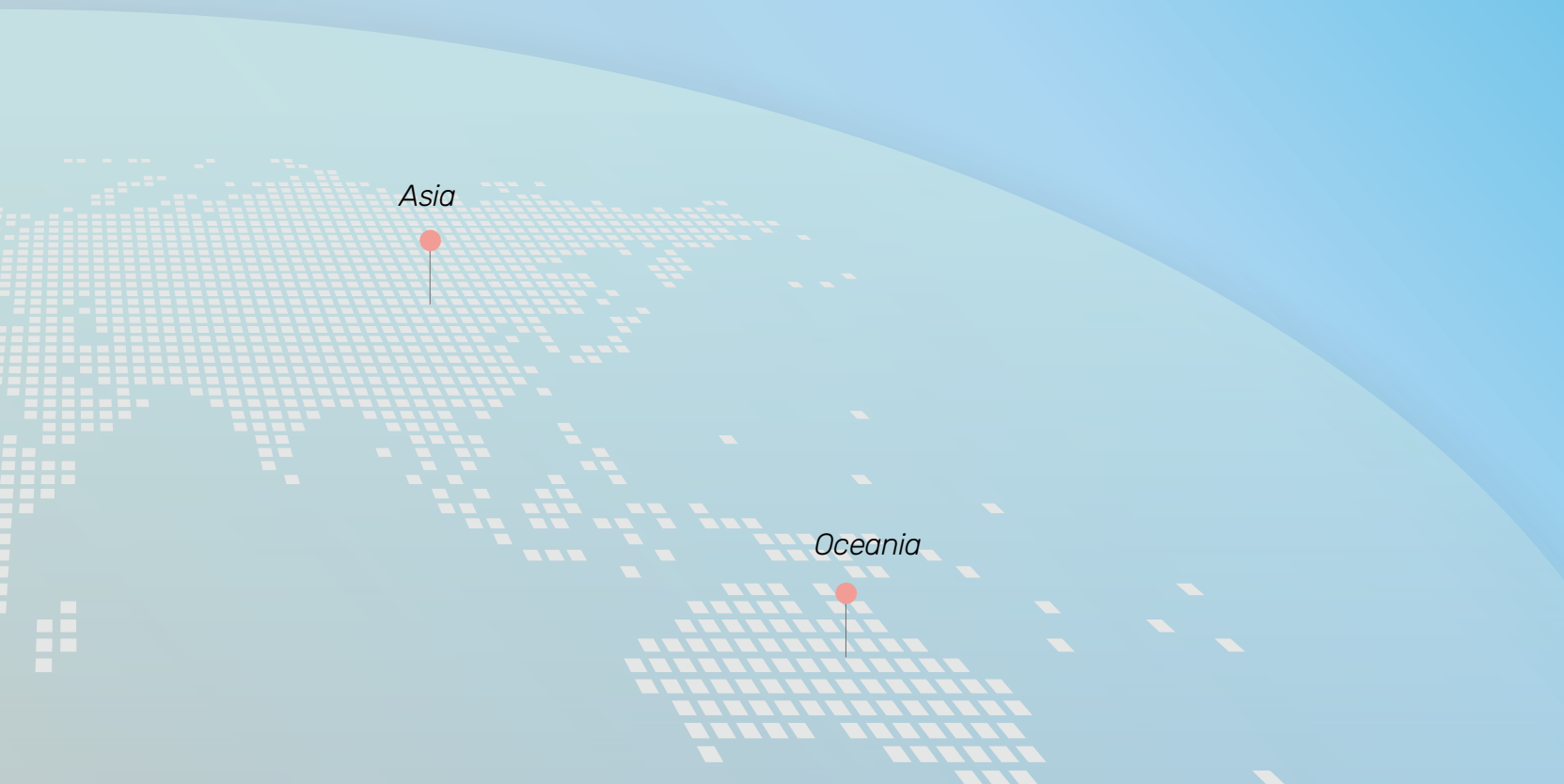
<b>Switzerland</b>	University of Zurich   Executive MBA Jul 5 <sup>th</sup> ~ Jul 7 <sup>th</sup> , 2022 (39 students)
<b>Spain</b>	IE Business School   Executive MBA Jul 12 <sup>th</sup> ~ Jul 15 <sup>th</sup> , 2022 (29 students)
<b>U.K.</b>	University of Glasgow   Corporate · Finance · Global MBA Aug 1 <sup>st</sup> ~ Aug 4 <sup>th</sup> , 2022 (23 students)
<b>Finland</b>	Aalto University   Corporate · Finance · Global MBA Aug 15 <sup>th</sup> ~ Aug 18 <sup>th</sup> , 2022 (25 students)
<b>Japan</b> (Osaka)	Ritsumekian University   Corporate · Finance · Global MBA Jan 25 <sup>th</sup> ~ Jan 27 <sup>th</sup> , 2023 (39 Students)
<b>Japan</b> (Kyoto)	Doshisha University (1 <sup>st</sup> Visit)   Executive MBA Jan 30 <sup>th</sup> ~ Feb 1 <sup>st</sup> , 2023 (27 students)
	Doshisha University (2 <sup>nd</sup> Visit)   Corporate · Finance · Global MBA Feb 13 <sup>th</sup> ~ Feb 15 <sup>th</sup> , 2023 (46 students)
<b>Japan</b> (Tokyo)	University of Tsukuba   Executive MBA Feb 1 <sup>st</sup> ~ Feb 3 <sup>rd</sup> , 2023 (36 students)

### GBI MBA

<b>USA</b>	University of California, Irvine   Global Business Innovation MBA Jul 15 <sup>th</sup> ~ Jul 28 <sup>th</sup> , 2022 (20 students)
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### GVC MBA

<b>U.K., France</b>	ESCP Business School   Global Value Creator MBA Oct 31 <sup>st</sup> ~ Nov 4 <sup>th</sup> , 2022 (19 students)
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# Global Study Tour (GST)

## Yonsei University MBA Global Study Tour

Yonsei University's School of Business conducted the Global Study Tour (hereafter referred to as "GST") as one of the leading overseas universities last summer, fall, and winter. The GST is an overseas tour program that provides MBA students the chance to become global leaders.

### 1 | C · F · E · G MBA

#### 2022 Summer Semester



#### Switzerland · University of Zurich

*Building a Sustainable Economy Through Innovation*

2022.7. 5. - 7. 7. | Executive MBA | 39 students



#### Spain · IE Business School

*The Importance of Culture in Business*

2022.7. 12. - 7. 15. | Executive MBA | 29 students



#### U.K. · University of Glasgow

*New Idea in Old Cities*

2022.8. 1. - 8. 4. | Corporate-Finance-Global MBA | 23 students



#### Finland · Aalto University

*Leading Innovation in Finland*

2022.8.15. - 8.18. | Corporate-Finance-Global MBA | 25 students

#### 2022 Winter Semester



#### Japan (Osaka) · Ritsumeikan University

*Entrepreneurship and Economic Environment in Japan*

2023. 1. 25. - 1. 27. | Corporate-Finance-Global MBA | 39 students



For three days and two nights, from January 25<sup>th</sup> to January 27<sup>th</sup>, 39 students from Corporate, Finance, and Global MBAs visited Ritsumeikan University in Osaka, Japan to attend lectures on "Japanese Corporate and Economic Environmental Changes". After that, the students visited the high-tech R&D at "Mitsubishi Electric" to learn about the company's management know-how.



## Japan (Kyoto) • Doshisha University

*Japanese Business System*

1<sup>st</sup> 2023.1.30. - 2.1. | Executive MBA | 27 students



From January 30<sup>th</sup> through February 1<sup>st</sup>, 27 Executive MBA students visited Doshisha University in Kyoto, Japan to take lectures on innovation management and profit management systems in the Japanese manufacturing industry. They then visited SHOYEIDO and Ryokan, which have been operating for over 100 years, to apply their knowledge in the field.



2<sup>nd</sup> 2023.2.13. - 2.15. | Corporate-Finance-Global MBA | 46 students

A second Doshisha University GST was held for 46 Corporate, Finance, and Global MBA students from February 12<sup>th</sup> through February 16<sup>th</sup>. The students were able to “cultivate international business skills and form a global mind” by attending lectures on innovation and sustainable management practices of Japanese manufacturing companies. They were also able to visit Kyocera and SHOYEIDO companies.



## Japan (Tokyo) • University of Tsukuba

*Contemporary Aspects in Management in Japan*

2023. 2.1. - 2.3. | Executive MBA | 36 students



In addition to these trips, from February 1<sup>st</sup> to 3<sup>rd</sup>, 36 students from the Executive MBA visited Tsukuba University in Tokyo. The students enjoyed a lecture on the “modern aspect of Japanese management” and shared management skills through a visit to the Kirin Brewery as well as met with Mitsubishi Relief Foundation officials.

## 2 | GBI MBA



**USA · University of California, Irvine**

2022.7.15. - 7.28. | Global Business Innovation MBA | 20 students



## 3 | GVC MBA



**U.K., France · ESCP Business School**

2022.10.31. - 11.4. | Global Value Creator MBA | 19 students

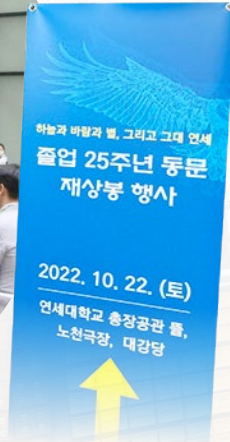


Part  
**02**

*YSB*  
*Creative*

<b>16</b>	2022 at a Glance
<b>18</b>	YSB Leadership
<b>20</b>	YSB People

# 2022 at a Glance



## 25<sup>th</sup> Anniversary of Graduation Reunion Event

Yonsei University School of Business held a welcome ceremony for alumni and a tour of the business hall, allowing them to have a time of harmony with alumni who graduated from their alma mater.



## Peace Scholarship Delivery Ceremony

The Peace Scholarship Delivery Ceremony was held for Yonsei University GMBA students suffering from the Russia-Ukraine War. Lee Ji Man, the former dean of the Graduate School of Business was the one who delivered this Peace Scholarship certificate.



## Establishment of AI-Business Concentration Major

In 2021, professors of the Department of Computer Science (currently Artificial Intelligence) and School of Business received approval from the Office of Education in December 2021 after five in-depth discussions on the establishment of a convergence course and a curriculum for each major. From the first semester of 2022, advanced course students were selected, and about 10 new students were selected every semester, and in February 2023 the advanced course produced its first graduates.



## Colloquium to Celebrate the 30<sup>th</sup> Anniversary of Korea-China Relations

An academic conference commemorating the 30<sup>th</sup> anniversary of diplomatic relations between Korea and China was held with simultaneous interpretation of all sessions on ZOOM. The conference, which ended with a lot of interest, was co-hosted by Yonsei University's Graduate School of Business and China's Zhangjiang Business School under the theme of "Future-oriented Korea-China Economic and Business Relations."



## Freshman Orientation Program

For the first time in three years, a freshman orientation program was held to help undergraduate freshmen adapt to school and student life. Students from 2020~2022 who did not have a chance to participate due to COVID-19 were able to participate in various OT and club performances in August 2022. Under the leadership of Park Kyung-min, former vice president of the school, the students returned safely from a three-day, two-night trip.



## SCHOOL OF (GRADAUTE) BUSINESS

**Kim, Seongmoon** • Dean

**Choi, Jeonghye** • Associate Dean for Faculty

**Kim, Jonghwan** • Associate Dean for MBA

**Kim, Young Chan** • Division Chair of Marketing

**Roh, Hyuntak** • Division Chair of Management

**Hahn, Jaehoon** • Division Chair of Finance

**Moon, Doocheol** • Division Chair of Accounting

**Chung, Yerim** • Division Chair of O.D.I.

**Chung, Yerim** • Associate Dean for Planning (International Affairs)

**Do, Boram** • MS / Ph.D. Program Chair

**Jooyoung Kwak** • Director for Corporate MBA

**Park, Saeyul** • Director for Finance MBA

**Kim, Jonghwan** • Director for Executive MBA

**Jong Min Lee** • Director for Global MBA

**Choe, Soon kyoo** • Program Chair of GBI MBA

**Bang, Youngsok** • Program Chair of Advanced MBA

**Kim, Young Chan** • Program Chair of AMP



SANGNAM  
INSTITUTE OF  
MANAGEMENT

**Pak, Yong Suhk**  
Dean

**Chang Sue Ryung**  
Associate Dean



BUSINESS  
RESEARCH  
INSTITUTE

**Park, Kyung Min**  
Director

**Jung, Seung Hwan**  
Deputy Director

## Full-time Professors

## Marketing

### Marketing

Kim, Donghoon	Ph.D. (Columbia Univ., 1989)
Kim, B. Kyu	Ph.D. (Univ. of Pennsylvania, 2010)
Kim, Young Chan	Ph.D. (Univ. of Michigan, 1995)
Park, Se-Bum	Ph.D. (Northwestern Univ., 2004)
Lee, Dong Jin	Ph.D. (Virginia Tech., 2010)
Lee, Jae Young	Ph.D. (Univ. of Pennsylvania, 2014)
Chang Sue Ryung	Ph.D. (New York Univ., 2012)
Jun, Youjung	Ph.D. (Columbia Univ., 2021)
Choi, Jeonghye	Ph.D. (Univ. of Pennsylvania, 2010)

### International Business

Jooyoung Kwak	Ph.D. (MIT Univ., 2008)
Pak, Yong Suhk	Ph.D. (Rutgers, The State Univ. of New Jersey, 2000)
Jong Min Lee	Ph.D. (Univ. of Reading, 2016)
Choe, Soon kyoo	Ph.D. (Univ. of Illinois at Urbana-Champaign, 1997)
Fabian FROESE	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)
Roh, Hyuntak	Ph.D. (Univ. of Illinois, 2010)
Do, Boram	Ph.D. (Boston College, 2016)
Ryu, Wonsang	Ph.D. (Purdue University, 2016)
Park, Kyung Min	Ph.D. (INSEAD, 2005)
Shin, Dongyoub	Ph.D. (Yale Univ., 1996)
Yang, Hyuck Seung	Ph.D. (Univ. of Minnesota, 1998)
Oh, Hong Seok	Ph.D. (Pennsylvania State Univ., 2000)
Lee, KiYoung	Ph.D. (Univ. of Minnesota, 2014)
Rhee, Mooweon	Ph.D. (Stanford Univ., 2003)
Lee, Ji Man	Ph.D. (London School of Economics, 1998)
Lee, Ho Uk	Ph.D. (Texas A&M Univ., 2002)
Chang, Eun Mi	Ph.D. (Univ. of Maryland, 1993)
Jung, Dong Il	Ph.D. (State of Univ. of New York at Binghamton, 1997)
Chung, Seung Wha	Ph.D. (Univ. of Pennsylvania, 1993)

## Finance

Kang, Kee-Youn	Ph.D. (Washington Univ., 2017)
Ku, Bon Il	Ph.D. (Columbia Univ., 1988)
Park, Saeyeul	Ph.D. (Univ. of Georgia, 2014)
Shin, Jhin Young	Ph.D. (Carnegie Mellon Univ., 1993)
Shin, Hyun-Han	Ph.D. (Ohio State Univ., 1995)
Auh, Jun Kyung	Ph.D. (Columbia Univ., 2014)
Eom, Young Ho	Ph.D. (New York Univ., 1996)
Jiyoon Lee	Ph.D. (University of Illinois at Urbana-Champaign, 2015)
Choi Jaewon	Ph.D. (New York Univ., 2010)
Hahn, Jaehoon	Ph.D. (Columbia Univ., 2003)

## Accounting

Andres Guiral	Ph.D. (Univ. of Alcalá, 2003)
Kim, Jonghwan	Ph.D. (Univ. of Southern Carolina)
Moon, Doocheol	Ph.D. (Baruch College, City Univ. of New York, 2001)
Sohn, Sung Kyu	Ph.D. (Northwestern Univ., 1992)
Yoon, Dae-Hee	Ph.D. (Yale Univ., 2008)
Lee, Ho Young	Ph.D. (Univ. of Oregon, 2000)

Jung, Sumi	Ph.D. (Univ. of Minnesota, 2015)
Choi, Won-Wook	Ph.D. (Columbia Univ., 1993)

## O.D.I.

### Operations Management (OM)

Min, Soon Hong	Ph.D. (Univ. of Tennessee, 2001)
Park, Seung Jae	Ph.D. (Univ. of Texas at Austin, 2014)
Bae, Sung Joo	Ph.D. (MIT Univ., 2009)
Jung, Seung Hwan	Ph.D. (Washington Univ., 2017)
Choi, Sunmee	Ph.D. (Cornell Univ., 2001)
Hur, Daesik	Ph.D. (Indiana Univ., 1993)

### Management Science (MS)

Kim, Seongmoon	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, Sun Ju	Ph.D. (Univ. of Michigan, 1999)
Soh, Seung Bum	Ph.D. (Northwestern Univ., 2014)
Chung, Yerim	Ph.D. (Univ. of Paris 1, 2010)

### Information System (IS)

Kim, Seung Hyun	Ph.D. (Carnegie Mellon Univ., 2008)
Bang, Youngsok	Ph.D. (McGill Univ., 2015)
Suh, Kil-Soo	Ph.D. (Indiana Univ., 1989)
Son, Jai Yeol	Ph.D. (Georgia Institute of Technology, 2001)
Lee, Ho Geun	Ph.D. (Univ. of Texas at Austin, 1993)
Im, Kun Shin	Ph.D. (Univ. of South Carolina, 2000)
Im, Il	Ph.D. (Univ. of Southern Carolina, 2001)

## Honorary · Retired Professors

Kyung, Kyoo Hak	Ph.D. (Oec HSG St.Gallen, 1979)
Kwon, Ku Hyuk	Ph.D. (Univ. of Texas at Austin, 1991)
Kim, Kee Young	Ph.D. (Univ. of Washington, 1975)
Kim, In Joon	Ph.D. (Columbia Univ., 1985)
Kim, Jeong Dong	Ph.D. (Univ. of Pennsylvania, 1994)
Kim, Joon Seuk	D.B.A. (Indiana Univ., 1982)
Kim, Jee 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, Young Ryeol	Ph.D. (Univ. of Illinois at Urbana-Champaign, 1993)
Park, Hun-Joon	Ph.D. (Ohio State Univ., 1990)
Park, Heung Soo	Ph.D. (Univ. of Pittsburgh, 1988)
Shin, Young Soo	Ph.D. (Northwestern Univ., 1978)
Yon, 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 Joon	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)
Lim, Ung Ki	Ph.D. (Univ. of Illinois at Urbana-Champaign, 1979)
Chang, Dae Ryun	D.B.A. (Harvard Univ., 1986)
Jang, Jin-Ho	D.B.A. (Harvard Univ., 1999)
Jung, Ku Hyun	Ph.D. (Univ. of Michigan, 1976)
Chung, Jong Rock	Ph.D. (Univ. of Pittsburgh, 1982)
Chung, Chong Am	Ph.D. (Yonsei Univ., 1982)
Joo, In Ki	Ph.D. (New York Univ., 1986)

## YSB People

### Address From Newly Appointed Professors in 2023



#### **Kim, Seongmoon** | Dean

Dear esteemed Yonsei University School of Business family,  
How are you? I am Kim Seongmoon who will be serving as the Dean of both the School of Business and the Graduate School of Business for the next two years, starting from February 2023. Our society has been making continuous efforts towards the restoration of normalcy even in the face of the prolonged COVID-19 pandemic. In the midst of unprecedented difficulties, I would like to express my deep respect and gratitude to everyone who has steadfastly dedicated themselves to their respective roles and responsibilities.

In 2022, Yonsei University achieved excellent rankings in the evaluations conducted by QS, THE, and FT, the highly trusted world university evaluation institutions. This remarkable achievement is a testament to the dedication of the Yonsei family. Building upon these accomplishments, I will do my best to establish the School of Business as a university that nurtures global future talents as the Dean. I kindly ask for your continued interest and support in our goal of upholding Yonsei University Business School's prestigious reputation and making strong progress towards becoming the best business school.

## Choi, Jeonghye

Associate Dean For Faculty · Department Head

Since March 1<sup>st</sup>, I have taken on the roles of Associate Dean For Faculty and Department Chair. I will continue to greet everyone through our weekly newsletter every Monday to provide updates on news about our university. Over the next two years, I will strive diligently to ensure that Yonsei University School of Business continues to grow and excel. Please show us your interest and encouragement.



## Chung, Yerin

Associate Dean For Planning (International Affairs)

At this current juncture, with the ongoing promotion of exchanges with prestigious overseas universities and various management school accreditations such as AACSB, EQUIS, and KABEA on the horizon, taking on the role of Associate Dean For Planning (International Affairs) brings a great sense of responsibility. I sincerely express my gratitude to all our professors and staff members who have given their all in making Yonsei University School of Business a globally renowned institution. I will also do my utmost to assist the Dean in further growing Yonsei University School of Business.



## Kim, Jonghwan

Associate Dean For MBA

The Yonsei University Graduate School of Business, with its history of outstanding academic and educational achievements, has received favorable evaluations in prestigious rankings both in Korea and internationally. We will strive to enhance the competitiveness of our educational programs and elevate our position as a globally renowned graduate school of business.



## Do, Boram

MS / Ph.D. Program Chair

Yonsei University School of Business Master's and PhD programs have a long-standing history of nurturing world-class business scholars. Delving into the complexities of corporate management and environmental changes through in-depth theory and rigorous empirical analysis is a crucial competency, valued not only in academia but also in the field of practice. We are committed to providing our doctoral and master's graduate students with a supportive and conducive environment to engage in creative and meaningful research.



## Undergraduate Junior Career Seminar

### Testimonials from the special guest speakers Graduates of the School of Business



#### **Chiwon Suh** • Graduate

Business Administration, Class of 2011  
SHIN & KIM LLC | Associate

I once read that everything beautiful requires a certain distance. I have always been grateful and believed that almost all the knowledge that shaped me today was learned from Yonsei University School of Business, but now that I left school of business, I find that everything I learned in school becomes even clearer.

For example, during my undergraduate days, I would often pass by the statue of Underwood without giving it much thought. However, now I have come to truly appreciate the spirit of the founder of Yonsei University, who established an orphanage and provided education opportunities for children in a foreign land like Joseon. With the money his brother earned from selling Underwood typewriters, he set up a school site and built buildings to establish today's Yonsei University. This made me reflect on what it means to be part of Yonsei.

With that in mind, it was a precious and delightful experience for me to participate in Professor Kyung Min Park's Junior Career Seminar during the 2<sup>nd</sup> semester of the 2022 academic year, as it provided an opportunity for me to contribute to the school in some small way rather than always being on the receiving end. In the future, if given the chance, I aspire to be a graduate who can offer assistance in any form to Yonsei University, as it continues its efforts to cultivate talent and make the world a better place.

I still remember the very moment when I first stepped through the main gate of Yonsei University in March 2013. It was an incredibly exciting and happy moment for me because entering the Yonsei University School of Business has been my dream since my school days. In the 2<sup>nd</sup> semester of 2022, about 10 years later, I returned to the university as a graduate instead of a freshman filled with dreams and curiosity. Speaking to my juniors as a graduate, it became a proud and unforgettable moment.

After receiving the invitation for the Junior Seminar Special Lecture, I had numerous thoughts about what I could share with the young juniors who were just starting to contemplate their career paths, and I also had concerns about whether my lecture would be valuable to them. However, on the day of the special lecture, the enthusiastic gaze of the juniors, who are eager to explore their career paths, and their active participation alleviated my tension and became a great source of strength as I delivered the lecture.

Finally, I would like to express my gratitude to my alma mater for giving me this wonderful opportunity to deliver such a meaningful lecture. I will continue to grow as a proud graduate of Yonsei University School of Business and strive to be a senior who can serve as a role model and have a positive influence on my juniors.



#### **Lee, Soo Hee** • Graduate

Business Administration, Class of 2013  
Samil PwC | Accountant

## Kim, Seunghye • Student

Business Administration, Class of 2021  
BizYon | 31<sup>st</sup> President



While participating in activities with BizYON for a semester, I felt a tremendous sense of pride from the words of gratitude expressed by prospective Yonsei University School of Business students, who found BizYON's programs beneficial in their admissions process, as well as from current Yonsei University School of Business students who appreciate our produced content that benefited their university life. This sense of pride became the driving force behind my involvement in BizYON, and I believe that there is no other organization that instills such a strong sense of belonging and motivates me to contribute as a current student. Thus, I decided to take on the challenge of assuming the role of the president, despite the heavy responsibility and immense pressure. As the president of BizYON, I will always bear in mind the responsibilities toward BizYON and its mission, constantly striving to promote Yonsei School of Business as an innovative, global, and responsible institution.

BizYON is actively engaged in various promotional activities targeting high school students who are prospective Yonsei University School of Business students, and current Yonsei University School of Business students. For prospective Yonsei University School of Business students, we promote the School of Business by focusing on activities they can experience after admission, such as the 'School of Business Tour' and 'Yonsei University Business Prep.' programs. For current students, the focus is on providing valuable information for their university life through producing content such as the YouTube series 'Yonsei Business Mock Exams - Exploring Major Subjects' and the Instagram card news 'Wise Face-to-Face Life Series'. In addition, in collaboration with the School of Business Administration Team, BizYON is involved in creating promotional videos for the Global MBA and preparing English-conducted School of Business tours, aiming to promote Yonsei University School of Business to the world.

As an international student at Yonsei School of Business, pursuing a Global MBA, my experience was nothing short of amazing. After working at Uber as a Strategic Account Executive, where I gained valuable professional experience, my desire to pursue higher education and gain more international experience led me to move to Korea and attend the prestigious Yonsei University. Thanks to the Global Korea Scholarship, a full-ride scholarship granted to outstanding individuals, I smoothly embarked on this journey. At Yonsei, I was able to develop my leadership and business skills, and expand my network, while living in the center of a dynamic city.

Yonsei highly encourages its students to partake in extracurricular activities. One of my highlights was my involvement as the president of the Korean MBA Society, a community composed of the top MBA programs in Korea. I had the opportunity to develop my leadership skills further, understand the local business landscape, and make great connections. Additionally, I mentored undergrad students, represented Yonsei in case competitions, and got involved with several student clubs.

Many courses at YSB aligned with my interests. Some of my favourite courses included "IT for Value Creation", "Organizational Behaviour", "Critical Thinking & Creative Design", and "Korean

for Business" which provided me with strong career and life foundations. I particularly enjoyed studying business cases, exchanging ideas with my classmates, and learning from guest speakers.

Apart from academics, I had a lot of fun bonding with my GMBA classmates and Yonsei OneMBA members. Everyone was incredibly friendly and welcoming, and we quickly formed a close-knit community. We would often get together to explore Seoul, try new foods, and hold events. Being part of such a diverse group of individuals coming from almost 20 different countries was very exciting.

Lastly, the campus at Yonsei is truly stunning, with its modern facilities and classrooms, well-kept nature, and beautiful architecture. It is no surprise that many k-dramas have been filmed there! The surrounding neighborhood of Sinchon is also lively, with numerous restaurants, cafes, and shops, making it a perfect location to study, socialize, and explore.

I am truly grateful for the rich experience I had at Yonsei School of Business. The program has prepared me well for my future career and I will always cherish the memories and friendships made during my time there. I would highly recommend the Global MBA program to anyone looking to study in Korea and broaden their global business perspectives.

## Rebeka Cohen Solal • Graduate

Global MBA 13

Global Korea Scholarship Student



# Key to ESG Management

21<sup>st</sup> Annual Women's Science and Technology Awards, Industry Sector Award Recipient

Cho, Eunjeong, the R&D Director at KOLON Industries, has been dedicated to the development of bio-based polymers and PET chemical recycling technology, which is crucial in the Sustainable Polymer Economy (SPE) eco-friendly growth strategy as part of the company's ESG management at the group level. Recently, KOLON Industries was appointed as the lead company for the government's "Development of Chemical Recycling Green Fibers" project. In response, Ms. Eunjeong Cho expressed that the project will be expanded with the goal of achieving a 30% reduction in carbon dioxide emissions through building chemical recycling technologies for waste polyesters (PET) and developing renewable resources to replace petroleum-based raw materials.

Ms. Cho, who plays a key role in KOLON Industries' ESG management, stated that the company will continue to further expand the use of recycled plastics materials in their products, including spunbond (nonwoven fabric) and food packaging films, as part of their ongoing efforts. KOLON Industries has been awarded the prestigious Gold rating from EcoVadis, a global ESG assessment agency, for two consecutive years, and the company plans to expand and accelerate ESG management through KOLON Institute of Technology.



**Cho, Eunjeong** • Alumni

Executive MBA 12

 **KOLON INDUSTRIES** | R&D Director

## Thoughts on attending GST at Aalto University, Finland during Summer Semester 2022

As classes shifted online due to the COVID-19 pandemic, I felt some regrets about my graduate course. While professional development through classes is important, I always believed that building a strong network is also crucial. Although online classes were less physically demanding, I definitely felt a noticeable difference in terms of academic sense of achievement and lack of after-class networking opportunities in comparison to the concentration level of in-person classes. Amidst these circumstances, the summer GST (Global Study Tour) program at Aalto University in Helsinki, Finland, was the most memorable for me. Since the end of 2019, traveling abroad has become challenging and somewhat worrying, so it was a truly joyous moment when we got to travel overseas through participating in the GST program. It was a great opportunity to experience the culture of a country I had never visited before and observe the growth and development process of startups in Finland, which has a well-developed startup ecosystem. Moreover, the networking opportunities with fellow participants during the program was a truly meaningful time for me. I hope that the GST program will continue to expand, offering diverse programs and opportunities in various countries, and I strongly encourage other MBA students to participate.

## To Fellow MBA Members (Senior · Junior · Classmates)

As our lunches gradually turn warmer and the sun starts setting later... I came to a sudden realization that spring is in full swing. The reason I applied to Yonsei University MBA program goes beyond strengthening my capabilities in investment skills for my current work. I also seek to gain diverse business insights through the network built during the MBA program and drive business opportunities with advantageous financial structures for my company so as to strengthen business partnerships with collaborating financial institutions and partners. Building upon this, I aim to establish an investment pool to continuously share various business information and facilitate timely financing, thereby enabling the mutual growth of domestic enterprises. I am eager to accomplish various business ventures through collaborating with fellow alumni when needed. As the seasons change, you may feel fatigued and lethargic. Hence, I wish all alumni good health and best wishes. I look forward to hearing from you.

## After MBA Graduation (Enhancing Capabilities · Building Networks)

I am currently responsible for corporate equity investments, development project investments, and new business initiatives at my company. While actively pursuing project-based businesses, we faced a challenge of not having a specific work manual for equity investment-related tasks. To address this, I developed a comprehensive manual for corporate equity investments that was integrated into our company's system, while leveraging the knowledge gained from the Finance MBA course. The development of this manual not only enhanced my own work capabilities but also provided my team and colleagues with a reference guide for carrying out their tasks, resulting in collective capability enhancement and consistent work practices. Furthermore, during my tenure as the Vice President and committee member of the oneMBA Association, I have expanded my network and gained valuable business insights through various event participation. Through these connections and network, I was able to obtain diverse market analysis data, learn about companies that possess outstanding technologies in my field of interest, and gain insights on finance/accounting issues through lessons learned. These experiences have been instrumental in my professional growth even after graduation. I highly encourage current graduate students to participate in One MBA Association activities.



Part  
**03**

# *YSB*

# *Leading*



27	Education
31	Research
46	Social Connection
49	Support



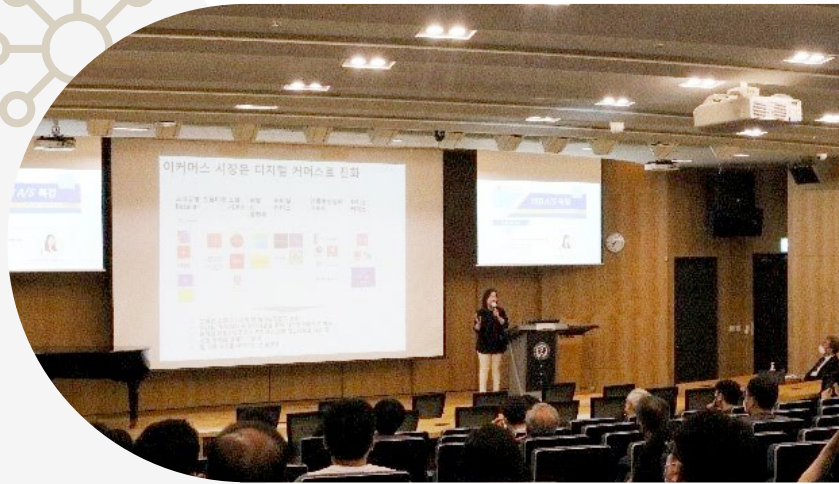
# YSB A/S Special Lecture

YSB A/S (After School) Special Lecture is a program similar to after-school classes with the concept of gathering at the school for special programs even after graduation provided by Yonsei University School of Business to its alumni. These lectures offer opportunities for continuous self-development and expanding networks among seniors and juniors through seminars on current management trends and other related topics.



## 46<sup>th</sup> A/S Special Lecture Digital Commerce Ecosystem

- May 25<sup>th</sup> (Wed) 7:00pm | Yongjae Hall, School of Business
- Visiting Professor Kim, Eunjin



## 47<sup>th</sup> A/S Special Lecture Positive Organizational Scholarship

- June 28<sup>th</sup> (Tue) 7:00pm | Yongjae Hall, School of Business
- Professor Do, Boram

## 48<sup>th</sup> A/S Special Lecture Innovation and Trends in Logistics Analytics for Building Smart Logistics Systems

- October 13<sup>th</sup> (Thu) | Yongjae Hall
- Professor Jung, Seung Hwan

## 49<sup>th</sup> A/S Special Lecture Economic Policy, Current Issues

- November 22<sup>nd</sup> (Tue) | Yongjae Hall
- Special Appointment Professor Yoo, Il Ho



긍정조직학은 어떤 현상을 바라보는 렌즈, 관점, 학파

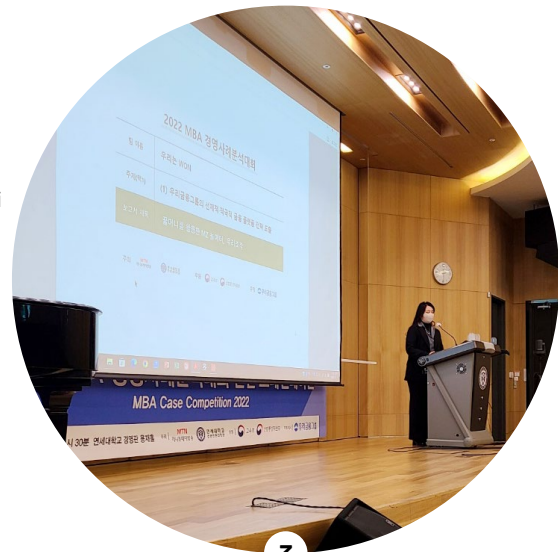
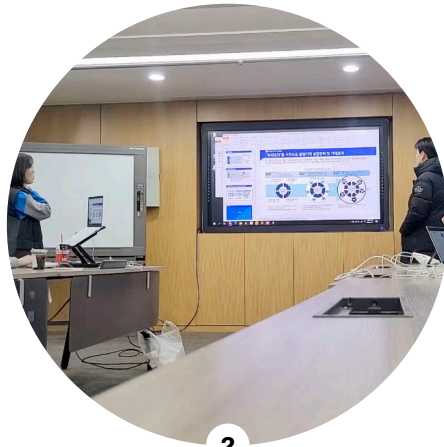
# MBA Case Competition

In the 2022 MBA Case Analysis Competition, "We are WON" team from Yonsei University Graduate School of Business won the Minister of Education Award, the "Light and Salt" team received the Money Today Broadcasting CEO Award, while the "Lamp Genie" team and "Ah Seuk Ah Ae" team were awarded the Excellence Award.

The theme for the 14th MBA Case Analysis Competition was determined by Woori Financial Group. The teams had to choose between the two topics "Devising Woori Financial Group's Proactive Future Financial Platform Strategy" and "Devising Woori Financial Group's Inclusive Financial Service Strategy", submit a report for the preliminary round and present their findings in the final round.

The "We are WON" team from Yonsei University Graduate School of Business, composed of Kim Dong Hee, Kim Ji Hye, Jang Sun Hyung, and Jo Woo Ri, won the prestigious Minister of Education Award with their solution for the existing digital platform titled "MZ Playground utilizing Honey Money, 'Our Piece.'" When receiving the award, Kim Ji Hye commented, "It was a great experience to discuss and find solutions for financial digital platforms that are in line with the digital transformation era."

This competition showcased innovative ideas suggesting the future direction of the financial industry, and the blind evaluation process enhanced the fairness of the judging. Kwon Young Sun, Head of Research at the Woori Financial Management Research Institute, stated, "the opinions of the winners will be valuable reference materials in our actual management."



## Yonsei University Graduate School of Business Award Recipients

### Minister of Education Award

**Team Name** | We Are WON  
**Team Members** | Kim Dong Hee, Kim Ji Hye, Jang Sun Hyung, Jo Woo Ri  
**Topic** | MZ Playground utilizing Honey Money, 'Our Piece'

### Money Today Broadcasting CEO Award

**Team Name** | Light and Salt  
**Team Members** | Kim Young Beom, Kim Tae A, Kim Hyung Jong, Jang Deok Sun  
**Topic** | [SALTON] Integration of Financial and Non-Financial Platforms for Inclusive Finance

### Excellence Award

**Team Name** | Lamp Genie  
**Team Members** | Kang Seung Hoon, Kim Hye Young, Seo Myung Gi, Jung Seo In  
**Topic** | Bravo My Life

**Team Name** | Ah Seuk Ah Ae  
**Team Members** | Kim Jun Tae, Kim Tae Su, Kwon Min Jung, Lee Woo Ram  
**Topic** | Woori (Our) Finance Platform We-BeeS



- 1 Receiving the Minister of Education Award
- 2 Meeting for preparation of presentation
- 3 Final presentation

Leader **Jo Woo Ri**  
CMBA 100

Member **Kim Dong Hee**  
CMBA 100

Member **Kim Ji Hye**  
CMBA 100

Member **Jang Seon Hyung**  
CMBA 100

## Career Seminar

Yonsei University provides an ongoing career development education program for undergraduate students from the 1<sup>st</sup> to 4<sup>th</sup> year by organizing major-specific career seminars to allow students to continuously prepare the necessary skills,



\* P.22 | Interviews with graduates who spoke at the special lecture during fall semester 2022

### Career Seminar Course

4 <sup>th</sup> Year	Major-specific Capstone Internship Semester	Internship during Summer/Winter Semesters	Internship Problem Solving in the Industry
3 <sup>rd</sup> Year	Junior Career Seminar		Assessment of Required Skills, Major Competencies, and Qualifications needed for future career
2 <sup>nd</sup> Year	Sophomore Career Seminar		Enhancing Understanding of Career Paths by Major
1 <sup>st</sup> Year	RC101 (1 Academic Credit)		Understanding of Major Developing a Personal Career Plan

major expertise, and qualifications required for their desired career paths. Aligning with this, the School of Business has decided to offer a Junior Career Seminar for 3<sup>rd</sup>-year students during the fall semester and a Sophomore Career Seminar for 2<sup>nd</sup>-year students

during the spring semester. These seminars aim to assist students in their career development and planning by inviting graduates who have successfully pursued various fields after graduating as guest speakers.

## Freshman Orientation Program

In August 2022, for the first time in 3 years since the outbreak of COVID-19, the Freshmen Orientation Program resumed for undergraduate freshmen. The participants were students from the 2020-2022 cohorts who did not have the opportunity to attend the Freshmen Learning Space due to the pandemic.

From August 24<sup>th</sup> to 26<sup>th</sup>, the students participated in various activities such as class orientation, ice-breaking sessions, recreational activities, cheering sessions, and school club performances at Donggang Cistar in Gangwon Province.

The Freshmen Orientation Program was an exciting and highly anticipated event not only for incoming freshmen but also for students like me who missed out on the opportunity due to the COVID-19 pandemic. The Freshmen Orientation Program was originally held in February before enrollment to provide fellow students, who have never met before, an exciting chance to get to know one another. Although I couldn't experience that excitement, the Freshmen Orientation Program in August had its own unique charm as I was able to enjoy the event with classmates I had already become close with. The highlight was the interaction with seniors who had experienced pre-COVID-19 school life, from whom I enjoyed learning about cheers, university culture, and more. I felt fortunate to have the opportunity to attend the Freshmen Orientation Program that I had missed before, and I hope that the Freshmen Orientation Program of the College of Commerce and Economics · School of Business will continue to be a great event for experiencing university culture and meeting other students.



Business Administration Class 3 Vice Chairman of the Emergency Response Committee

**Kyong Min**

Business Administration  
Class of 2021

# Establishment of AI-Business Concentration Major

## Interview with Professor Chang Sue Ryung

### Q How was the AI-Business Concentration Major established?

To cultivate talents with both AI technology and business competencies in the era of the 4th Industrial Revolution, professors from the Department of Computer Science and Engineering (currently the College of Computing) and professors from the School of Business have engaged in several in-depth discussions regarding the establishment of the concentration major program and the curriculum for each respective major since 2021. After 5 meetings at the end of 2021, both schools jointly applied for and obtained approval for the establishment of the concentration major from the Office of Academic Affairs. Beginning from the 2022-1 semester, they have been selecting about 10 concentration major students per semester and in February 2023, the first batch of concentration major students graduated from the program.

### Q In the management of the AI Convergence Intensive Major, what role do you play as the professor in charge?

Professors in charge for the AI-Business Concentration Major are assigned one each from both the School of Business and the College of Computing. The professors in charge are involved in various tasks such as curriculum development, student selection, management of mandatory courses, and reviewing scholarship applications. In addition, we organize information sessions every semester to provide students from the School of Business and the College of Computing with information about the program. Furthermore, the professors in charge from both the School of Business and the College of Computing conduct and teach the mandatory courses of the concentration major every year.

### Q As you are conducting the mandatory course of Introductory AI Business Capstone Project in the AI-Business Concentration Major, what will students learn in this class?

This course aims to provide students with a firsthand experience of how artificial intelligence technology is predominantly applied in industries and how AI-related data and models are useful for business analysis. Instead of focusing on teaching complex programming, the course is designed to broaden the thinking of promising students in the field of AI business management, hence the name "Introductory" course. In addition to lectures, the course also provides opportunities for students to hear from industry experts in the field of AI business management, who share various actual cases of AI implementation and insights into current trends.

### Q Please share your thoughts on your experience at the AI-Business Concentration Major information sessions or student networking events (such as Pizza Day) where you got to interact with the undergraduate students.

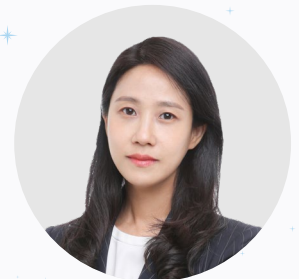
As "Artificial Intelligence" is a current hot topic, the number of students attending the information sessions has been steadily increasing and those reaching out to me via email has increased rapidly. The high satisfaction among students comes from the opportunity to take both computer science and business courses concurrently, which allows them to expand their knowledge in both fields. Moreover, since the concentration major students take mandatory courses together and interact during student networking events, it serves as an opportunity for them to connect with students from other majors. Although the program is newly established, as the professor in charge, I am proud to know that our concentration major students have been able to secure great internships, job positions, and entrepreneurial opportunities.

### Q Please share your thoughts regarding the prospects and expectations for the AI-Business Concentration Major.

As you know, AI-related technologies are rapidly evolving and are part of key global changes so to have a certain level of knowledge in this field is no longer a choice but a necessity for students. In fact, when meeting with many corporate executives and experts, there is a high preference for students who possess knowledge in AI business management. Furthermore, the AI-Business Concentration Major was fortunate to be selected as part of the university's innovation support project last summer and this allows us to provide scholarships to students who have completed their first semester in the concentration major. The newly established curriculum for the AI-Business Concentration Major, especially in regarding "AI" is somewhat unfamiliar for students in the School of Business, but I am happy that scholarships specifically assigned for this concentration major have been introduced to support students who are working hard to keep up with the courses.

### \* Closing Remarks

In addition, at the university level, great efforts are being made to support students studying this concentration major program. We hope that many students will have an interest in the AI-Business Concentration Major and take on this challenge!



AI-Business Concentration Major  
**Chang Sue Ryung**  
Professor in Charge

# Research

Theses | Faculty

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**01**    The Effect of Emotion in Thumbnails and Titles of Video Clips on Pre-roll Advertising Effectiveness

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**02**    Learning by Doing(LBD) and Corporate Diversification

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# The Effect of Emotion in Thumbnails and Titles of Video Clips on Pre-roll Advertising Effectiveness



Personal devices such as smartphones have transformed the ways people consume media from watching television(Linear) programs at specified times to streaming online videos(Non-linear) at their convenience. Snack culture, where content is consumed in short periods of time like snacks that can be eaten anytime, anywhere, has emerged as a trend and the rapid growth in the production and consumption of online videos has turned them into a significant medium for online advertising. In fact, online video advertising revenue along with advertisers' spend on online video advertising has shown growth every year.

Pre-roll video advertising is an advertisement played immediately before the intended streaming video content and provides viewers with an option to skip after viewing a mandatory segment. As consumers have a tendency to choose the video they will view, these online video ads can be perceived as far more intrusive than ads in other media. Despite this limitation, pre-roll advertising is still desirable for marketers because it ensures exposure to ads by embedding the ad content in the immediate eye of the viewer and thus often outperforms other types of digital display ads in advertising effectiveness. Therefore, it has generated great interest among scholars and practitioners in how to improve the effectiveness of pre-roll advertising.

Existing studies on pre-roll advertising have mostly examined the inherent elements of the advertisement, while prior studies have been mostly conducted either in laboratory settings or through surveys. However, with technological advancement in data management, access to behavioral data provides researchers with a tremendous opportunity to complement existing lab experiments and survey data and offers the potential for much more comprehensive studies.

The research aims to investigate how the emotionally-charged surrounding elements of pre-roll advertising, specifically thumbnails, titles and emoticons, influence pre-roll advertising effectiveness in real-life settings by analyzing online behavioral data.

The analysis results revealed that image-based video content thumbnails and text-based title information emotional stimuli are processed differently. For thumbnails, viewers receive similar emotions during the process of emotionally processing the image information. The main effect of positive valence in thumbnail images only has a positive effect when accompanied by emoticons in titles. The degree of negative valence in thumbnail images, however, alone has a significant negative effect on pre-roll advertising effectiveness, hence the presence of emoticons alleviates the negative effect on pre-roll advertising effectiveness, as it may soften the transmitted negative emotions.



Yonsei University | YSB  
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Yonsei University 2022  
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Why Yonsei?  
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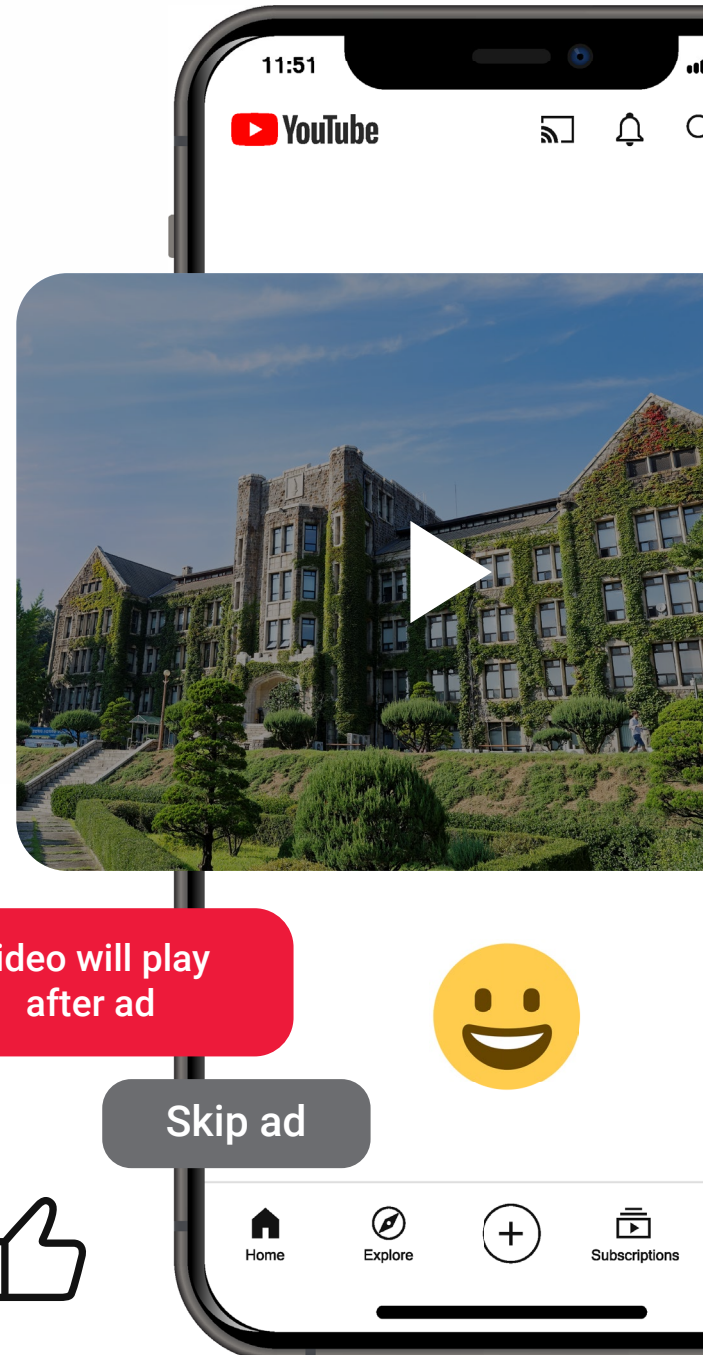


In terms of video title texts, when title texts with positive valence accompany emoticons, the viewers' attention level is reduced significantly enough to lower pre-roll advertising effectiveness, whereas the degree of negative valence in title texts has a positive effect on pre-roll advertising effectiveness. This suggests that emotions associated with titles play a greater role in capturing attention for information processing rather than conveying the emotions themselves. It can be interpreted that people show a greater interest in negative information than positive information.

The results of this study provide implications for the utilization of video content and placement of pre-roll advertising. Specifically, analyzing users' behavioral data of online videos and pre-roll ads in real-life settings, this study examines the effects of video content characteristics, rather than as a factor of advertising. This study contributes to the advancement of theories on video content and in-stream advertising while expanding the scope of empirical research, by examining the distinct mechanisms and effects between image-based and text-based elements, based on dual coding theory.

It also offers practical insight for online video platforms placing in-stream ads along with videos, to comprehensively consider the thumbnail images and title texts for effective advertising results.

Last, this study methodologically contributes to marketing research by utilizing deep learning algorithms and natural language processing techniques to extract emotional elements from thumbnail images and title texts.



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# Learning by Doing(LBD) and Corporate Diversification



Organizational learning is the process of improving actions via increased knowledge and understanding.<sup>1</sup> Organizations learn by “encoding inferences from history into routines that guide behavior”.<sup>2</sup> The role of history is most notable in the organizational learning literature on experiential learning or learning by doing(LBD). Much of this work infers learning by showing that performance improves (e.g., lower production costs) as cumulative production volume increases. The LBD literature has investigated how learning curves vary across organizations<sup>3</sup> and has provided systematic evidence that different industries have different LBD rates.<sup>4</sup> LBD rates refer to the degree to which production performance in an industry is dependent on accumulated experience in direct production.<sup>5</sup> Studies have shown that interindustry variance in LBD rates explains interfirm performance differences (e.g., Lieberman, 1984), but have not explored how these differences might relate to corporate strategy decisions, such as product diversification.

Our aim in this article is to contribute to research in this area by examining how variance in LBD rates is systematically associated with firm diversification. We argue that the link is a natural area for investigation given the emphasis in the resource-based diversification literature on learning and knowledge as a significant diversification motive.<sup>6</sup> Our arguments, set in the context of manufacturing industries, expand the prior diversification literature, which has paid relatively less attention to how production-based LBD might affect diversification.

A central contention of our work is that learning processes vary across industries depending on their LBD intensity. Such variance leads to differences in firms' knowledge portfolios, which, we argue, consist of first- and second-order knowledge. First-order knowledge is specific to a particular task or business activity; for example, first-order knowledge in a manufacturing activity is knowledge about how to produce products more effectively. In a manufacturing industry with a high LBD rate (i.e., high-LBD manufacturing industry), firms develop first-order manufacturing knowledge mainly as they manufacture products (i.e., LBD). In a low-LBD manufacturing industry, however, firms develop first-order manufacturing knowledge largely via activities such as pre-production research and review of codified records rather than via their own manufacturing activities. In addition to this first-order knowledge, we anticipate that firms have a meta-knowledge about how to accumulate first-order knowledge more effectively, which we term second-order knowledge. For instance, know-how about how to organize production teams to learn more quickly from production experience would be an important form of second-order knowledge in a high-LBD manufacturing industry. In a low-LBD manufacturing industry, a notable example of second-order knowledge is knowing how to learn more effectively from codified records such as licensed patents.

Following the above distinctions, we argue that firms in low- and high-LBD industries make different diversification decisions due to systematic differences in the transferability and relevance of their first- and second-order knowledge. We argue that first-order knowledge



in high-LBD industries is less transferable to new industries than first-order knowledge in low-LBD industries. The first-order knowledge gained from LBD in production has greater codification difficulties, embeddedness, causal ambiguity, and context specificity<sup>7</sup>, all of which hinder transfer to new contexts. Since firms in high-LBD manufacturing industries obtain their first-order knowledge mainly from LBD in production, we expect them to be less likely than firms in low-LBD manufacturing industries to diversify. In developing this prediction, we also explain how the literature on higher-order learning/capabilities suggests that second-order knowledge has similar transferability in low- and high-LBD industries and will therefore not contribute to differences in diversification likelihood between these two industry contexts.

Although the argument of similar transferability for second-order knowledge suggests that this form of knowledge does not contribute to whether a low- or high-LBD firm is more likely to diversify, we contend that it helps determine where—that is, into what industries—firms diversify should they decide to do so. In particular, we anticipate that firms' choices of target industries are affected by the potential relevance of their second-order knowledge. More specifically, we predict that firms are more likely to choose target industries with similar LBD rates. Stated another way, the greater the distance between the LBD rates in a diversifying firm's home and target industries, the less likely the firm is to have second-order knowledge relevant to the target industry and thus the less likely it is to diversify into that industry.

To summarize: we first predict that firms operating in high-LBD industries are less likely to diversify because of the lower transferability of their first-order knowledge gained from LBD. Our second prediction is that diversification likelihood is reduced as distance in industry LBD rates is larger. Firms operating in high-LBD industries are less likely to choose target industries with low LBD rates because their second-order knowledge of how to learn from production experience would be of low relevance and therefore unlikely to confer competitive advantage in such target industries.

We believe that our theory and empirical findings contribute not only to the LBD literature but also to that on corporate diversification. First, the focus of LBD research in the field of strategy has largely been on business and competitive strategy. Our study extends the applicability of LBD by providing empirical evidence that LBD in production has a unique association with diversification, a key topic in corporate strategy research. By offering a detailed understanding of LBD, our study has the potential to shed new light on LBD and firm growth/diversification.



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Second, we extend corporate strategy literature on the role of knowledge in diversification. We suggest a new area of inquiry related to resource transferability or fungibility, postulating that the types of knowledge generated by LBD in manufacturing may have unique characteristics that affect diversification decisions. Our study departs from prior commentary in the resource based diversification literature that implies that LBD may foster diversification. For example, *Penrose*<sup>8</sup> described experience-based learning as a key contributor to excess knowledge-based resources. *Helfat* and *Eisenhardt*<sup>9</sup> specifically tied Penrose's discussion of excess resources associated with LBD to diversification. In contrast, our article explicitly studies the question of diversification constraints resulting from LBD and we emphasize that LBD-related knowledge may hinder diversification because the first-order knowledge generated from LBD is difficult to transfer. Furthermore, we examine how not only first-order but also second-order LBD knowledge affects diversification. This aspect of our work suggests a new form of relatedness, beyond forms such as product or technological relatedness discussed in the literature; namely, two industries may be related by having similar LBD rates. This in-depth examination affords additional insights on LBD and corporate diversification, especially in relation to the locus of diversification.

## DISCUSSION

To the best of our knowledge, this article is among the first studies to examine how LBD rates in manufacturing are associated with diversification decisions. We theorized that the LBD intensity of a firm's industry influences the nature of the firm's knowledge resources, which affects its future diversification. More specifically, firms in high-LBD industries are less likely to diversify because first-order knowledge generated via LBD features low levels of transferability, hindering diversification. We further theorized that these firms also develop meta-knowledge about how to accumulate first-order knowledge from LBD more effectively (i.e., second-order knowledge about LBD). This higher-order knowledge also affects diversification decisions, influencing target choices: specifically, firms are more likely to select target industries with LBD rates similar to those in their home industries. Our empirical analyses of a broad sample of U.S. manufacturers lent support to these predictions.

<sup>1</sup> *Fiol & Lyles*, 1985

<sup>2</sup> *Levitt & March*, 1988, p. 319

<sup>3</sup> see *Argote*(2013) and *Lapr e and Nembhard*(2010) for reviews of these findings

<sup>4</sup> *Dutton & Thomas*, 1984; *Lieberman*, 1984

<sup>5</sup> *Balasubramanian & Lieberman*, 2010

<sup>6</sup> *Barney*, 1988; *Markides & Williamson*, 1994; *Tanriverdi & Venkatraman*, 2005

<sup>7</sup> *Szulanski*, 1996, 2000; *Zander & Kogut*, 1995

<sup>8</sup> 1959, p. 53

<sup>9</sup> 2004, p. 1220

## Faculty Awards

\* Author: Listed in Korean Alphabetical Order | Period : Jan ~ Dec, 2022

### Outstanding Achievement Professor Award



Professor  
**Min, Soon Hong**

Professor Min, Soon Hong from the School of Business has been awarded the Outstanding Achievement Professor Award. The Outstanding Achievement Professor Award recognizes faculty members at Yonsei University who have demonstrated exceptional accomplishments in education, research, and service. Professor Soon-Hong Min received the award specifically for outstanding research in the field of academic papers. Furthermore, he has served as the president of the "Korean Logistics Society," a leading academic society in the logistics field established in 1992. In this role, he has been actively contributing to the development of the logistics industry in Korea and promoting academic exchanges and collaborations between researchers and industry experts.



Korea Logistics Society, President

### Chohun Academic Award



Professor  
**Park, Seung Jae**

Professor Park, Seung Jae from the School of Business (Operations) has been awarded with the Chohun Academic Award in 2022. The Chohun Academic Award is presented annually by the School of Business and Economics Alumni Association to recognize professors with outstanding research achievements in the field of business and economics. It was established during the tenure of Chairman Byung Hun Ko when he served as the president of the alumni association in 2003. The award ceremony took place at the "2022 Yonsei Business and Economics Night" organized by the School of Business and Economics Alumni Association on December 9, 2022.



Korea Production and Operations Management Society

2022 Yu Min Lee Young Production Management Scholar Award



Professor  
**Kim, Seongmoon**

2022 Korean Society of Management Science Best Paper Award



Professor  
**Im, Kun Shin**

2022 Korean Management Association Mid-level Management Scholar Award



Professor  
**Bang, Youngsok**

- 2022 Korean Chapter of the Association for Information Systems KrAIS Best Student Paper Runner-up Award
- 2022 Korea IT Service Society Best Paper Award
- 2022 Korea Production and Operations Management Society Yu Min Lee Outstanding Young Scholar Award
- 2022 Korea Society of Management Science Cha Dong-wan Young Management Scientist Award



Professor  
**Jong Min Lee**

2022 Korea International Business Association Award for Outstanding Overseas Papers



Professor  
**Oh, Hong Seok**

2022 Korea Academy of Human Resource Development Kim In-soo Academic Award



Professor  
**Hur, Daesik**

- 2022 Korea Production Management Society Hyunwoo Kwak Soo-il Production Management Academic Award
- 2022 Korean Academy of Management Outstanding Management Scholar Award

## Teaching Excellence Award

Name	Awards	Course	Semester(Period)
Andres Guiral	Outstanding Teaching Award, School of Business, Yonsei University	CFMBA(Required)	2022 Academic Year, 2 <sup>nd</sup> Semester
Kim, Donghoon	Outstanding Teaching Award, School of Business, Yonsei University	EMBA	2022 Academic Year, 1 <sup>st</sup> Semester
Kim, B. Kyu	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 2 <sup>nd</sup> Semester
Kim, Seongmoon	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	CFMBA (Optional)	2022 Academic Year, 1 <sup>st</sup> Semester
Kim, Jonghwan	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
Kim, Jin Woo	Outstanding Teaching Award, School of Business, Yonsei University	General Graduate School	2022 Academic Year, 1 <sup>st</sup> Semester
Roh, Hyuntak	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 1 <sup>st</sup> Semester
Do, Boram	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
Park, Seung Jae	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 1 <sup>st</sup> Semester
Bang, Youngsok	Outstanding Teaching Award, School of Business, Yonsei University	GMBA	2022 Academic Year, 2 <sup>nd</sup> Semester
Oh, Hong Seok	Outstanding Teaching Award, School of Business, Yonsei University	CFMBA (Optional)	2022 Academic Year, 2 <sup>nd</sup> Semester
Rhee, Mooweon	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 2 <sup>nd</sup> Semester
Lee, Jae Young	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 2 <sup>nd</sup> Semester
Lee, Ho Geun	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 1 <sup>st</sup> Semester
Lee, Ho Uk	Outstanding Teaching Award, School of Business, Yonsei University	CFMBA(Required)	2022 Academic Year, 1 <sup>st</sup> Semester
Im, Kun Shin	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
Chang Sue Ryung	Outstanding Teaching Award, School of Business, Yonsei University	GMBA	2022 Academic Year, 1 <sup>st</sup> Semester
Jun, Youjung	Outstanding Teaching Award, School of Business, Yonsei University	Undergraduate	2022 Academic Year, 1 <sup>st</sup> Semester
Choi, Won-Wook	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	General Graduate School	2022 Academic Year, 2 <sup>nd</sup> Semester
Hur, Daesik	Excellent Teaching Professor Award, Yonsei University	Undergraduate	2022 Academic Year
	Outstanding Teaching Award, School of Business, Yonsei University	EMBA	2022 Academic Year, 2 <sup>nd</sup> Semester

\* Author: Listed in Korean Alphabetical Order | Period : Feb 2022 ~ Mar 2023

YONSEI UNIVERSITY  
SCHOOL OF BUSINESS

# Publication Results of YSB

## Faculty | International Academic Journal Publications

### Kim, B. Kyu

Hedonic myopia: Emphasizing hedonic benefits of non-perishable food makes consumers insensitive to expiration dates in food purchase, JOURNAL OF BUSINESS RESEARCH, Vol.138, 2022.01

### Kim, Seongmoon

Improving portfolio investment performance with distance-based portfolio-combining algorithms, Journal of Financial Research, Vol.45, No.4, 2022.12

### Kim, Seung Hyun

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### Kim, Jonghwan

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- Overconfidence or competence? Your employees know, ECONOMICS LETTERS, Vol.216, 2022.07

### Kim, Jin Woo

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### Kim, Hak Jin

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### Auh, Jun Kyung

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- Manufacturing Popularity: An Ecological Model of Time-Based Competition, Strategy Science, Vol.7 No.4, 2022.12

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- Time Orientation in Languages and Tax Avoidance, Journal of Business Ethics, Vol.180 No.2, 2022.10
- An open system understanding of product innovation: Attention allocation, external information sources, and absorptive capacity, Systems Vol.10 No.5, 2022.12
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- Managers' Responses to the Announcement of K-IFRS 1116, *Korean Accounting Review*, Vol.47 No.1, 2022.02

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#### Park, Kyung Min

Determinants the Effect of Exposure Type of Short-form Branded Content on Consumer Response : Focusing on the Mediating Effect of Perceived Sense of Belonging, *The Journal of the Korea Contents Association*, Vol.22 No.10, 2022.10

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#### Bae, Sung Joo

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- Do Social Ties within the Board Affect Stock Price Crash Risk?, *Journal of Business Research*, Vol.37 No.2, 2022.05
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<b>Kwon Jimin</b> Ph.D.	Inclusive, Supportive, and Fair Workplaces For All: Workplace Satisfaction of Low-Skilled Migrant Workers, <i>The International Journal of Human Resource Management</i> , Vol.23 No.2, 2022.04
<b>Kim, Grace Go-un</b> Joint	Overconfidence or competence? Your employees know, <i>Economics Letters</i> , 216, 2022.07
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<b>Ra Kyeoungheum</b> Ph.D.	Employee satisfaction and asymmetric cost behavior: Evidence from Glassdoor, <i>Economics Letters</i> , 219, 2022.10
<b>Yoon Inkung</b> Ph.D.	CEO Overconfidence, Loan-Loss Provisions, and the Effect of Country Corruption: An International Investigation, <i>Emerging Markets Finance and Trade</i> , Vol.59 No.6, 2022.12
<b>Lee Soonbong</b> MS	Improving portfolio investment performance with distance-based portfolio-combining algorithms, <i>Journal of Financial Research</i> , Vol.45 No.4, 2022.12
<b>Lee Chaehyeon</b> Joint	The effect of social media apps on shopping apps, <i>Journal of Business Research</i> , 148, 2022.09
<b>Jeon Heung-Jae</b> Ph.D.	Overconfidence or competence? Your employees know, <i>Economics Letters</i> , 216, 2022.07
<b>Choi Dongjoon</b> Ph.D.	CEO Overconfidence, Loan-Loss Provisions, and the Effect of Country Corruption: An International Investigation, <i>Emerging Markets Finance and Trade</i> , Vol.59 No.6, 2022.12
<b>LI XIAO-YUAN</b> Ph.D.	Promoting Knowledge Sharing in Foreign Subsidiaries Through Global Talent Management: The Roles of Local Employees Identification and Climate Strength, <i>The International Journal of Human Resource Management</i> , Vol.37 No.1, 2022.09
<b>LI YILING</b> Ph.D.	The Effect of Emotion in Thumbnails and Titles of Video Clips on Pre-Roll Advertising Effectiveness, <i>Journal of Business Research</i> , Vol.151, 2022.11

**MS · Ph.D. | Domestic Academic Journal Publications**

<b>Kwak Kyoo Young</b> MS	The Effect of Inheritance Taxes on Corporate Dividend Policy and Value, <i>Korean Business Education Review</i> , Vol.37 No.4, 2022.08
<b>Kwak Youshin</b> MS	Can Online Community Managers Enhance User Engagement?: Evidence from Anonymous Social Media Postings, <i>Knowledge Management Review (KMR)</i> , Vol.23 No.2, 2022.06
<b>Kwon, Jimin</b> Ph.D.	<ul style="list-style-type: none"> <li>• The Perceived Overqualification of MZ Generation Causing Turnover and The Importance of Their Working Environment, <i>Journal of Management &amp; Economics (MERI)</i>, Vol.44 No.3, 2022.08</li> <li>• Turnover Intention of Low-Skilled Migrant Workers in South Korea under the Employment Permit System: Comparing Pay and Psychological Contract Factors, <i>Yonsei Business Review</i>, Vol.59 No.2, 2022.12</li> </ul>

<b>Kim Sunwang</b> Joint	The Perceived Overqualification of MZ Generation Causing Turnover and The Importance of Their Working Environment, <i>Journal of Management &amp; Economics (MERI)</i> , Vol.44 No.3, 2022.08
<b>Kim Soo Yeon</b> MS	The Effect of Goal Achievement Rate on Additional Contributions in Reward-based Crowdfunding: The Moderating Role of Ethical Consumption, <i>Journal of Consumer Studies</i> , Vol.33 No.4, 2022.09
<b>Kim Seung Hyun</b> MS	Development and Evaluation of Markowitz's Portfolio Selection Model in the Commodity Market, <i>Korean Management Science Review</i> , Vol.39 No.3, 2022.09
<b>Kim Hyejeong</b> MS	<ul style="list-style-type: none"> <li>• Can Online Community Managers Enhance User Engagement?: Evidence from Anonymous Social Media Postings, <i>Knowledge Management Review (KMR)</i>, Vol.23 No.2, 2022.06</li> <li>• The Effect of Promotion Through News Media on Viewer's eWOM : Evidence from Dramatization of Webtoons, <i>The Journal of the Korea Contents Association</i>, Vol.22 No.12, 2022.12</li> </ul>
<b>Park Sung Yeon</b> MS	Research on the Relationships between Incrementally Modified Drug Approval Policy and Technology Transfer: Moderating Effects of Diversified R&D and R&D Failure Experiences, <i>Journal of Korea Technology Innovation Society</i> , Vol.25 No.4, 2022.08
<b>Park Jae Hyun</b> Ph.D.	Exploring Domestic ESG Research Trends: Focusing on Domestic Research on ESG from 2012 to 2021, <i>Asia-Pacific Journal of Business Venturing and Entrepreneurship (APJBVE)</i> , Vol.17 No.1, 2022.02
<b>Sung Joo-Myung</b> MS	Association between General Counsel and ESG Management - Focusing on the Characteristics of General Counsel -, <i>Study on Accounting, Taxation &amp; Auditing</i> , Vol.64 No.4, 2022.12
<b>Shin Je-Won</b> Ph.D.	Board Characteristics and Carbon Emission Performance : Evidence from Korea, <i>Review of Accounting and Policy Studies (RAPS)</i> , Vol.24 No.3, 2022.09
<b>Oh Seul Gi</b> Ph.D.	<ul style="list-style-type: none"> <li>• A Study on the Association between Factory Operating Rate and Firm Value, <i>Korean Accounting Journal</i>, Vol.24 No.3, 2022.10</li> <li>• A Study on the Relationship between the Characteristics of the Internal Audit Department and External Audit Efforts, <i>Study on Accounting, Taxation &amp; Auditing</i>, Vol.64 No.2, 2022.06</li> <li>• Association between General Counsel and ESG Management - Focusing on the Characteristics of General Counsel -, <i>Study on Accounting, Taxation &amp; Auditing</i>, Vol.64 No.4, 2022.12</li> </ul>
<b>Wang, Boxian</b> Joint	A Study on the Determinants of ESG Committees in Korean Firms, <i>Korean Management Consulting Review (KMCR)</i> , Vol.23 No.4, 2022.08
<b>Yoon Yeolim</b> Joint	<ul style="list-style-type: none"> <li>• The Moderating Effects of Mobile Application Usage on the Relationship Between Work Stressors and Positive Affect, <i>The Journal of the Korea Contents Association</i>, Vol.47 No.3, 2022.08</li> <li>• Who Considers Leaving a Job in a Pandemic?: Determinants of Online Job Search Behavior in COVID-19, <i>Journal of CEO and Management Studies</i>, Vol.40 No.3, 2022.06</li> </ul>
<b>Yoon Inkyung</b> Ph.D.	<ul style="list-style-type: none"> <li>• A Case Study on the Internal Control System to Secure IPE Reliability, <i>Korean Accounting Journal</i>, Vol.31 No.5, 2022.07</li> <li>• Related Party Transaction and Revenue - Expense Matching, <i>Journal of taxation and accounting</i>, Vol.40 No.3, 2022.08</li> <li>• Do the Amended Commercial Act and Other Practices Check Majority Shareholder and Protect Minority Shareholders?, <i>Korean Accounting Journal</i>, Vol.7 No.5, 2022.01</li> <li>• A Case Study of Improvements in the Design and Operation of Internal Control System, <i>Korean Journal of Business Ethics</i>, Vol.37 No.4, 2022.08</li> <li>• A Case Study of Valuation Considering the Characteristics of E-Commerce Distribution: Focusing on the Coupang IPO, <i>Journal of Distribution Science (JDS)</i>, Vol.22 No.12, 2022.12</li> <li>• The Effect of Firm Internationalization on R&amp;D Information Quality: The Moderating Effect of CEO Overconfidence, <i>Journal of Product Research</i>, Vol.22 No.12, 2022.12</li> </ul>
<b>Lee, Eunmi</b> Ph.D.	<ul style="list-style-type: none"> <li>• Internationalization and Innovation of Korean Small and Medium-Sized Enterprises: Curvilinearity and the Moderating Role of Organizational Slack, Vol.25 No.4, 2021.12</li> <li>• Enablers and inhibitors of mobile payment adoption: The moderating roles of institutional inertia and behavioral lock-in, <i>The e-Business Studies (Tebs)</i>, Vol.23 No.3, 2022.06</li> </ul>
<b>Lee Hansol</b> Ph.D.	Related Party Transaction and Revenue - Expense Matching, <i>Journal of Taxation and Accounting</i> , Vol.25 No.4, 2022.12
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<b>Cho, Sunae</b> Ph.D.	<ul style="list-style-type: none"> <li>The Effect of ESG Investment on Firm Value and Firm Performance through Tax Benefits, Korea Accounting Information Association (A.I.R), Vol.40 No.1, 2022.03</li> <li>Tax Risk and R&amp;D Capitalization, Korean Journal of Taxation Research, Vol.39 No.3, 2022.09</li> </ul>	<b>Pyo Kyungmin</b> MS	A Study of the Stock-Return Response to Regulation-Tightening on Internal Transactions in the Context of the Three Cases on the Amendment to the Fair-Trade Act, Journal of Money & Finance, Vol.40 No.3, 2022.08
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<b>Choi, DongJun</b> Ph.D.	<ul style="list-style-type: none"> <li>The Impact of COVID-19 on a Firm's Product Inventory Management and the Role of Corporate Governance, Journal of Product Research, Vol.31 No.5, 2022.02</li> <li>Related Party Transaction and Revenue, Expense Matching, Journal of Taxation and Accounting, Vol.31 No.6, 2022.12</li> <li>The Effect of Firm Internationalization on R&amp;D Information Quality: The Moderating Effect of CEO Overconfidence, Journal of Product Research, Vol.22 No.2, 2022.12</li> </ul>	<b>Hwang Ji Hyeon</b> Joint	A Study on P2P Investment Decision Making: Focusing on Investment Intention and Interest Rate, Journal of CEO and Management Studies, Vol.25 No.4, 2022.12
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## Book Publication Records | Faculty Members

Name	Publication	Title of Publication	Publisher	Published Date
Jooyoung Kwak	Book	The Age(Era) of Digital Commerce as Key Issues	Korean Standards Association	2022.10
Min, Soon Hong	Book	Logistics Trends 2023	Beyond X	2022.11
	Book	ESG Handbook	Foundation of Korea Logistics Industry Promotion (KLIP)	2022.11
	Translation	Operation and Supply Chain Management	Choa Publishers	2022.03
Park, Saeyeul	Book	OCIO and Retirement Pension	Mirae Asset Management	2022.06
Shin, Dongyoub	Book	Paradox of Hyper-Connectivity: New Order and Strategies after the Pandemic	Cloud Nine	2022.03
Shin, Hyun-Han	Book	Financial Storytelling	Fnguide	2022.09
Yang, Hyuck Seung	Book	Human Resource Management in the Era of Great Transformation: Beyond Conventional Concepts of People Management in the Era of Innovation"	Cloud Nine	2022.03
Jiyoon Lee	Book	Seoul Economic Innovation Scenarios: Exploring Sustainable Growth Paradigms beyond Crisis	The Seoul Institute	2022.09
	Book	OCIO and Retirement Pension	Mirae Asset Management	2022.06
Im, Il	Book	Personalized Recommendation Systems using Python (No. 2 )	Cheongram	2022.06

\* Name : Listed in Korean Alphabetical Order | Period : Jan ~ Dec, 2022



# Academic Activities | MS · Ph.D.

Paper Acceptance at Academic Conferences and Presentations at Academic Society Meetings

## International Paper Acceptance and Presentations

Name	Major	Title of Presentation Paper	Publication Conference	City
<b>Kwon, Yehyeon</b> Ph.D.	ODI-IS	"Are they Real?" Examining the Effectiveness of Human-like Virtual Influencers	2022 ICIS	Copenhagen (Denmark)
<b>Kwon, Youjeong</b> MS	Management	When we unite, not divide: status homophily, status group, and group performance in the Korean film industry	2022 Annual Meeting of AOM	Seattle (U.S.)
<b>Kim, Seonwang</b> Joint <b>Kim, Taeyeon</b> MS	Management	Creating A Better World Together	82 <sup>nd</sup> Annual Meeting of the Academy of Management	Seattle (U.S. - online)
<b>Shin, Je-won</b> Ph.D.	Finance	The Effects of Taxation on Corporate Social Responsibility in an Emerging Market: Evidence from a Korean Tax Reform	2022 Asian Finance Annual Conference	Hongkong
<b>Shin, Joo-Eun</b> MS	Management	Structural Antecedent of Promotive and Prohibitive Voice	2022 SIOP Annual Conference	Online
<b>Yang, Jihye</b> Ph.D.	ODI-MS	Adjusted Portfolio Selection Models Reflecting the Macroeconomic variables	INFORMS Annual Meeting 2022	Indianapolis (U.S.)
<b>Wang, Boxian</b> Joint	Management	Determinants and Value Implications of Corporate ESG Bond Issuance in Korea	8 <sup>th</sup> International Symposium on Environment and Energy Finance Issues	Paris (France)
<b>Jung, Dae-Hoon</b> MS	ODI-OM	The Effect of Competition on Fair Trade Operations	2022 CORS/INFORMS International Conference	Vancouver (Canada)
<b>Ji Eunsang</b> Ph.D.	Accounting	Officer Hiring, Compensation and Firm Performance: Evidence from Korea	American Accounting Association Annual Meeting	San Diego (U.S.)
<b>Laddaran Janine Anne</b> Ph.D.	ODI-IS	Fostering Participation in Virtual Worlds through Discrepancy Between Actual and Avatar Self	Pacific Asia Conference on Information Systems	Online (Taiwan)
		Where and how to advertise? An Empirical Study on Mobile Ad Attitude and Response Based on Contextual Factors	2022 ICIS	Copenhagen (Denmark)
<b>Li Xiaoyuan</b> Ph.D.	International Business	Beyond Diversity and Inclusion: Equity and Fairness in International Business	AIB 2022 Miami	Miami (U.S. - online)
		Creating A Better World Together	82 <sup>nd</sup> Annual Meeting of AOM	Washington (U.S. - online)

## Domestic Paper Acceptance and Presentations

Name	Major	Title of Presentation Paper	Publication Conference	District
<b>Park, Seongyeon</b> MS	ODI-MS	Operation Plan for Robot Room Service Delivery in a Self-quarantine Hotel	2022 Spring Joint Academic Conference	Jeju Island (Republic of South Korea)
<b>Park, Tae-Joon</b> Ph.D.	ODI-MS	Incentive System in Food Delivery Platforms	Korean Academy Society of Business Administration/Korean Institute of Industrial Engineers, 2022 Spring Joint Academic Conference	Jeju Island (Republic of South Korea)
<b>Shin, Je-won</b> Ph.D.	Finance	Corporate Carbon Offsetting: An Empirical Analysis of Korean Firms	Yonsei University, Department of Environmental Finance Seminar	Sokcho (Republic of South Korea)
<b>Jeon, Heung Jae</b> Ph.D.	Accounting	The Role of Peers' Financial Reporting Quality in Debiasing Investment Decisions of Overconfident CEOs	2022 Korean Accounting Association, Summer International Academic Conference	Jeju Island (Republic of South Korea)
<b>Choi, Yoon Seop</b> Ph.D.	Marketing	Core-Periphery Structure of Online User Communities and the Nature of New Product Diffusion	2022 Spring Joint Academic Conference	Jeju Island (Republic of South Korea)
<b>Chu, Hyung Seok</b> Ph.D.	Accounting	Accounting Reform for Fairness and Sustainable Recovery	2022 Korean Accounting Association, Summer International Academic Conference	Jeju Island (Republic of South Korea)

\* Name : Listed in Korean Alphabetical Order | Period : Jan ~ Dec, 2022



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 2022, the institute took a leading role in supporting and organizing 98 seminars, one international colloquium commemorating the 30<sup>th</sup> anniversary of Korean-Chinese diplomatic relations, two events titled "Global Environmental Changes and Korea's Response Strategies in the Era of Complex Transformation," and the "8<sup>th</sup> Business and Management Convergence Research Presentation." These initiatives aimed to foster active research in corporate management and contribute to its expansion.

Yonsei Business Research Institute also provided support for the publication of two books, namely "Human Resource Management in the Era of Transformation" and "The New Order and Power Hyperconnectivity Paradox After the Pandemic." Additionally, the deans of the College of Commerce and Economics and the School of Business selected eight distinguished professors from the field of economics and management, and published a compilation titled "Masterpieces of Economics and Management." These books summarized and translated the essential contents of each selected book.

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 was published from 1963 to 1993, has over 30 volumes. Since 1994, it has published an additional 31 volumes after 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.

In order to attract excellent articles for contribution, Yonsei Business Research selects and awards distinguished entries for publication in the Yonsei Business Research journal. Professor Kim Seung-Hyun (IS) and Professor Park Seung-Jae (OM) are editors-in-chief and vice-editors, respectively.

## Yonsei Business Research Institute Performance for 2022 Academic Year

**Seminars** ... 98 held

**Academic Conferences** ... 2 held

**International Colloquium** ... 1 held

**Publications of Academic Journal** ... 2 publications

**International-Domestic Academic Journal Publication Supports for Professor** ... International 50 | Domestic 97 cases

**Publications of Master's-Doctoral Papers in International-Domestic Academic Journals** ... International 14 | Domestic 53 cases



4

5

### Image Description

1 | **May 27 Seminar** Global Environmental Changes and Korea's Response Strategies in the Era of Complex Transformation

2 | **August 24 Colloquium** Commemorating the 30<sup>th</sup> Anniversary of Korean-Chinese Diplomatic Relations

3 | **November 23 Seminar** The 8th College of Commerce and Economics/University School of Business Convergence Research Presentation

4 | **Support for Specialized Academic Books** *Human Resource Management in the Era of Transformation*, Yang Hyeok-seung ·

*The New Order and Strategy Hyperconnectivity Paradox After the Pandemic*, Shin Dongyoub

5 | **Compilation of Masterpieces in Business and Economics** Selected by College of Commerce and Economics/University School of Business, published by Yonsei University Press, February 2023

\* Five influential books in the field of economics and three influential books in the field of management were selected, and a total of eight distinguished professors summarized and translated the key contents of each book for publication.

## The Ethics of Autonomous Driving and Artificial Intelligence Joint Seminar

Yonsei University School of Business BK21FOUR Education Research Group held a joint seminar on the ethics of autonomous driving and artificial intelligence in the 2022 academic year. The seminar took place on Tuesday, August 23, 2022, in collaboration with the AI Ethics Research Institute at the Technical University of Munich in Germany. Co-hosted by the Korean Logistics Society and the Korean Ethics and Management Association, the seminar was conducted simultaneously online via ZOOM and offline at the School of Business building. This seminar, organized in partnership with the ESG/Corporate Ethics Research Center's MOU with the Technical University of Munich, featured logistics experts invited by the Korean Logistics Society (President Min, Soon Hong). Attendees, including Ho-Young Lee, Director of the ESG/Corporate Ethics Research Center at Yonsei University, Christoph Lutge, Director of the AI Ethics Research Institute at the Technical University of Munich, and Wolfgang Rechenhofer, Consul at the German Embassy in Korea, had a fruitful exchange of ideas, examining ethical and legal issues surrounding autonomous vehicles in Korea and Germany and exploring future research and practical developments in the field.

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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 used by PhD's and master's students as well as upcoming researchers in the form of scholarship research. PhD 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 2022 to February 2023, during the third year of the program, a total of 476,345,780 KRW was granted as research scholarships to graduate students participating in the program.\* In addition, international cooperation such as short and long-term overseas training, support for participation in international conferences, and support for academic activities were also provided.

## GEEF 2023

Global Engagement & Empowerment Forum  
on Sustainable Development

On February 2<sup>nd</sup> and 3<sup>rd</sup>, 2023, a two-day GEEF International Conference was held at Yonsei University Baekyang Road. The Yonsei University School of Business BK21 Education Research Group hosted the "Sustainable Growth Through Social Innovations" session. The session featured discussions on the role and importance of social venture enterprises, involving representatives from Envisioning Partners, Sopoong Ventures, Ecubelabs, SuperBin and participating professors from BK.

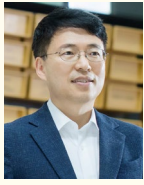


## Joint Seminar on North Korean Management



The BK21FOUR Education Research Group at Yonsei University School of Business, in collaboration with the Yonsei Institute for North Korean Studies, held a joint seminar on North Korean management in two sessions: the first session on January 16, 2023, and the second session on February 21, 2023. The first session focused on "The Political Economy of Isolation," while the second session discussed "Current Status and Future Outlook of North Korea-China Economic Relations." The seminar featured presentations and discussions by experts in the field of North Korean management.

## Social Connection



### Professor Lee, Ho Young's ESG and Christianity

Professor Ho-Young Lee is a professor at Yonsei University's School of Business, where he lectures and conducts research related to ESG management, business ethics, internal control, auditing, and financial accounting. He is the director of the Center for Global ESG and Business Ethics Research Institute at Yonsei University School of Business, and advises on ESG evaluations for a number of financial and IT companies and public companies. In his academic activities, he served as president of the Korea Academy of Business Ethics and president of the Korea Accounting Information Association.

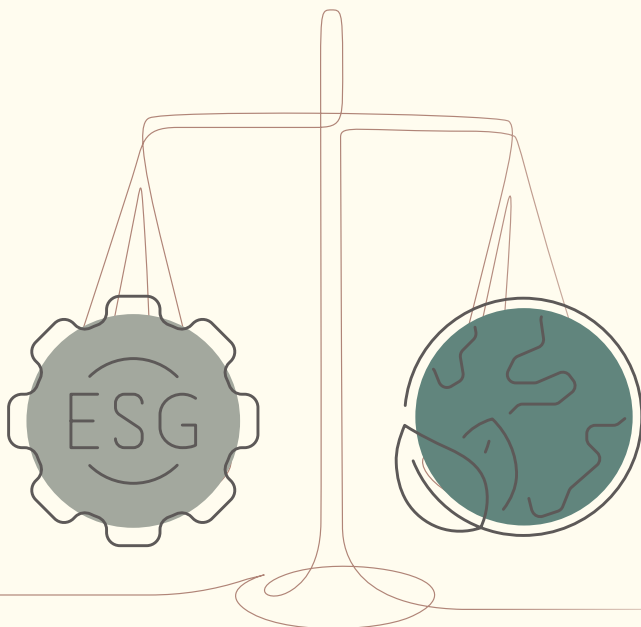
## 1 Biblical Meaning of ESG Management, Supply Chain and Value Chain

In 1 Peter 2:9, it is stated that "But you are a chosen people, a royal priesthood, a holy nation, God's special possession, that you may declare the praises of him who called you out of darkness into his wonderful light." The term 'you' mentioned here can refer to the Christians of the early Church in the first century when Peter the Apostle wrote this letter around A.D. 64. However, it can also be a message for business leaders in the 21st century who can have significant social influence. The verse "declare the praises of Christ" can be linked to the concept of ESG management, which originates from the awareness of corporate social responsibility and demands authentic and concrete actions, as an essential requirement. It means that businesses, as legal and economic entities, should have a good influence on their neighbors and the human community throughout the value creation process. In other words, businesses need to consider not only financial value but also social value connected through love for neighbors in the entire value chain approach. The value creation process of a company is often represented by the value chain, which refers to a series of activities, functions, and processes directly or indirectly linked to creating added value in business operations. ESG management is a concept that expands on this to encompass results and impacts.

From the perspective of ESG management, 'input' refers to the resources invested by a company to create value for its neighbors (community) and to reduce the cost to be borne by the community by bearing the opportunity cost. 'Process' encompasses all activities performed by utilizing resources to create added value that the community (neighbors) can enjoy together. ESG programs that have gone through this process are realized as the primary outcome, Output, which is generally expressed as quantified execution figures. 'Outcome' is to confirm what added value this practice has created for the beneficiaries in the long run, and 'influence' is related to what kind of positive ripple effect will be brought to society and communities as a result of these ESG activities. In this way, ESG management aligns with the command of the Bible verse in 1 Peter, "Declare the beautiful virtues of Jesus Christ to the world."

Recently, with the growing interest concerning environmental and human rights risks in the overall supply chains of companies, there is an increasing demand for concrete actions on how to manage and improve ESG performance within the supply chain. Supply Chain Management (SCM) refers to all activities aimed at optimizing every stage of the supply chain to maximize customer value and secure a competitive advantage by providing desired products at the right time and place. Connecting this perspective of supply chain management with the Bible verse in 1 Peter, it means that companies should exert positive influence throughout each stage of the supply chain, enhancing social value in the business realm, and proclaiming the "beautiful virtues."

Furthermore, if we connect God's word in 1 Peter with sustainable supply chain management, it means that 'companies should strive to collaborate with various stakeholders to address social issues and protect the environment by reducing greenhouse gas emissions, conserving water usage, minimizing waste and removing hazardous substances in the entire process from raw material extraction, production, distribution, consumption, and disposal.' This effort recognizes the role given by the Creator to business leaders as "a chosen people, royal priests, a holy nation, and a people belonging to God." ESG management practices the spirit of "declaring beautiful virtues," and Sustainable supply chain management aims to bring positive changes to the value chain realized on this earth, where small changes accumulate to create sustainable happiness and bring about the kingdom of God on earth.





## 2 ESG Washing and Christianity

In Matthew 23, there is a story in which Jesus calls for repentance from the scribes and Pharisees who were hypocritically engaged in outwardly righteous behavior. In verse 13, it says, "Woe to you, teachers of the law and Pharisees, you hypocrites! You shut the door of the kingdom of heaven in people's faces. You yourselves do not enter, nor will you let those enter who are trying to." Here, the term "hypocrites" refers to those who outwardly act righteous and morally upright but inwardly hide selfish motives and are filled with prejudice and lack of compassion. We commonly refer to such individuals as hypocrites.

Jesus rebukes the hypocritical and self-centered thinking of the Pharisees and scribes who, in their pursuit of preserving their own privileges, considered themselves the true masters of the Jewish society precisely because they strictly adhered to the law of that time. Similarly, in the context of ESG management, there are similar cases known as ESG washing. ESG washing refers to the deceptive practice of merely presenting an outward appearance of high environmental and social values without a genuine understanding of and commitment to improving the meaning of each ESG criterion, which stands for Environment (E), Social (S), and Governance (G).

ESG washing can manifest in various forms such as greenwashing, bluewashing, and purplewashing. Greenwashing involves packaging oneself or one's company with an environmentally friendly image by using nature-friendly green aesthetics. Bluewashing entails promoting oneself as fulfilling social responsibilities while not genuinely fulfilling them in reality. Purplewashing refers to appealing to consumers' emotions by claiming to support women's rights or the rights of minority groups, but in reality, it may have commercial or political motives behind such actions.

In Matthew 23:23, Jesus says, "Woe to you, teachers of the law and Pharisees, you hypocrites! You give a tenth of your spices—mint, dill and cumin. But you have neglected the more important matters of the law—justice, mercy and faithfulness. You should have practiced the latter, without neglecting the former." When we connect this statement to ESG management, it serves as a warning from God that he is not pleased with ESG washing, which lacks sincerity and is not grounded in the principles of justice and mercy along with an appropriate level of investment.

ESG management starts with reflecting on whether we are fulfilling our responsibilities in our daily lives, overcoming the temptation of washing and demanding our rights. God is pleased with the small, sincere, positive changes we make.

\* This is a revised-edited part of the article "ESG and Christianity" serialized by the author in *Kookmin Ilbo*.

## 3

## The Diversity of ESG Management Through the Bible

Diversity is one of the evaluation factors of social performance among ESG. Diversity contributes to improving structural injustice and increasing the social value of an organization by alleviating the discriminatory culture that has become fixed within the organization, and to enhancing the economic value of companies by discovering new business opportunities and coping with the changed environment through the formation of a creative and innovative organizational culture.

Diversity of organizational members is not necessarily a good thing, but the reason why diversity is considered important in the area of ESG social performance is because it has a positive effect on corporate sustainability, and the effect is bigger than ever, and will grow even bigger in the future.

To evaluate diversity, major ESG rating agencies present several metrics, among which the K-ESG guideline 1.0 released by a joint research team of related ministries, including the Ministry of Trade, Industry and Energy, in December 2021 presents the ratio of female members in the organization and the ratio of female salaries to the average salary.

The way a specific group maintains its vested interests is not only detrimental to the economic value of a company but also inconsistent with Christian values. In Joshua 14:6-15, we encounter the story of Caleb, the son of Jephunneh the Kenizzite. The Kenizzites were not of the Israelite nation but were foreigners from Edom. Caleb, who lived among the tribe of Judah as a neighbor, would have experienced significant sorrow as an outsider in the exclusive Israelite community driven by a sense of chosenness. Despite enduring this discrimination, Caleb exhibited loyalty and wisdom, leading to his appointment as the representative spy for the tribe of Judah in Kadesh

Barnea. This serves as a compelling example aligning with Moses' principle of appointing capable leaders.

After Moses, when Joshua took on the role of the new leader and embarked on the conquest of Canaan, Caleb was already 85 years old. Unlike before, Joshua decided to change the war strategy by dividing the land of Canaan, which would be the target for conquest, among the tribes. This decision aimed to prevent conflicts and disputes that could arise from this distribution. To determine the allocation, they resorted to casting lots. At this time, despite being an octogenarian at the age of 85, Caleb volunteered to conquer the challenging and impregnable land of Hebron. Joshua, the leader, willingly entrusted him with this mission, and Caleb successfully seized the land of Hebron with a single attack. This incident breaks the prejudice against age and demonstrates how leader Joshua practiced age diversity in ESG management.

Meanwhile, in Judges chapter 4, God appoints Deborah as a judge to save the Israelites who were suffering from severe oppression. Deborah is a woman who has absolute faith in God and has excellent insight and judgment. She encouraged Barak, an army commander who is depressed during the battle against the Canaanite army and together they went to the battlefield Kedesh, where they defeated the Canaanite forces. This is a good example of how God holds up female leaders.

It is a time for us to reflect on the ongoing wars and conflicts taking place worldwide, which often arise from various groups and individuals within global society clinging to their vested interests and selfish gains, discriminating against one another, and forgetting our shared common destiny.



# 2022 Donation Story

## Fundraising Status

Pledged Amount

**1.29** billion won

Participants

**194** people

\* Group Agreements | Individual participants included

## Class Gift Participant List

**MBA**

Kang Seung Hoon · MBA 21  
Go Hye Jin · MBA 21  
Kwak Seon Ah · MBA 21  
Kim Min Ju · MBA 21  
Kim So Yeon · MBA 21  
Kim Jong Su · MBA 21  
Kim Ji Hye · MBA 21  
Kim Tae Ho · MBA 21  
Park Jung Hwan · MBA 21  
Park Chan · MBA 21  
Park Hye Mi · MBA 21  
Song Nam Han · MBA 21  
Ahn Min Woo · MBA 21  
Yoo Seong Mi · MBA 21  
Yoo Se Young · MBA 21

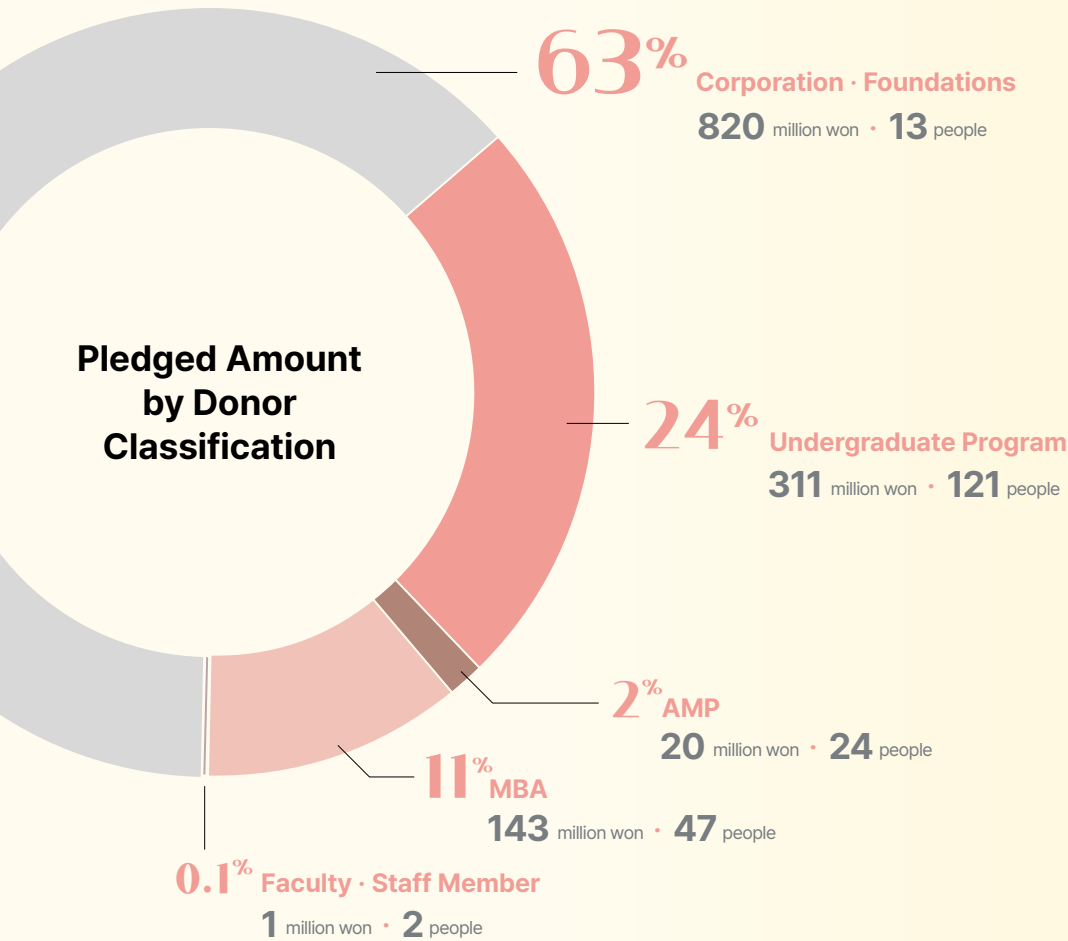
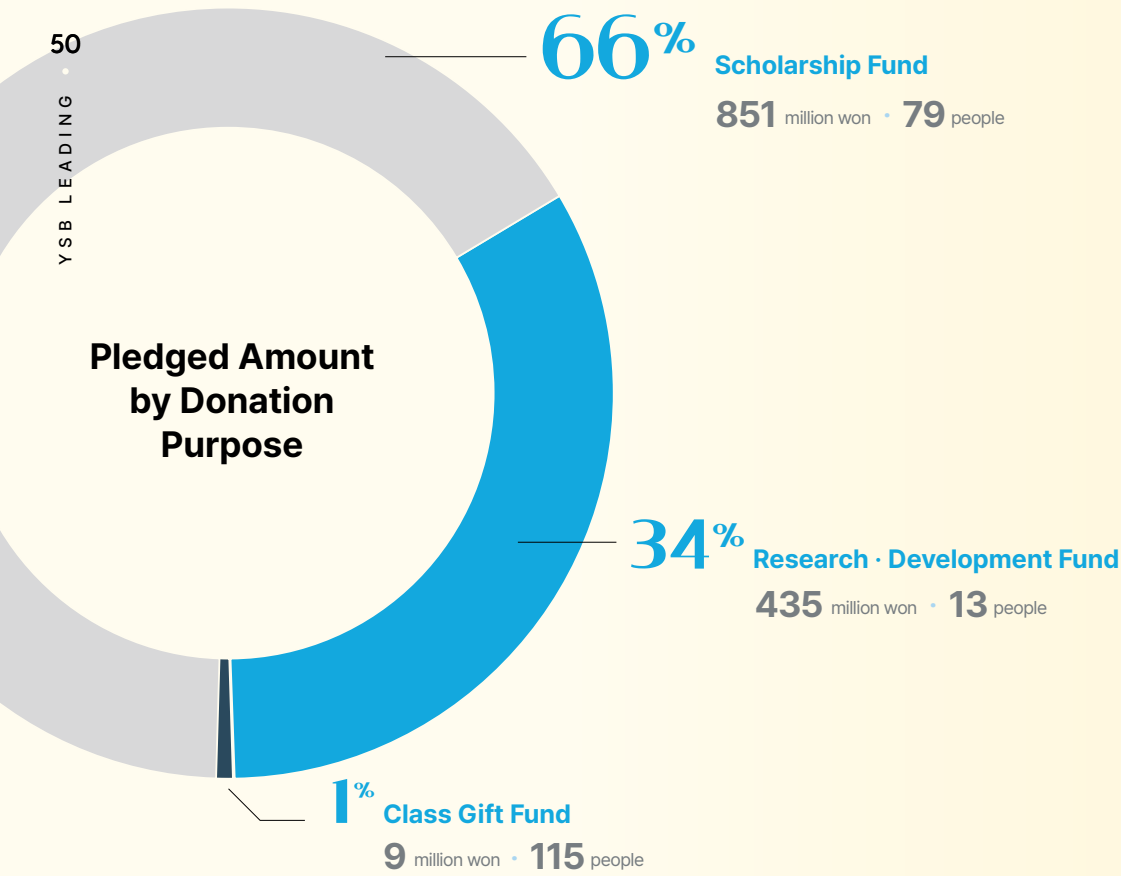
Lee Seul Gi · MBA 21  
Lee Young Hoon · MBA 21  
Lee Yong Min · MBA 21  
Lee Won Seok · MBA 21  
Lee Yoo Hyeon · MBA 21  
Lee Eun Joo · MBA 21  
Lee Ji Young · MBA 21  
Lee Tae Hyeob · MBA 21  
Lee Hyeon Ah · MBA 21  
Im Jae Hwan · MBA 21  
Jung Jae Hyeong · MBA 22  
Jung Chan Yeon · MBA 21  
Jo Sam Ok · MBA 21  
Jin Min Seok · MBA 16  
Hwang Hyeon Joon · MBA 21

**Undergraduate**

Kang Kyeong Hoon · Business 17  
Kim Na Yeon · Business 17  
Kim Tae Eun · Business 17  
Moon Seon Min · Business 19  
Song Ho Jin · Business 16  
Ahn Chae Yi · Business 18  
Ahn Ho Jeong · Business 14  
Eom Jeong Ho · Business 19  
Lee Min Hye · Business 18

Lee Seo Yeon · Business 17  
Lee Seong Yoo · Business 19  
Lee Se Young · Business 19  
Lee Soo Min · Business 15  
Lee Ye Joo · Business 14  
Jang Mi Yeon · Business 14  
Jeon Joon Gu · Business 19  
Jeon Ji Yoon · Business 18  
Jo Seong Yeon · Business 15





\*

**Primary Purpose**

- Scholarship** Provision of funds for expanding scholarship funds for students
- Research · Development** Provision of funds for achieving Yonsei University School of Business education vision and expanding the faculty research and professor promotion
- Class Gift** Provision of funds for acquiring commemorative items for incoming students

The joy of travel lies not only in reaching the destination but also in the journey itself.

**Go Hye Jin · MBA 21**

Although it wasn't easy, looking back, it was a valuable experience and opportunity for learning. Always keep fighting! :)

**Kim Min Ju · MBA 21**

I hope you achieve what you desire in the time you wish.

**Kim So Yeon · MBA 21**

I wish you all the best and hope you stay motivated and resilient throughout the long yet short four semesters. Keep fighting! :)

**Kim Jong Soo · MBA 21**

Instead of focusing on what you become, it's important to think about what you will do. I hope you make the world a better place and contribute to its greater value.

**Kim Ji Hye · MBA 21**

The meaning of life is entirely up to the individual.

**Park Jeong Hwan · MBA 21**

Keep those passions till the end

**Park Chan · MBA 21**

Challenges make life interesting, and overcoming challenges gives life meaning.

**Park Hye Mi · MBA 21**

I wish you all the best in achieving your bigger dreams at Yonsei MBA!

**Song Nam Han · MBA 21**

I hope your MBA experience becomes a turning point in your life.

**Yoo Se Young · MBA 21**

Congratulations on your admission. I wish you a joyful and fulfilling MBA journey.

**Lee Seul Gi · MBA 21**

I hope you enjoy the 2 years of life here!

**Lee Young Hoon · MBA 21**

Unleash your passion to the fullest at Yonsei MBA!

**Lee Yong Min · MBA 21**

To All Yonsei MBA, Fighting!  
I hope you enjoy the MBA life without any regret!!

**Lee Won Seok · MBA 21**

Although it is difficult, it will be a joyful experience!

**Lee Yoo Hyeon · MBA 21**

You need chaos in your soul to give birth to a dancing star

**Lee Eun Joo · MBA 21**

Reap what you sow.

**Lee Ji Young · MBA 21**

I hope all your wishes come true.

**Lee Tae Hyeob · MBA 21**

2 years fly faster than I think. I wish you a fulfilling two years ahead!

**Lee Hyeon Ah · MBA 21**

Be the hope of Yonsei^^

**Lim Jae Hwan · MBA 21**

Stand on the shoulders of giants.

**Jung Chan Yeon · MBA 21**

May your mood not become your attitude...

**Jo Sam Ok · MBA 21**

The Future CEO!  
Congratulations on your enrollment.

**Hwang Hyeon Joon · MBA 21**

While offline classes may be challenging, if you persevere for two years, it will become a valuable asset.

**Jung Jae Hyeong · MBA 22**

Congratulations on your acceptance to YSB! Enjoy your new student life to the fullest!

**Lee Ye Joo · Business 14**

I wish you a happy university life :)

**Jang Mi Yoen · Business 14**

I wish you a university life full of happy memories.

**Jo Seong Yeon · Business 15**

I hope you make happy memories with many good people.

**Song Ho Jin · Business 16**

I sincerely welcome your enrollment to YSB.

**Kang Kyeong Hoon · Business 17**

Welcome to YSB. When you're unsure about whether to do something or not, always have the courage to take the leap! Gain diverse experiences and use Yonsei as a stepping stone for your growth!

**Kim Na Yeon · Business 17**

I hope you experience the university life you have been dreaming of.

**Kim Tae Eun · Business 17**

Thanks to Yonsei, I was able to prepare well for my dreams and goals. I hope that the juniors also have a fulfilling time filled with valuable experiences and memories. I'm cheering for you all!

**Lee Seo Yeon · Business 17**

Congratulations on becoming a freshman at Yonsei University's School of Business! I wish you all the best and I am cheering you all for your future school life!

**Ahn Chae Yi · Business 18**

As you embark on your journey in Yonsei School of Business, I hope you seize the upcoming opportunities and make them into shining accomplishments with your own unique value.

**Lee Min Hye · Business 18**

The upcoming four years are sure to be enjoyable and exciting for you!

**Moon Seon Min · Business 19**

Congratulations and welcome to the Yonsei University Department of Business Administration. I hope you have a fulfilling university life where you can gain many insights and experiences!

**Eom Jeong Ho · Business 19**

May your youth with Yonsei University be filled with excitement and anticipation.

**Lee Se Young · Business 19**

May you have an enjoyable school life and achieve all your aspirations!

**Jeon Joon Gu · Business 19**

From Graduates To Incoming Students

**Class  
Gift**

Supporting  
Message  
from the  
Donors



# List of 2022 Fund Donors

\* Name : Listed in Korean Alphabetical Order | Unit : KRW

<b>ABOVE 100 M</b>	Yeongyeong Scholarship Association	Kim Sang Cheol · Business 67 Kim Jun Do · MBA 14 Nam Hoon · Commerce 67 Park Chang Seob · EMBA 21 50 <sup>th</sup> Anniversary of Department of Commerce Reunion · Class 67 Ahn Jae Woo · Business 94 Lee Doo Won · Business School 58 Lee Sang Hyeon · Commerce 67 Hanwoori Scholarship Foundation	<b>ABOVE 5 M</b>	Graduate School of Business MBA Alumni Association Daehan Steel Co., Ltd. Lee Seung Hoon · EMBA 20
<b>ABOVE 10 M</b>	SIMPAC Pohang Plant 1 DNP Corporation AMP 89 AMP 90 EMBA 12 50 <sup>th</sup> Anniversary of University School of Business Reunion · Class 67 Ki Do Hyeon · EMBA 21		<b>ABOVE 1 M</b>	Kim Nak Ho · MBA 16 Kim Jeong Sam · Business 86 Professor Min Soon Hong Lee Jong Dal · Business 69

## Cumulative Donor Deposits (Over 5 million won)

<b>ABOVE 10 B</b>	Seo Kyung Bae · Business 81	Kim Jin Woo · MBA 15 Kim Hong Ki · Business 75 Namgoong Duk · AMP 57 Seo Yo Won · Business 64 Seo Jung Rak · MBA 03 Son Young Sik · AMP 17 Retired Professor Song Ja (deceased) Professor Emeritus Shin Young Soo Shin Hee Ho · Business 77 Ahn Kyo Kang · MBA 15 Yang Dong Hoon · Ph.D. 01 Yang Joo Hyun · MBA 77 Yoon Hyung Keun · Business 82 Lee Kang Man · Business 74 Professor Emeritus Lee Gi Eul (deceased) Lee Jang Hee · Business 59 Lee Jae Yong · Business 83 Lee Jong Hwa · AMP 53 Visiting Professor Jang Jung Hoon Retired Professor Jang Jin Ho Professor Emeritus Jung Ku Hyun Jung Suk Joo · Commerce 59 Jo Rak Gyo · Economy 55 Jo Yong Sun · Economics 58 Choi Do Suk · Business 70 Hyun Seung Won · MBA 18 Hwang Jae Gwang · MBA 01 Samil Accounting Co., Ltd. E-Land World Dept of Veterans Affairs Kim Gu Foundation Embassy of the Republic of Saudi Arabia in South Korea AMP 73 EMBA 9 EMBA 10 MBA Alumni Association Business 79 Class Business 80 Class Business 82 Class Business 84 Class	<b>ABOVE 50 M</b>	Business 85 Class Association of Business Faculty of Business Yonsei Production Strategy Research Association Futronic Co., Ltd.  Ko Samuel · Business 85 Kim Myung Joon · Business 63 Kim Beop Yong · AMP 77 Kim Sang Chul · Business 67 Kim Joon Do · MBA 14 Sung Pil ho · Business 65 Oh Kwang Sung · Business 71 Lee Moon Il · Business 86 Lee Seung Hoon · EMBA 20 Jeon Sang Pyo · AMP 42 Jeon Yong Bae · AMP 34 Jeon Chan Min · 경영 86 Jung Won Chul · AMP 81 Professor Emeritus Jung Jong Jin (deceased) Jo Jae Woo · Business 86 Jo Jong Hwan · Business 83 Choi Hee Kyu · Business 83 Seondeung Cultural Scholarship Foundation NH Investment & Securities Hanwoori Scholarship Foundation AMP 53 AMP 54 AMP 55 AMP 56 AMP 57 AMP 58 AMP 61 AMP 62 AMP 63 AMP 64 AMP 65 AMP 66 AMP 67
<b>ABOVE 1 B</b>	Kim Seung Je · MBA 07 / AMP 50 Kim Jung Soo · Business 69 Kim Hyo Joon · MBA 98 Park Sam Gu · Economics 63 Shim Jang Sik · Business 73 Lee Doo Won · Business 58 Lee Dong Joon · MBA 78 Lee Jae Beom · AMP 56 Amore Pacific Co., Ltd. Yeongyeong Scholarship Association			
<b>ABOVE 500 M</b>	Go Byung Hun · Business 64 Kim Young Jin · Business 75 Park Ji Won · Business 84 Song Seung Cheol · Business 76 Lee Byung Mu · Business 59 Lim Bu Ja · AMP 43 Jang Hong Sun · Business 58 Kookmin Bank			
<b>ABOVE 300 M</b>	Gu Bon Geol · Business 76 Kwon Eun Young · Business 75 Song Young Hwi · MBA 04 Ahn Yong Chan · Business 77 Lee Kwan Sik · Business 66 Professor Lim Ik Soon's Family Han Young Jae · Business 73 Crown Confectionery Co., Ltd. AMP Alumni Association Class Meeting · Business 81 Class Meeting · Business 83 Hongmo-Sumin Scholarship Association			
<b>ABOVE 100 M</b>	Ko Jin Ho · EMBA 20 Koo Jae Sang · Business 83 Kim Young Sook · AMP 55			

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EMBA 6  
EMBA 7  
EMBA 8  
EMBA 11  
EMBA Alumni Association  
Business 63 Class  
Business 64 Class  
Business 86 Class  
Graduate School of Business  
Women Alumni
- Kang Byung Cheon · Business 77  
Kang Ho Chan · Business 95  
50<sup>th</sup> Anniversary of University  
School of Business Reunion · Class 67  
Kyung Jeong Soo · AMP 78  
Ko Eun Bong · Business 66  
Ko In Hong · MBA 12  
Ko Jong Tae · AMP 77  
Ko Tae Gyu · MBA 15  
Ko Han Soo · Business 70  
Koo Jae Beom · AMP 58  
Koo Hak Seo · Economics 66  
Kwon Seong Moon · Business 81  
Kwon Seung Hwa · Business 76  
Kwon Seung Hee · Business 70  
Kwon O Guk · AMP 65  
Kwon Eung Gu · Business 65  
Kwon Hyuk Jo · Business 72  
Kim Kyung Bae · Business 83  
Km Kwang Jin · Business 82  
Kim Gyu Myung · Business 75  
Kim Geun Soo · Business 79  
Kim Ki Wan · Business 81  
Kim Nak Chan · AMP 67  
Kim Dae Yeol · Business 75
- Kim Do Sung · Business 75  
Kim Dong Won  
Kim Dong Joon · Economics 83  
Professor Kim Dong Hoon  
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- The list of cumulative fund depositors is based on donations made by more than 5 million won to YSB from February 1, 2001, to February 28, 2023.
- In cases of a group donation, the cumulative amount of one group is calculated, and the individual contributed to the second group donation is calculated as the individual contribution amount.
- It is based on the donation integration system data and there may be cases of omission due to an unknown name.



## Donation Ceremony of Mrs. Song Soon Hee (Wife of Former President Song) and Alumni, Mr. Jang Myung (Former Adjunct Professor of the College of Business Administration)

On December 1, 2022 (Thursday), a donation ceremony was held at the President's Office, where Mrs. Song Soon Hee (wife of former President Song) and Mr. Jang Myung (former adjunct professor of the College of Business Administration) made their donations. Mrs. Song Soon Hee donated 300 million won to the Development Fund of the College of Business Administration (Undergraduate and Graduate), while Mr. Jang Myung donated 10 million won to the Scholarship Fund of the College of Business Administration. President Seo Seung Hwan and former Dean Lee Ji-man expressed their deep gratitude for the valuable support and stated that the funds will be used for the development of the university and student scholarships.

## Warm Donations Inspired by Memories at Yonsei University

Alumni Ahn Jae Woo (Yonsei School of Business '94) Donates Scholarship Funds for the Academic Year 2023. During a year and a half break from work, Ahn Jae Woo reflected on his life's purpose, which had solely focused on personal achievements, and felt a sense of doubt. He then came to the realization that 'sharing with good people and doing good things' could be the true purpose of life, leading him to make the decision to donate. Ahn Jae Woo expressed his hope that the donated funds would help students facing financial difficulties to pursue their studies and livelihood without burden. Through this donation, he strongly felt that he had meaningful contribution to the school that provided him with a foundation, and it served as a reminder of the true essence of life, which involves sharing with others and extending a helping hand to those in need, even if they are from different backgrounds. Lastly, Ahn Jae Woo shared the following advice with his fellow Yonsei School of Business alumni.



### To My Dear YSB Juniors



**First,**

After enduring, nothing remains insignificant.

**Second,**

There is no dead-end path, the alternatives we choose in the moment of crisis could possibly become the new beginning. This world does not only consist of that one path, instead something new could be the moment of a new beginning.



### Donation Deposit Accounts

**Development Fund**

Woori Bank 126-000066-18-603 (School) Yonsei University

**Architecture Fund**

Woori Bank 126-000082-18-358 (School) Yonsei University

**Scholarship Fund**

Woori Bank 126-000082-18-412 (School) Yonsei University

# Donor Courtesy Program Information

\* Based on cumulative donation deposits

Donation Level		Honors over 1M <sup>KRW</sup>	Eagle over 10 M <sup>KRW</sup>	Baekyang over 50 M	Cheongsong over 100 M <sup>KRW</sup>	Muak over 300 M <sup>KRW</sup>	Truth over 1 B <sup>KRW</sup>	Freedom over 5 B <sup>KRW</sup>
Appreciation Plaque			•	•	•	•	•	•
School Newsletter (Yonsei News)		•	•	•	•	•	•	•
Yonsei Calendar Shipment		Sent to All Donors (of KRW 1 million in the relevant year), Sent Once a Year (each KRW 5 million Accumulated Donation)						
Free Access to the Library (read and borrow books)			•	•	•	•	•	•
Donor Plaque		Ordinary Stone	High-value Stone					
Naming					Naming a Plaque in the Lobby	Classroom · Laboratory Name	Building Name	
Free Parking Registration			1 Year Free Registration (per 10 million won)			Indefinitely		
Holiday Gift			Sent Once a Year (per 10 million won) Accumulated Donation * 1 each for Lunar New Year and Chuseok					
Tuition Reduction *Spouse Included	Affiliated Educational Institution (Language Research Education Center, Mirae Education Center)		20%		30%	50%	100%	
	Special Graduate School (Degree Course)				30%	50%	100%	
Flu Shot					Self 5 years	Self · Spouse 5 years	Self · Spouse 10 years	Self · Spouse Indefinitely
Health Checkup *only Severance Check-up near Seoul Station			1 time · 30% Discount Basic Medicational Examination Fee		1 Time · Full Discount Basic Medicational Examination Fee	2 Time · Full Discount Basic Medicational Examination Fee	10 Time · Full Discount Basic Medicational Examination Fee	20 Time · Full Discount Basic Medicational Examination Fee
Reduction of Medical Expenses Severance Hospital	Total Medical Expenses				10% Self · 5 years	20% Self · Spouse 5 years	50% Self · Spouse 10 years	100% Self · Spouse Indefinitely
	Annual Reduction Limit				5 million won Self	50 million won Sum of Self · Spouse	10 million won Sum of Self · Spouse	2% of total contribution Sum of Self · Spouse
	Hospital Room Reduction Criteria				Reduction of the hospital room fee is based on the single room of Severance Hospital (headquarters) * Difference incurred from the use of the upper room is borne by the donor			
Medical Convenience Severance Hospital	Priority Treatment				•	•	•	•
	VIP Lounge				•	•	•	•
Severance Hospital Funeral Home Fee Reduction *Spouse Included					20%	30%	50%	100%

\* Donors will receive the various courtesy benefits above. The courtesy details may vary.

## Tax Benefits

Contributions made are Tax-deductible as Statutory Contributions

## Payment Method

Lump Sum Payment, Periodic Payment, Installment Payment (According to Preference)

## Deposit Method

Bank Transfer, Credit Card, Automatic Transfer (According to Preference)

## Inquiries

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Y | O | U

We deeply appreciate the generous attention and support  
from everyone who has contributed.

Embracing the valuable intentions of those who have participated,  
Yonsei University School of Business will continue to advance even further,  
leading the era through education and research.

Thank you very much.

Y · S · B



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SCHOOL OF BUSINESS

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