



YONSEI UNIVERSITY  
SCHOOL OF BUSINESS

ANNUAL  
REPORT

2023



G GLOBAL INNOVA

I INNOVATIVE VALU

V VALUE ENGAGE

E ENGAGE GLOBA

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Yonsei University School of Business has led Creative Leadership centered on three core values: Creativity, Integrity, and Global Perspective.  
As Asia's leading business school, Yonsei University School of Business is constantly challenging itself with global impact for the future.  
YSB will nurture and strengthen business leaders and organizations and create social impact through innovative research and education.

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# YSB HISTORY

1915



**Establishment of Commerce Department at Chosun Christian University**

1917

**Establishment of Yeonhui College**

1946

**Comprehensive University Yeonhui University**

\* Selected 180 commercial students

1957



**Integrated into Yonsei University**

1958

**Establishment of Department of Business Administration**

1965

**Establishment of Graduate School of Business Master's and Research courses**

1968

**Merger of Commerce and Business Administration**

1976

**Establishment of Advanced Management Program (AMP) of the Graduate School of Business**

1998



- **Korea's First Full-time Global MBA**
- **Opened Sangnam Institute of Management Affiliated with the Business School**

2003

**Establishment of the Business School**

2006

**Establishment of the Graduate School of Business Administration**

2008

**Acquired U.S. AACSB and Korea KABEA Accreditations**



2010

**Financial Times (FT) Corporate MBA entered Korea's First Top 100 MBA in the World**



2011

- **The Economist**  
Global MBA entered Korea's First Top 100 MBA in the World
- **EQUIS**  
Earned European EQUIS Certification



2015

- **100<sup>th</sup> Anniversary of Yonsei University Business School**
- **Completion of the Building of Yonsei University School of Business**



*Change the world,  
Lead the future*



2017

AMORE PACIFIC – YVIP Yonsei Venture, Innovation, and Startup Program

2018



- **Signed Agreement with Amorepacific** for the *Yonsei Venture, Innovation and Startup Program (YVIP)*

- **Implementation of Entrepreneurship Advanced Major** in Business Administration

- **Times Higher Education (THE)**  
Global MBA entered Global Rankings for the First Time in Korea

2021



2022



- **Quacquarelli Symonds (QS)**  
Accounting & Finance · World Rank No. **85**  
Business & Management · World Rank No. **54**  
Global MBA · World Rank No. **141-150**
- **Times Higher Education (THE)**  
World University Impact Assessment  
World Rank No. **30** | Korea No. **1**
- **The Economist**  
World's Top 100 Full-Time MBA  
Ranked as the Only Global MBA in Korea

- **Quacquarelli Symonds (QS)**  
Business & Management · World Rank No. **43** | Korea No. **1** (in Private Universities)  
Full-Time MBA (Global MBA) · Korea No. **1**
- **Times Higher Education (THE)**  
Business & Economics · World Rank No. **44** | Korea No. **1**
- **Financial Times (FT)**  
Executive MBA · World Rank No. **29** | Korea No. **1**
- **Establishment of AI-Business Concentration Major**

2023 – 2024



- **Times Higher Education (THE)**  
Business & Economics  
No. **47** World Rank | No. **1** in Korea
- **Quacquarelli Symonds (QS)**  
Business & Management  
No. **54** World Rank | No. **1** in Korea
- **Quacquarelli Symonds (QS)**  
Full-Time MBA (Global MBA)  
No. **101-110** World Rank | No. **1** in Korea

- **Initiated Weekend Course as Advanced MBA in Contracts**
- **Initiated Course through an Agreement with the Police Department as Police MBA in Contracts**
- **Re-selected in BK21FOUR Project, Education Research Institute of Professional Business Workforce for Social Value Activation of the School of Business**
- **Korea's First**  
Re-accreditation of AACSB-KABEA through Joint Inspection For the Next Five Years

Yonsei University School of Business always aims to be the best in line with its reputation as number one.

Since its founding in 1915, more than 43,000 alumni have become leaders of modernization and economic development in Korea within the era of democratization. YSB aims to pursue its contribution and leadership for sustainable development of the human community as of today on the world stage.

# YSB FACTS & FIGURES

## YSB Students

3,810 students

Current

66.7 %

Foreign Students

883 students

Freshmen

▲ Global MBA Class of 2023

802 students

Graduates

▲ Undergraduate, MS / Ph.D., MBA

## YSB Faculty [p.28, 38](#)

148 people  
\* As of Mar, 2023

Faculty Members

Full Time	67	Visiting	31
Emeritus	22	Research	3
Adjunct-Advisory	12	Lecturer	13

217 papers  
\* Published Jan ~ Dec, 2023

Academic Papers

▲ Undergraduate, MBA

## YSB Subjects

243 in total

Subjects

39.01 %

English Courses

▲ Undergraduate

## YSB International [p.14](#)

76 schools

Global Partner Schools

84 students

Exchange Students

▲ Undergraduate, MBA

In 2023, Yonsei University School of Business has made leaps and bounds in both quality and quantity. The figures above reflect the innovative challenges of YSB connecting with the world while engaging and expanding during the path of a new era.

**YSB World Ranking** [P.9](#)

No. **47**  
**THE** | Business & Economics

No. **54**  
**QS** | Business & Management

No. **101-110**  
**QS** | Full-Time MBA (Global MBA)

No. **1**  
**Ranking** **3** in Korea

▲ 2023-2024 World Ranking in Korea

**YSB Accreditation** [P.10](#)

**2**   
**Global** | AACSB, EQUIS

**1**   
**Korea** | KABEA

**Acquired** **3** in total

▲ Korea's First AACSB-KABEA Joint Re-accreditation, 2023

**YSB Scholarship** [P.74](#)

**8.07** billion KRW  
**Annual Scholarships Awarded**

**253** participants  
**Donators**

**931** million KRW  
**Amount of Fundraising**

▲ Undergraduate, MS / Ph.D., MBA





## DEAN'S MESSAGE

Hello, dear and honored members of Yonsei University School of Business. I'm Seongmoon Kim, Dean of Yonsei University School of Business.

In 2023, our members of Yonsei University School of Business have contributed to the accomplishments of grateful news and events during the academic year.

Yonsei University School of Business has achieved excellent results in the 'World University Rankings' published by a major overseas evaluation organization. In the 2024 Business and Economics rankings released by The Times Higher Education (THE), we were ranked No. 1 in the country and 47<sup>th</sup> globally. Quacquarelli Symonds (QS) ranked the 2024 Full-Time MBA (Global MBA) No. 1 in Korea and 101-110 worldwide.

Yonsei University School of Business is the first and only university in Korea to hold all three Triple Crown business education accreditations (AACSB in the U.S., EQUIS in Europe, and KABEA in Korea), and in October 2023, the school was reaccredited for the next five years through a joint AACSB and KABEA reaccreditation inspection.

We have initiated Advanced MBA, a weekend course, and the Police MBA, through an agreement with the police department. The MBA class of 2024 have also received a record number of applicants, resulting in highly competitive and qualified freshmen.

In addition, our 'Education Research Institute of Professional Business Workforce for Social Value Activation' of the School of Business was re-selected for the BK21FOUR project. By the end of August 2027, the Education Research Institute of Professional Business Workforce for Social Value Activation will explore in-depth solutions to social problems by focusing on four topics: Startup / Entrepreneurship, Digital Transformation / AI, ESG / Business Ethics, and K-Management.

These achievements are the result of the sincere efforts of all members of Yonsei University School of Business who share a vision and are committed to achieving it, and we are deeply grateful.

In 2024, Yonsei University School of Business will continue to live up to its reputation of being the first and continue to push forward to be the best.

In 2024, we consistently aim to become the first Korean school to achieve the Quadruple Crown by pursuing AMBA (Accredited by Association of MBAs) accreditation, leading in internationalization. We are also preparing for the upcoming fourth cycle of EQUIS reaccreditation to achieve satisfactory results.

In addition, the School of Business will be hosting the Association of Asia-Pacific Business Schools (AAPBS) Conference in late May to early June this year, which marks the 20<sup>th</sup> anniversary of the organization. AAPBS is comprised of more than 150 leading universities, of which Yonsei University School of Business maintains Council membership with 22 core universities.

Through the initiation of the Advanced MBA, a new weekend contract department, we hope to expand the MBA spectrum and contribute to the recruitment of highly qualified new faculty and the funding of education, research, scholarship, and internationalization.

In the midst of the current history of Yonsei University School of Business, I look forward to and hope that all members of Yonsei University School of Business will be able to fulfill their dreams and share joyful moments together.

May God protect and guide each member of Yonsei University School of Business with a pillar of cloud and fire in 2024, a year of both fear and excitement. Thank you.



Yonsei University School of Business / Graduate School of Business

Dean **Seongmoon Kim**

## VISION

The Asia's leading business school in global impact and collaboration

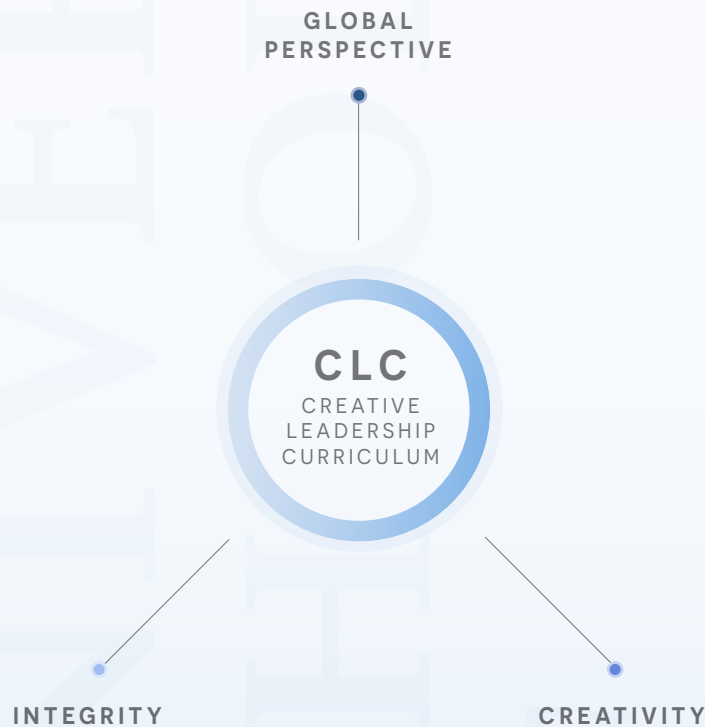
## MISSION

We nurture, empower, and connect business leaders and organizations to create a substantial societal impact through our innovative research and education.

## CORE VALUES

*Creativity · Integrity · Global Perspective*

Creative Leadership Curriculum (CLC) provides students with a high level of initiative and participation in Creativity · Integrity · Global Perspective.





# WORLD RANKING

2023-2024

## 2024 Ranking



**Business and Economics**

World No. **47** | Korea No. **1**



**Business and Management**

World No. **54** | Korea No. **1**



**Global MBA**  
Full-Time

World No. **101-110** | Korea No. **1**



Evaluation Organization	Evaluation Field	2020 RANKING	2021 RANKING	2022 RANKING	2023 RANKING	2024 RANKING	Remarks
Times Higher Education	Business & Economics	151-175	126-150	78	44	<b>47</b>	No. <b>1</b> in Korea
Quacquarelli Symonds	Business & Management	51-100	59	54	43	<b>54</b>	No. <b>1</b> in Korea
Quacquarelli Symonds	Accounting & Finance	101-150	94	85	64	<b>65</b>	
Quacquarelli Symonds	Full-time MBA (Global MBA)		151-200	141-150	121-130	<b>101-110</b>	No. <b>1</b> in Korea
The Economist	Full-time MBA (Global MBA)	Unimplemented	81	Unimplemented			
Financial Times	Executive MBA	25	40	29			



# AACSB-KABEA

## Achieved Joint Reaccreditation



AACSB - KABEA Joint Inspection for Reaccreditation  
October 2023



In October 2023, Yonsei University School of Business underwent a joint inspection for reaccreditation by the Association to Advance Collegiate Schools of Business (AACSB), a U.S. business school accreditation organization, and the Korea Accreditation Board for Education and Accreditation (KABEA), a Korean business school accreditation organization. AACSB and KABEA signed a Memorandum of Understanding (MOU) in 2021, making Yonsei the first business school in Korea to undergo a joint inspection. This marks Yonsei's third consecutive reaccreditation since its initial AACSB accreditation in 2009 and its fourth cycle of accreditation since its initial KABEA accreditation in 2008.



According to both due diligence teams' reports, Yonsei University School of Management has a long-term plan for education, research, and overall institutional operations that reflects its mission and vision, and is communicating and improving with various stakeholders to achieve these goals. In addition, the school has established a state-of-the-art system for digital learning and provides opportunities for faculty and staff to enhance their capabilities. The university is continuously improving its curriculum, including the recent launch of an advanced major in AI and the use of ESG factors, and is also making progress in internationalization, including exchanges with various overseas universities and an increase in the proportion of foreign students, which has led to an increase in international rankings.



Yonsei University School of Business is the first university in Korea to earn all three Triple Crown business education accreditations (AACSB in the US, EQUIS in Europe, and KABEA in Korea). In 2024, Yonsei University will challenge for AMBA (Accredited by Association of MBAs) accreditation to achieve the true international Triple Crown. Yonsei University Business School will be thoroughly prepared to succeed in the 4<sup>th</sup> cycle of EQUIS reaccreditation scheduled for the same year to become the leading School of Business / Graduate School of Business in internationalization.



# CEIBS-YONSEI

## Resumption of Exchange Program



The president of China Europe International Business School (CEIBS) visited Yonsei University Graduate School of Business on Friday, August 25, 2023, and held a meeting with Yonsei University Graduate School of Business to revitalize exchange programs and resume long-term partnership.

The meeting was attended by Seongmoon Kim, Dean of Yonsei University School of Business, former Vice Dean of the Graduate School of Business, Jonghwan Kim, Department Chair of the School of Business, Seung Wha Chung, and President Dominique Turpin, Professor Changhyun Kim, International Representative Christina Mou, and EMBA Representative Alex Chen from CEIBS.

CEIBS is the first business school/management school in China to be accredited by EQUIS and AACSB.

Previously, CEIBS and Yonsei had a close exchange

program where CEIBS students learned about Korean management and Yonsei students learned about Chinese management, but the exchange program was suspended due to the coronavirus, and resumed this August when the CEIBS Global EMBA visited Yonsei.

From August 28<sup>th</sup> to August 29<sup>th</sup>, 40 CEIBS Global EMBA students spent two days at Yonsei University School of Business to understand Korean business management through lectures and company visits. As they are now running their own businesses or serving as executives, they will apply what they learned during the visit to their current workplaces.

They were "K-management" by Professor Shin Dongyoub of Yonsei University, "Executive Sharing: How P&G Win with Consumers in Korea", "The Globalization of K-Pop" by Professor Sae-Young Lee, CEIBS, and

"Case: Two Tales of One City" by Professor Chang-Hyun Kim, CEIBS, and "YG Entertainment" case discussion by Professor Sae-Young Lee, CEIBS, to learn about the settlement process of global companies in Korea and the globalization process of Korean companies.

In the afternoon, the students visited KBS, The Hyundai, and Hyundai Motor Studio Goyang to learn more about the current state of Korea's broadcasting, retail, and automotive industries. In the evening, they had a welcome reception and free time to explore Korea. As the pandemic has made it possible to visit overseas, CEIBS and Yonsei University Graduate School of Business are looking to expand the exchange program as before. As practical issues are resolved through continued exchanges, the reciprocal visit program will also resume.



# Aalto University School of Business

## Visit from the Dean

On Friday, October 20, 2023, Timo Korkeamäki, Dean of Aalto University School of Business, Finland's most prestigious business school, visited Yonsei University School of Business for an international exchange and cooperation meeting.

Seongmoon Kim, Dean of Yonsei University School of Business, former Dean of the Graduate School of Business, Jonghwan Kim, Department Chair of the School of Business, Seung Wha Chung, and Professor Youngseok Bang attended. ➔



During the meeting, Dean Timo Korkeamäki proposed further strengthening the exchange student program between the two universities and establishing a multi-degree program at the undergraduate, master's and MBA levels. After the meeting, the students were given



a tour of the School of Business building to see the facilities where they study and live. Aalto University is one of Finland's most prestigious universities that currently has an exchange agreement with our university, and we have undergraduate

and MBA exchange programs, and last summer, our Advanced MBA students visited Aalto University on a Global Study Tour. We look forward to expanding our relationship with Aalto University and providing quality programs to students from both institutions.

## Karsetsart University Visit

On Tuesday, September 5, 16 undergraduate students and faculty members from Karsetsart University in Thailand visited Yonsei University School of Business. Karsetsart University is a national university in Bangkok, the capital of Thailand, and the country's first comprehensive university. The third oldest university in Thailand, it was founded in 1943 to train agricultural workers, and has since expanded its academic offerings to become a comprehensive university with 28 faculties and two colleges.

"Welcome to Korea, Seoul, and Yeonsei," says Dean



Seongmoon Kim. Our university is the oldest university in Korea, founded in 1915, and is ranked highly in world university rankings such as QS, THE, and FT. I hope that today will be a fruitful time for you and that you will enjoy Korea to the fullest until the end of your stay.")

As Karsetsart University visited our university due to the relationship with Professor Il Lim, Professor Il Lim was in charge of introducing the business school and giving a lecture. First, he introduced the history and

current status of Yonsei University and the School of Business, and then delivered a special lecture on the topic of Korea's economic development. Professor Lim explained in detail the process of Korea's development from being one of the poorest countries in the world in the 1950s to where it is today. In particular, he emphasized the role of government and business in this process, and the development of the IT and entertainment industries since the 1990s. After the lecture, the students concluded their visit with a tour of the Underwood statue, which embodies the spirit of Yonsei's founding, and the Management Building, which was built with the spirit of sharing and service of the alumni.

Currently, Yonsei University School of Business is engaged in international exchanges with more than 70 universities in 45 countries, and we are working to expand this number. We want Yonsei business students to study in a diverse environment and naturally acquire a global perspective.



# GLOBAL PROGRAM

## Global Incoming Program

### EDHEC Global Manager Certificate Program

**France** EDHEC Business School  
**Period** March 2, 2023 ~ June 21 (25 students)

### MBA Exchange Program Partner Schools

**Denmark** Copenhagen Business School  
**Finland** Aalto University, School of Business  
**France**  
· ESSEC Business School  
· IESEG School of Management  
**Germany**  
· University of Göttingen,  
Faculty of Economic Sciences  
· University of Münster,  
School of Business and Economics  
· Tübingen University,  
Faculty of Economics and Social Sciences  
**Italy** Politecnico di Milano  
**Spain** ESCP Business School  
**Sweden** University of Gothenburg, School of Business,  
Economics and Law  
**USA** Washington University in St. Louis  
**Mexico** IPADE Business School

### Undergraduate Exchange Program Partner Schools

**Hong Kong** Chinese University of Hong Kong,  
Faculty of Business Administration  
**Singapore** National University of Singapore, NUS Business School  
**Vietnam** Vin University, College of Business and Management  
**Denmark** Copenhagen Business School  
**Finland** Aalto University, School of Business  
**France**  
· ESSEC Business School  
· IESEG School of Management  
**Germany**  
· Paris Dauphine University  
· University of Mannheim, School of Business  
· University of Münster,  
School of Business and Economics  
**Spain**  
· Georg-August-Universität Göttingen  
· ESADE Business School  
· University of Navarra,  
School of Economics and Business Administration  
**Sweden** School of Economics and Business Administration  
**Switzerland** Jönköping International Business School  
University of St. Gallen  
**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  
**USA**  
· University of South Carolina,  
Darla Moore School of Business  
· University of Washington,  
Michael G. Foster School of Business

## Global Outgoing Program

### MBA Exchange Program Partner Schools

**Thailand** Thammasat Business School  
**France** ESSEC Business School  
**Spain** ESADE Business School  
**USA** Duke University, Fuqua School of Business

### Undergraduate Exchange Program Partner Schools

**Japan** Waseda University, School of Commerce  
**Singapore** National University of Singapore, NUS Business School  
**France** ESSEC Business School  
**Germany** University of Mannheim  
**USA** University of Washington,  
Michael G. Foster School of Business  
**Canada** University of British Columbia, Sauder School of Business

## Global Study Tour (GST)

### 2023-Summer Semester

**Switzerland** University of Zurich | Executive MBA  
**Period** June 28 ~ 30, 2023 (46 students)

**USA** University of California, San Diego | Executive MBA  
**Period** July 5 ~ 7, 2023 (30 students)

University of California, Irvine | Global Business Innovation MBA  
**Period** July 14 ~ 27, 2023 (20 students)

University of Washington | Corporate-Finance-Global MBA  
**Period** August 1 ~ 3, 2023 (22 students)

**Netherlands** Nyenrode Business Universiteit | Corporate-Finance-Global MBA  
**Period** July 24 ~ 28, 2023 (33 students)

**Finland** Aalto University | Advanced MBA  
**Period** August 8 ~ 11, 2023 (14 students)

### 2023-Winter Semester

**Singapore** National University of Singapore | Executive MBA  
**Period** January 17 ~ 19, 2024 (40 students)

**Taiwan** National Taiwan University | Corporate-Finance-Global MBA  
**Period** January 29 ~ 31, 2024 (45 students)

**Thailand** Chulalongkorn University | Corporate-Finance-Global MBA  
**Period** January 31 ~ February 2, 2024 (48 students)

# GLOBAL STUDY TOUR (GST)

## EMBA 14 Zurich, Switzerland

University of Zurich  
Executive MBA  
June 28 ~ 30, 2023 (46 students)

From June 28 to 30, 2023, the 14<sup>th</sup> EMBA class went on a Global Study Tour (GST) to Switzerland under the guidance of Dr. Jonghwan Kim, Vice Dean of Yonsei University Graduate School of Business.

The GST consisted of two company visits and three special lectures. In the company visits, the students learned about the management know-how of Burckhard Compressions AG, a Swiss compressor company, and V-ZUG AG, a kitchen appliance company, and thought about how to apply it to their own companies as CEOs, executives, or senior managers.

Professors Anja Schulze and Alexander Wagner from the University of Zurich, Switzerland, delivered lectures on 'Swiss Competitiveness: Tradition and Innovation' and 'Sustainable Finance,' respectively, and Dr. Daniel Fasnacht, a renowned Ph.D. in fintech, delivered a lecture followed by a certificate ceremony.

Yonsei University Graduate School of Business offers a Global Study Tour opportunity for students to take classes at leading partner universities abroad, visit global companies, and experience seminars on global management issues in order to provide various programs to help them become global leaders.



# GLOBAL STUDY TOUR (GST)

## GBI MBA Irvine, USA

University of California, Irvine  
Global Business Innovation MBA  
July 14 ~ 27, 2023 (20 students)

More than 20 GBI MBA students from Yonsei University School of Business went on a two-week Global Study Tour (GST) to Irvine, USA, from July 14 to 27, 2023, along with Program Chair of GBI Soon kyoo Choe.

GBI MBA is a customized contracting program, and in 2023, students selected from KEPCO, KHNP, and domestic power plants are taking classes in the course. In line with this, the GST consisted of taking classes related to renewable and alternative energy at UCI's Paul Merage School of Business and visiting related companies.

In addition to the classroom, GBI MBA students visited APEP, an alternative energy venture; OC Public Works, a city utility similar to those in Korea; Irvine Ranch Water District, a water purification company; and SoCal Edison Grid Operation Center, an electric power plant.

In the final week, the students actually planned and delivered a presentation based on Professor Joel Veenstra's Professional Presence Presentation Skills course. We hope that the GBI MBA students were able to gain a better understanding of energy management overseas and broaden their horizons through this program.



### Lecture Topics

### Lecturer

Hydrogen and Decarbonized Gaseous Fuels	Dr. Jeff Reed
Uci Advanced Power and Energy Program(APEP)	Dr. Jack Brouwer
Oil and Gas Market Outlook	David Hackett
Sustainable Energy Management	Dr. Luyi Gui
Energy Planning Paradigm Shifts: Electricity at the Lowest Societal Cost	Dr. Daniel Howard
Sustainability Well Understood	Derek Sabori
Professional Presence Presentation Skills	Prof. Joel Veenstra

▲ GBI MBA, GST Class List for Summer 2023



## C·F·G MBA Amsterdam, Netherlands

Nyenrode Business Universiteit  
Corporate-Finance-Global MBA  
July 24 ~ 28, 2023 (33 students)

Thirty-three students from the Corporate MBA, Finance MBA, and Global MBA programs at Yonsei University School of Business went on a Global Study Tour (GST) to Amsterdam, Netherlands under the guidance of Professor Ilho Yoo.

The GST, which took place from July 24 to July 28, 2023, was held at Nyenrode Business Universiteit in Amsterdam, the Netherlands, and consisted of three lectures and one company tour.

The lectures included 'Understanding the context of Sustainability in the European Union', 'New Business models in the changing environment', and 'Sustainability and Leadership' by Prof. Dr.ir.

Andre Nijhof, which provided information on the sustainability of industries and new business models in Europe.

The group visited Impact Hub, a company that helps companies and entrepreneurs build communities, and heard a guest lecture by Adriana Kocornik-Mina.

Other cultural experiences included a visit to Amsterdam's famous soccer stadium, Johan Cruyff Arena, and a tour of the Heineken factory. We hope that the GST program has been an opportunity to expand our global perspective, which is one of the core values of our business school.



## EMBA 13 San Diego, USA

University of California, San Diego  
Executive MBA  
July 5 ~ 7, 2023 (30 students)

From July 5 to July 7, 2023, the EMBA 13<sup>th</sup> class went on a Global Study Tour (GST) to the University of San Diego (ranked 32<sup>nd</sup> in THE World University Rankings 2023) under the leadership of Dean of the School of Business, Seongmoon Kim.

The GST was held at the Rady School of Management (UC San Diego) and consisted of three lectures, two corporate baths, and a campus tour.

At UC San Diego, the MBA 13<sup>th</sup> class attended lectures on "Goal Setting and Motivation" by Dean Lisa Ordonez, "Sustainability and ESG through supply chains" by Professor Hyoduck Shin, and "Creativity and Innovation: Where Do New Ideas Come From?" by Associate Dean Craig Mckenzi. (Creativity and Innovation: Where do new ideas come from?), and a campus tour guided by Courtney Giordano, Head of Global Education, UC San Diego. ➔

# GLOBAL STUDY TOUR (GST)

They visited Excellos, a cell and gene therapy company, and Thermo Fisher Scientific, an analytical, research reagents, and medical devices company, to learn how the companies have evolved and how they operate today.

The graduation ceremony was held at The Lodge at Torrey Pines, a PGA golf course in the U.S. Outside of lectures and company visits, students enjoyed a harbor cruise, a golf tournament at Torrey Pines,

Major League Baseball, a tour of a local brewery, and a meal at La Jolla Beach. Yonsei University School of Business offers GST opportunities to MBA students every summer to the Americas/Europe and winter to East Asia to foster a global perspective.



## AMBA Helsinki, Finland

Aalto University  
Advanced MBA  
August 8 ~ 11, 2023 (14 students)

Fourteen Advanced MBA students from Yonsei University School of Management went on a Global Study Tour (GST) to Helsinki, Finland, under the guidance of AMBA's Executive Dean, Professor Youngsok Bang.

The GST, which took place from August 8 to August 11, 2023, consisted of lectures at Aalto University and visits to major Finnish companies. Founded in 1904 as a business community, the Aalto School of Business was recognized as a full university in 1911 and became a national university with financial

support from the Finnish government. Also known as the former Helsinki School of Economics, a prestigious business school in Europe, it was relaunched as Aalto University in 2010 under the initiative of the Finnish government, uniting the globally competitive Helsinki School of Economics, Helsinki University of Technology, and Helsinki University of Art and Design.

Professor Fabian Sepulveda, co-founder of the three companies and a professor at Aalto University, delivered all the lectures at GST, including "Why





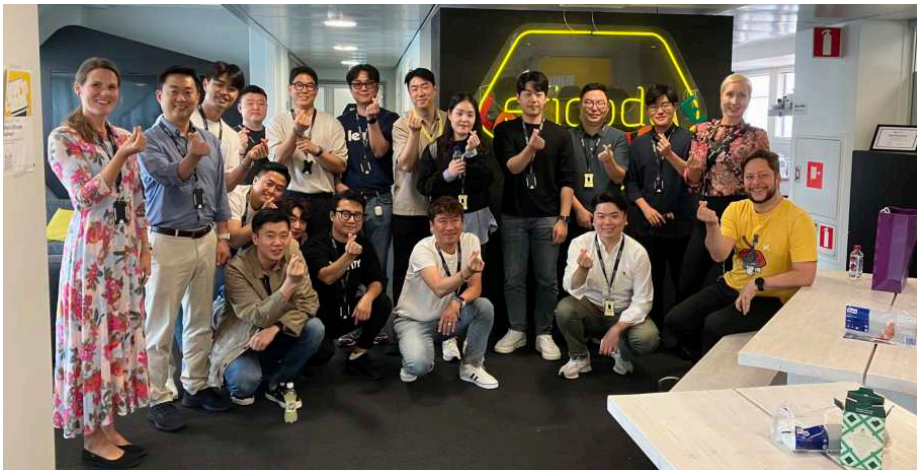
Lean Startups? Adopting an innovation and renewal mindset to wards commercial excellence" and "No Innovation Survives without Value Creation", both of which dealt with innovation.

They visited three companies, Eficode, WithSecure, and Fiskars. At Eficode, a leading DevOps, software, and automation company, Tuomas Leppilampi,

Digital Transformation Manager of the DevOps team, and at WithSecure, a cybersecurity provider, Artturi Lethtiö, Deputy Director of R&D, introduced and guided us through the company.

The last company visited was Fiskars, one of Finland's oldest design companies with branches in 100 countries across Europe, Asia, and the Americas,

where Tao Huang, New Product Development Manager, helped us learn more about the company. In addition, the group also had a cultural visit to Aalto EE Art. We hope that the Finnish GST program was beneficial to AMBA students in both a theoretical and practical sense, as well as in a cultural sense.



# GLOBAL STUDY TOUR (GST)

## C·F·G MBA Seattle, USA

University of Washington  
Corporate-Finance-Global MBA  
August 1 ~ 4, 2023 (22 students)

From August 1 to 4, 2023, 22 students from Corporate MBA, Finance MBA, and Global MBA went on a Global Study Tour (GST) to Seattle, USA under the guidance of Professor Jongmin Lee.

Through lectures on 'Digital Transformation' by Professor Ben Hallen, 'Aligning Business to Better Humanity' by Professor Xiao-Ping Chen, and 'Impact on Climate Change' by Professor Kevin Wilhelm at the University of Washington, the students gained knowledge on topics related to digital transformation, human resources, and climate change, which are receiving a lot of attention in society as a whole.

They visited the headquarters of Boeing, the world's largest aircraft manufacturer, and Microsoft, a software company known for Office365 and Windows. At Boeing, the students were able to see parts of an actual airplane hull, the production process, and the

history of airplanes developed by Boeing, and learned about Boeing's involvement in other aerospace-related industries such as missiles and spacecraft.

At Microsoft, Microsoft employees from Yonsei University came out and explained the organizational culture of Microsoft and the process of joining the company in detail, making the visit more informative for the MBA students.

Yonsei University Graduate School of Business offers GST, a program that allows students to take classes at overseas partner universities and visit global companies during summer and winter breaks. Through GST, we hope that the students will learn various perspectives and management strategies from around the world, and that it will be an opportunity for them to develop to the next level.



# EMBA 14

## Singapore

National University of Singapore  
Executive MBA  
January 17 ~ 19, 2024 (40 students)

Forty Executive MBA (EMBA) students of the 14<sup>th</sup> class went on a Global Study Tour (GST) to Singapore in the third week of January 2024 under the guidance of Professor Hyun-Han Shin. The GST was themed 'Exploring the Dynamics of Entrepreneurship and Negotiation Strategies in Asia's Evolving Business Environment: A Case Study of Singapore' and included visits to the National University of Singapore (NUS), the Singapore Exchange (SGX), and Changi Airport.

At NUS, the students took the classes 'Business Environment in Asia/Singapore' by Professor Ong Pin Chuan, Professor of Strategy and Policy, 'Entrepreneurship' by Professor Ng Wei Yi, Professor of Strategy and Policy, and 'Negotiation and Decision Making' by Professor Sam Yam, Professor of Marketing and Human Resource Organization, to understand the business environment in Asia and Singapore, and to develop the mindset and qualities of an entrepreneur, and to deepen their understanding through group discussions.

The first corporate visit was to the Singapore Exchange. Mr. Lee Jun-won, CEO of Korea Sales, gave an introduction and tour on behalf of the Singapore Exchange, and explained the RITEs (Real Estate Investments) market, a mutual fund specializing in



real estate investments, and the carbon credit market. He also explained how Korean companies can enter Singapore and list on the Singapore Exchange, providing useful information to alumni who are considering entering Singapore.

The second corporate visit was to Changi Airport, with its eco-friendly interior and excellent amenities, Changi Airport is ranked No. 1 in the World Airport Ranking 2023 and has been Asia's No. 1 international airport since 2014. The participants attended a special lecture on 'Managing the World's Best Airport' to learn how Changi Airport was able to develop into the number one airport in Asia and the number one airport in the world, and what efforts are being made to maintain this position. After the lecture, the participants toured the Changi Experience Studio at the airport to experience first-hand how the airport's

infrastructure is designed to enhance the satisfaction of travelers by providing on-airport activities, and to consider how they can apply the lessons learned to their own industries.

In addition to visiting universities and companies, the group also went on a cultural tour to visit some of Singapore's most iconic places, including Gardens by the Bay, Mariana Bay Sands, and the Merlion statue. Yonsei University Graduate School of Business hosts GST, a program that allows students to take classes at partner universities abroad and visit global companies during summer and winter breaks. Through GST, we hope that the students will learn various perspectives and management strategies from around the world, and that it will be an opportunity for them to develop to the next level.



# GLOBAL STUDY TOUR (GST)

## C·F·G MBA Taiwan

National Taiwan University  
Corporate-Finance-Global MBA  
January 29 ~ 31, 2024 (45 students)

On January 29, 2024, 45 students from Corporate MBA, Financial MBA, and Global MBA went on a Global Study Tour (GST) to Taipei, Taiwan for two days and three nights under the guidance of Professor Jooyoung Kwak. The students attended lectures at National Taiwan University (NTU) and visited representative Taiwanese companies such as TSMC Museum of Innovation and Delta Electronics.

At NTU, they attended three lectures: 'Social Entrepreneurship and Sustainable Marketing Strategies' by Professor Shweta Pandey, 'Value Chain innovation & Platform Strategy' by Professor Ling-Chieh Kung, and 'Innovative Business Models for Sustainable Ventures' by Professor James Hsieh.

Taiwan Semiconductor Manufacturing Company (TSMC) was founded in 1987 as part of Taiwan's semiconductor industry promotion project, and is a foundry company that receives designs from other companies and produces semiconductors on a contract basis. Its rapid growth in recent years has resulted in a 59% share of the global foundry industry

as of the first quarter of 2023, making it the world's No. 1 semiconductor manufacturer by revenue. At the TSMC museum of Innovation, we viewed digital exhibits including the history of TSMC's development to its current level and a VR experience.

Delta Electronics is a Taiwanese power supply company whose global revenue has been growing steadily since 2019. It has R&D centers in China, Europe, Japan, Singapore, Thailand, and the United States, and invests 8% of its revenue in R&D every year. In 2023, the company was named Best Taiwan Global Brand for the 13<sup>th</sup> consecutive year, as well as winning the ENERGY STAR® Sustained Excellence Award for the sixth consecutive year, among other awards for corporate growth and brand image.

Through the Taiwan GST, the students not only learned about Taiwanese business management, but also learned about the growth process of leading Taiwanese companies. Yonsei MBA offers GST opportunities to visit leading universities and companies abroad every summer and winter break.



## C·F·G MBA Thailand

Chulalongkorn University  
Corporate-Finance-Global MBA  
January 31 ~ February 2, 2024 (48 students)

On January 31, 2024, 48 students from Corporate MBA, Finance MBA, and Global MBA went on a Global Study Tour (GST) to Thailand for two days and three nights. The GST visited Chulalongkorn University, a prestigious University in Thailand, SEA, the Stock Exchange of Thailand, Techsauce, and Lineman Wongai.

After a welcome speech by Wilert Puriwat, Dean of Chulalongkorn Business School, Professor Kanis Waengchote delivered a lecture. The lecture, titled "Thai Business Environment and Economy," provided the students with knowledge of a new market, not the familiar East Asia, the United States, or Europe. ➡



The first company visited was SEA, a company whose subsidiaries include Shopee, the largest online shopping platform in Southeast Asia, and Garena, a major gaming provider in Thailand, where Dr. Sarut Vanichpun delivered a lecture on 'Consumer tech & trends in eCommerce' Thailand is one of the countries with many family businesses, and Dr. Soraphol Tulayasathien from the Stock Exchange of Thailand gave a lecture on 'Family Business and Sustainable Business Practices in Thailand,' reflecting the economic characteristics of the country.

Yonsei University Graduate School of Business offers the GST program, where students utilize their summer and winter breaks to attend classes at partner universities abroad and visit global companies. GST provides an opportunity for students to gain insights into diverse perspectives and management strategies from around the world, fostering further development among peers.



# INNOVATIVE

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# Advanced MBA Weekend Course Initiated

On February 25, 2023, the entrance ceremony and orientation for the first batch of Advanced MBA students was held at Yonsei University Graduate School of Business. After a welcome speech by Dean of the School of Business, Seongmoon Kim, Professor Youngsok Bang, the Program Chair of Advanced MBA, introduced the program and explained the curriculum to the new students for a smooth completion of education and school life. Advanced MBA is a new MBA program that opened in March 2023 and is a 'corporate customized degree program' operated by a contract between industrial companies and Yonsei University



AMBA 1<sup>st</sup> Class Admission Ceremony and OT



February 25, 2023

Graduate School of Business, providing a curriculum that maximizes learning efficiency according to the needs of industrial companies. It is expected that many industrial companies will participate in the program in the future, thanks to the fact that it is possible to request education even for a small number of people.

# Police MBA Program Initiated

Yonsei University (Former President Seoung Hwan Suh) and the National Police Agency (Chief Heegeun Yoon) signed a business agreement on October 4<sup>th</sup> at the main building of Yonsei University to foster and promote exchanges among law enforcement professionals in the economic and financial fields. The agreement was promoted as both institutions agreed on the need to effectively respond to the increasingly sophisticated and intelligent economic and financial crimes by fostering experts in economic and financial crime investigation. The two institutions promised to mutually cooperate in ▲ Cultivating specialized knowledge in economics, management, and finance ▲ Operating customized curricula specific to the police ▲ Publishing joint case studies and research data related to economic and financial investigations ▲ Holding special lectures by management experts in each industry sector and holding meetings with management experts.

Under the agreement, Yonsei University Graduate School of Business established the Police MBA program, a contracting program, to foster law

enforcement and investigation experts in the business and financial fields with in-depth theoretical and practical skills. The professionals trained through the Police MBA course are expected to minimize economic and financial-related crimes and reduce the social costs of crime through quick and effective crime recognition and tracking.

National Police Commissioner Heegeun Yoon said, "To combat economic and financial crimes, it is essential to have the ability to proactively respond to the changing security environment. Through this agreement with Yonsei University, we will further strengthen our investigative capabilities and focus all our efforts on establishing a sound financial order." "Yonsei University will provide a customized curriculum optimized for the police to improve their investigative capabilities in the fields of business, economics, and finance," said Seoung Hwan Suh, Former President of Yonsei University. "We hope that today's agreement will enable us to work more closely together in training professionals and academic research in the field of economic and financial policing."

Signature of business agreement between Yonsei University and the National Police Agency



October 4, 2023

Police MBA Admission Ceremony September 7, 2023



On September 7, 2023, Yonsei University Graduate School of Business held the admission ceremony for its Police MBA (PMBA) program. With the recent increase in economic and financial crimes, the PMBA program was initiated to enhance the capabilities of tracking and investigating these crimes, aiming to effectively train law enforcement and investigative experts as economic and financial crimes become more sophisticated.

Twenty active-duty police officers were selected for the program, and the ceremony was attended by Seongmoon Kim, Dean of Yonsei University Graduate School of Business, Park Kyung Min, Director of Yonsei University Business Research Institute and head professor of PMBA, Ki Jun Kim, Administrative Team Leader at Yonsei University Graduate School of Business, Jong-min Kim, Chief of the Economic Crime

Investigation Division of the National Police Agency, and Ji-hoon Yoo, Captain of the Financial Crime Investigation Unit.

Dean Seongmoon Kim stated, "When conducting various financial investigations, including stock manipulation and financial fraud, knowledge related to economics, finance, and accounting will be necessary. Our Graduate School of Business teaches such knowledge, as well as how to manage and operate organizations and make rational decisions. As this first setup is crucial, we will continue to monitor and focus on providing the best education so that the newly launched Police MBA can be successfully established."

Chief Jong-min Kim expressed, "I am personally delighted and think it is a very meaningful achievement for the National Police Agency that the Yonsei University Police MBA program has been established. I believe that studying at Yonsei in Law Graduate School five



years ago helped me enhance my perspective on social phenomena and build a foundation necessary for my current responsibilities. As the head of the Economic Crime Investigation Division and a senior to all of you, I must say that although it may be hard and tiring to juggle work and studies, this course will greatly help you as investigative police in



the future to enhance your understanding and abilities in financial crimes, and will be a great asset in increasing investigative expertise in financial areas. Although it may be difficult, I hope you take this time to train yourselves thoroughly. Congratulations to all the new students of the Police MBA program."



The graduation ceremony ended with a hot atmosphere, concluded by a celebratory performance by the Yonsei Male Quartet. We hope that the twenty or so active-duty police officers will grow into even more professional investigators through the PMBA program.

## Qinghua-Keio-Yonsei Exchange Program Establishment

Professor Seki Obato of Keio University came to Yonsei University Graduate School of Business on December 6th at 11:00 a.m. to discuss Korea-China-Japan international exchange cooperation with DataCrunch CEO Sungsoo Kim. At Yonsei University School of Business, Dean Seongmoon Kim, former Dean of the School of Business, Jiman Lee, and Chairman of the Department of Business Administration, Seungwha Chung, discussed a three-country joint exchange program in which Keio University, a prestigious Japanese university, Tsinghua University, a prestigious Chinese university, and Yonsei University, a prestigious Korean university, will take turns as hosts each year to provide

programs including lectures, company visits, and case studies.

The program will target MBA students, and it was decided to select 12 students from each university. The program will be designed to help students learn the theoretical aspects of management through lectures, conduct case studies, and see how famous local companies are applying them in the field, so that they can grasp the theory and practical application at once.

The exact name and outline of the program will be discussed later, but Yonsei University Graduate School of Management is actively working to provide opportunities for students to develop not only theoretical but also practical and international competencies.

### Qinghua-Keio-Yonsei International Cooperation

December 6, 2023



\* As of March 1, 2024

- **Kim, Seongmoon** Dean
- 
- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• <b>Kim, Seung Hyun</b> Associate Dean for MBA</li> <li>• <b>Kim, Jonghwan</b> Associate Dean for Faculty</li> <li>• <b>Chung, Yerim</b> Associate Dean for Planning (International Affairs)</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Chung, Seung Wha</b> Department Chair</li> <li>• <b>Choi, Jeonghye</b> MS / Ph.D. Program Chair</li> </ul> |
|---|--|
- 
- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• <b>Kim, B. Kyu</b> Division Chair of Marketing</li> <li>• <b>Roh, Hyuntak</b> Division Chair of Management</li> <li>• <b>Hahn, Jaehoon</b> Division Chair of Finance</li> <li>• <b>Yoon, Dae-Hee</b> Division Chair of Accounting</li> <li>• <b>Chung, Yerim</b> Division Chair of O.D.I.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Soh, Seung Bum</b> Director for Corporate MBA</li> <li>• <b>Jiyeon Lee</b> Director for Finance MBA</li> <li>• <b>Kim, Young Chan</b> Director for Executive MBA</li> <li>• <b>Jong Min Lee</b> Director for Global MBA</li> <li>• <b>Choe, Soon kyoo</b> Program Chair of GBI MBA</li> <li>• <b>Bang, Youngsok</b> Program Chair of Advanced MBA</li> <li>• <b>Park, Kyung Min</b> Program Chair of Police MBA</li> <li>• <b>Kim, Young Chan</b> Program Chair of AMP</li> </ul> |
|---|---|

**YONSEI UNIVERSITY  
SCHOOL OF BUSINESS  
(GRADUATE SCHOOL OF BUSINESS)**



**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

# YSB FACULTY

\* As of March 1, 2024

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)
Chang Hee Park	Ph.D.(Cornell University, 2012)
Seongwoo Lee	Ph.D.(Univ. of Maryland, 2017)
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)

## Marketing 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. (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-Young	Ph.D. (Washington Univ., 2017)
Ku, Bon Il	Ph.D. (Columbia Univ., 1988)
Park, Saeyoul	Ph.D. (Univ. of Georgia, 2014)
Pyun, Sungjune	Ph.D. (Univ. of Southern California, 2017)
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)
Hahn, Jaehoon	Ph.D. (Columbia Univ., 2003)

## Accounting

Andres Guiral	Ph.D. (Univ. of Alcala, 2003)
Kim, Jonghwan	Ph.D. (Univ. of Southern Carolina, 2013)
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. 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)

## 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)

## O.D.I. Information System (IS)

Kim, Seung Hyun	Ph.D. (Carnegie Mellon Univ., 2008)
Bang, Youngsok	Ph.D. (McGil 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)

Professor Emeritus - 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)
Yang, Hyuck Seung	Ph.D.(Univ. of Minnesota, 1998)
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, Dong Jin	Ph.D.(Virginia Tech., 2010)
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)
Choi Jaewon	Ph.D.(New York Univ., 2010)

# NEW FACULTY

\* Appointed during 2023 Fall ~ 2024 Spring Semester



Professor **Changhee Park**  
Marketing

Hello, I am mainly teaching and researching on how to make better marketing decisions through data analysis.

**Q. What do you think is unique to the Marketing field?**

Marketing is a very broad subject because it covers a wide range of issues that arise throughout the entire process of how a company plans, sells, and receives feedback on its products. I also think it's an interesting field that never gets boring because new phenomena and issues arise over time as technology evolves and market conditions change. I also think it's fascinating because marketing emphasizes that companies make profits through their efforts to satisfy consumer needs, so it can benefit both companies and consumers.

**Q. Please tell us what it's like to join YSB.**

I am honored to be a part of YSB, which is recognized as a leader in business education and research in Korea and globally competitive. I feel a sense of responsibility and pride in teaching and education at Yonsei, as many of our students will become leaders of various organizations in society in the future. I look forward to contributing to maintaining and developing the reputation that has been built by our senior professors and alumni.

**Q. What would you like to see from students of YSB?**

I want you to have a variety of experiences and think about what you want to do when you go out into the world, but I also want you to take time to immerse yourself in whatever it is. It may not be directly relevant to you right now, but many of you will be leaders of organizations large and small in the future, so I want you to think about leadership that is not only about building your skills, but also about being inclusive of others.



Professor **Pyun, Sungjune**  
Finance

Hello. I've been teaching classes related to financial management, investments, or risk management. My research focuses on investments and capital asset determining factors.

**Q. What do you think is unique to the Finance field?**

Business administration is basically the study of corporate decision-making, and when we talk about corporate goals, we often talk about maximizing corporate value or maximizing shareholder wealth. Finance can be said to study the flow of money, which is the core of business management. In that sense, other fields of business administration all play an important role, but finance plays a key role.

**Q. Please tell us what it's like to join YSB.**

I am most pleased to have been appointed as a professor of Yonsei University School of Business, my alma mater, at a time when we are all trying to regain our footing after the difficult and challenging corona era. I hope to have the opportunity to interact with many students in the future.

**Q. What would you like to see from students of YSB?**

I would say, first and foremost, to have a challenging spirit. When you challenge yourself, sometimes you fail, sometimes you don't get what you want, but I think you learn a lot of things in the process, so if you challenge yourself a lot, whether it's work, study, or hobbies, I think it will be a good foundation for you to overcome difficulties in your social life later on. So don't be afraid of failure and always have a challenging spirit.



Professor **Seungwoo Lee**  
Marketing

I've been teaching marketing principles and mobile apps. My research focuses on the mobile app market and the decision-making of market participants. My main research interests include app pricing and upgrade strategies, the impact of app errors on consumers, and the effectiveness of discount coupons in shopping apps.

**Q. What do you think is unique to the Marketing field?**

We use apps, we drink coffee, we buy clothes and shoes, we donate, we give, and because it's a discipline that studies all of these consumption-related things, the topics of most of the research are deeply relevant to our daily lives, and that's what makes it fun to do the research and to read the results.

**Q. Please tell us what it's like to join YSB.**

I am excited to meet the outstanding students at Yonsei University School of Business and to be able to interact closely with my seniors and fellow professors. I will do my best to contribute to Yonsei University School of Business, which has a vision to become a world-class management education and research institution.

**Q. What would you like to see from students of YSB?**

I want you to make the most of the things that are unique to YSB and Yonsei University, things that are not likely to be experienced again after this time. I want you to take advantage of the many great classes in Yonsei Business, as well as the many great classes in other departments, and I want you to make sure that you spend your time interacting with your peers in the various clubs and organizations.

# VALUE

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# 2023 Theses I, II

## I

### **Winning Back Attendance :**

Effects of Winning Performance Online Search,  
and the MLB Rule Changes for More Dynamic Games

**Marketing**

**Corresponding Author** Professor Chang Sue Ryung

**Co-Author** Kim Rino (MS)

## II

### **Empowerment and Facilitative Voice Behavior**

**in the Military: The Mediating Effects of**  
Procedural Fairness and Intrinsic Motivation

**Management**

**Corresponding Author** Professor Chang, Eun Mi

**Co-Author** Jimin Kwon (Ph.D.)

# Winning Back Attendance :

## Effects of Winning Performance Online Search, and the MLB Rule Changes for More Dynamic Games

### Abstract

As Major League Baseball (MLB)'s continuous decline in popularity has caused its game attendance to drop gradually, the league makes a desperate attempt such as game rule changes to remain relevant. Along with the introduction of new rules to make games more dynamic such as the pitch clock, bigger bases, and defensive shift limitations, it is important for MLB franchises to understand drivers for game attendance. We focus on the effect of accumulated winning performance of the two teams on game attendance, one of the key drivers of game attendance, and investigate how it is influenced by consumer and industry factors such as online search and game rule changes. We find that game attendance increases as the prior winning performance of the home (away) team increases (decreases). We also find that online search and rule changes for more dynamic games moderate the effect of winning performance on game attendance.

### Conclusion

Despite the long history and popularity of Major League Baseball as a sport watched nation-wide, the continuous decline in game attendance stands as a major threat to the longevity of the league. By empirically investigating the daily baseball game data, we explore the effects of winning performances for both the home team and away team on game attendance simultaneously. Furthermore, we investigate how online search and the rule changes for more dynamic games moderate the effect of the team's prior winning performance on game attendance.

Our main findings are the following. The home team's winning performance is positively associated with game attendance, while the away team's winning performance shows a negative association. Furthermore, as consumer interest in a team is reflected by a larger amount of their online search for the team, the effects of winning performance on game attendance are weakened by online search of the team. Finally, when the rule changes for more dynamic games are implemented, the effects of the home team's winning performance on game attendance are weakened, while no significant effect is shown on the effects of the away team's winning performance.



## Theoretical Implications

This research makes several theoretical contributions to the literature on sports management and marketing. First, our research contributes to the literature on the factors influencing game attendance. Although winning performance has been researched profusely, findings of the effects of winning performance on game attendance are generally based on the winning performance of the home team only. That is, despite the importance of the away team's performance as a key factor in game attendance, limited research examines the separate effects of both the home and away teams. We fill the gap in the literature by distinguishing the effects of winning performance between the home teams and away teams in a matchup. We confirm that both variables result in opposite effects on game attendance.

Second, we contribute to the literature of digital marketing by considering the moderating effect of online search in understanding the effect of winning performance on game attendance. To the best of our knowledge, little-to-no research has examined the simultaneous effect of online search and winning performance interactions. In the digital era, it is essential to understand how online search affects consumers' sport viewership and attendance. We confirm that online search should be taken into consideration in understanding the decision process of game attendance by consumers.

Finally, our study provides contributions to literature on rule changes in professional sports. We consider the moderating effect of the MLB rule changes for more dynamic games on the effect of prior winning performance on game attendance. Despite the implementation of the pitch clock, bigger bases, and limitations in the defensive shift to make games more dynamic, the effects of these rules on game attendance are yet to be examined. To the best of our knowledge, our research is one of the first to empirically investigate the influence of the recent MLB rule changes on game attendance.

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## Keywords

Game attendance, Performance, Baseball, Online search, Rule changes, MLB, Sports management

## Managerial Implications

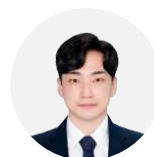
We provide insightful and strategic guidance in managing game attendance and utilizing online search and rule changes for sports game attendance, particularly at MLB. First, based on the positive (negative) main effect of winning performance for the home (away) team, we confirm that targeted promotions for the home fans of a specific team would be much more effective than those covering all the targets in increasing game attendance.

Second, recall that online search moderates the effect of the winning performance on game attendance for both home team and away team. This finding suggests that franchise teams may have to increase interest towards the home team through various social media and digital marketing tactics, especially when the team is underperforming during the season. Thus, although the cumulative winning record plays a major role in game attendance, adequate digital marketing strategies will be efficient in increasing the game attendance during the regular season. Social media campaigns and contests could encourage fans to engage with content related to the home team, increasing their association with the home team's community. Also, when the away team with a higher past winning performance is visiting for a game, more digital marketing may be effective to increase game attendance.

Lastly, we provide practical insights regarding the implementation of the MLB rule changes for more dynamic games. While the MLB rule changes in 2023 has a positive effect in increasing game attendance, it moderates the effect of the prior winning performance of the home team on game attendance. This implies that the effect of the rule changes on game attendance may differ depending on the home teams' winning performance. Thus, the rule changes would become less effective in increasing game attendance as the winning performance of the home team increases. It may be because the rule changes could cause anxiety and worry based on the uncertainty of the game's outcome especially when their teams are performing well. Hence, while the MLB organization should still promote their recent rule changes to induce higher numbers of game attendance, the teams with outstanding winning performance should try to provide more fun experiences at the stadium, such as raffles with exciting rewards during games, which aim to decrease anxiety caused due to the rule changes and increase the overall enjoyment of fans apart from game-specific factors.



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# Empowerment and Facilitative Voice Behavior in the Military: The Mediating Effects of Procedural Fairness and Intrinsic Motivation

## Introduction

In the 21<sup>st</sup> century of increasing uncertainty, the relationship between organizations and their people is fundamentally changing. In the past, economic exchange relationships based on jobs and compensation were appropriate for managing organizations in pursuit of economies of scale and efficiency. However, in an environment of increasing competition, change, and uncertainty, a more trusting and resilient relationship between the organization and its people is needed, one that embraces the values of change and innovation. Empowerment is at the heart of this change. Empowerment is based on good communication, information sharing, and fast decision-making.<sup>1</sup> Empowerment has been studied extensively, and its effectiveness has been proven in a variety of industries and countries.<sup>2</sup>

In addition to empowerment, followers' voice behavior also contributes to organizational change, innovation, and value. It has been proven that voice behavior, which is the willingness of organization members to voice their opinions and suggestions for organizational improvement, not only has a positive effect<sup>3</sup> on job satisfaction, but also contributes to organizational learning and growth.<sup>4</sup> However, it is important to note that the voice behavior is strongly influenced by the management style of the supervisor, not just the personality of the individual. For example, Morrison (2011) suggests that a leader's behavior and management style is a very important factor that drives followers' voice behaviors.<sup>5</sup> Furthermore, empowerment can be more effective when leaders involve followers in decision-making. Since the voice behavior presupposes voluntary and active behavior on the part of followers, empowering behavior on the part of leaders is a necessary condition. This analysis is based on the social exchanges perspective. Social exchanges are high-quality relationships that reciprocally occur between two parties.<sup>6</sup> Beyond the economic exchange which is a job performance improvement from job management and compensation, if a company or supervisor actively provides various supports and benefits to employees, employees will not only improve their job performance, but also increase their active and voluntary behaviors such as citizenship.<sup>7</sup> From social exchanges perspective, leaders' voluntary empowering behaviors make followers feel supported and trusted, and increase their value as members, which leads to high levels of motivation and voluntary behavior.<sup>8</sup>

The social exchanges perspective that explains the relationship between empowerment and voice behavior is also applicable to military organizations. Although military organizations have been excluded from empowerment and facilitative voice behavior research, their importance cannot be overlooked. For example, in 1999, the Army began to adopt mission-based command, which is the opposite of the command style that prevailed in the South Korean military. It motivates subordinates to spontaneously inspire action to accomplish tasks and is based on communication, where information is exchanged quickly and seamlessly between members, and shares the core values of empowerment.<sup>9</sup> Kim (2018) presents that this style of command is highly suitable for military situations because warfare is basically a domain of uncertainty and coincidence, so operations must be constantly modified and changed; the development of information and communication technology has made it possible to share information in real time; and the new

generation of soldiers entering the military has a tendency to reject unconditional loyalty and a controlling command culture. In addition, there is still an organizational atmosphere where absolute obedience and acceptance in a vertical and hierarchical organizational culture is perceived as a military attitude, so there is a fear of personal exposure due to speaking out. However, the importance of subordinates' voice behaviors has recently been highlighted in order to solve problems such as harsh acts, gun accidents that have been highly discussed in society, and to prevent various safety accidents. In fact, the military is also trying to emphasize the opinions of its troops through efforts such as commanders' meetings and letters to subordinates to collect various opinions. Despite the importance of empowerment and voice behavior in the military, empirical research on them is scarce.

While there have been many studies based on the social exchange relationship between leaders and followers in general business organizations, there is a lack of direct applicability to the military context, which is the focus of this study. While there are studies that explain how empowering behaviors affect followers' perceptions of leader fairness,<sup>10</sup> findings that empowering behaviors affect intrinsic motivation on the task side,<sup>11</sup> and discussions of increased information exchange and acquisition behaviors,<sup>12</sup> there is a lack of studies that integrate procedural and task aspects that are appropriate to the military context and that effectively reflect the nature of mission-type command that the military is attempting to implement. Methodologically, many studies of empowering behaviors rely on single-level analyses,<sup>13</sup> and given the close relationships and interactions between leaders and subordinates in the military, a multilevel analysis is needed that goes beyond the limitations of single-level analyses. In this study, we explore two research questions among military members. First, based on the existing research on empowerment and voice behavior, this study focuses on facilitative speech behavior, although there are several types of empowering behaviors of commanders in the voice behavior of junior officers. This is because, while some argue that leaders' empowering behaviors have the most meaningful impact on facilitative voice behaviors in particular,<sup>14</sup> facilitative voice behaviors - constructive and proactive suggestions for solving real-world problems - are most closely aligned with the military's concept of mission-type command described above, rather than passive voice behaviors such as expressing concern about poor practices and behaviors. Second, the effect of commanders' empowering behaviors on junior officers' voice behaviors is explained through two mediating processes. As discussed earlier, procedural fairness, which is essentially the desire to ensure fairness in the communication and decision-making process, and intrinsic motivation, which emphasizes voluntary action to accomplish the mission, are plausible mediating variables.

While these research questions are academically relevant, they are even more relevant given the changing nature of the military workforce. With the majority of today's workforce being replaced by members of new generation or MZ generation, there is a great deal of interest in their characteristics. Research on the new generation describes them as valuing engagement, focusing on individual values rather than

organizational practices, and being particularly sensitive to fair treatment of themselves and the nature of the work they do. They want to do work that they enjoy, not just do what they are told, and they value having their voices heard in the decision-making process. Therefore, as empowerment increases facilitative voice behavior, examining the processes by which procedural fairness and intrinsic motivation, which are particularly valued by members of the new generation, operate as important mediating variables is of great research and practice significance. Furthermore, procedural fairness, in the sense that it refers to the perceived fairness of the decision-making process, and intrinsic motivation, in the sense that it refers to the attitudes that followers have toward their work, are independent concepts, yet both are important variables in increasing the voluntary facilitative behavior of new generation followers.

(omitted)

## Practical Implications

The practical implications of this study are as follows. First, there is a need to promote and educate about the positive effects of mission-based command and the need for its adoption. The U.S. military has established and utilized mission-based command as a new command and control technique after analyzing its defeat in the Vietnam War and concluding that controlled command due to the "helicopter syndrome" caused a lack of warfighting capability at the operational level. Although the South Korea military has been continuously calling for the establishment of mission-based command, it has not been able to properly establish it due to various limitations.<sup>16</sup> However, as supported by the results of this study, empowering behaviors of commanders are sufficient to increase the developmental behaviors of their members, so it is necessary to create a company-wide understanding and consensus on this. Furthermore, this promotion should not only be made to military members, but also to members of society. The importance of factors such as empowerment and facilitative voice behaviors may be overlooked in the military context, which is often more hierarchical than civilian organizations. However, in line with the times and social changes, the South Korea military should strive to establish and promote a mission-type command that can induce empowerment and assertive behavior. Such promotion will

be effective in making the public perceive military service as a rewarding and meaningful career, not just an obligation, and will ultimately build faith and trust in the defense capabilities of the military organization.

Second, it is necessary to create and ensure commanding conditions for junior officers and commanders. Empowering behaviors are not only related to previously studied factors such as job satisfaction and psychological empowerment, but also to the perception of procedural fairness, which means that subordinates perceive that the command climate and conditions are procedurally correct. Therefore, senior military commanders must recognize the importance of involving subordinates in decision-making and sharing opinions, rather than issuing unilateral instructions and orders, in order for them to carry out orders and achieve targeted outcomes. Failure to do so can lead to a variety of negative outcomes, including perceived unfairness. Furthermore, empowering behaviors must be carried out for voluntary obedience through intrinsic motivation in line with the current times, not passive obedience through coercion and penalties. Therefore, when giving tasks to subordinates, it is necessary to have faith and trust in their abilities and wait for the time when their abilities gradually improve. On the other hand, junior officers and commanders who are the targets of empowerment must take the initiative to acquire sufficient job knowledge and skills. For empowerment to be effective, subordinates must be knowledgeable, including familiarity with basic doctrine and regulations, to be confident and responsible, and to fully understand the intent of their superiors when performing their duties. Due to the superior-subordinate nature of mission command, a synergistic effort from both parties is required.

Third, as a result, organizational conditions need to be created for mission command to take hold and be effective. For example, the benefits of the concept, which emphasizes the importance of interpersonal relationships, will be diminished if the focus is on avoiding accountability or punishment in operations, as opposed to the original intent of the concept, or on avoiding accountability or punishment in operations, as opposed to the original intent of the concept. Furthermore, if a culture of open communication is not fostered within the military, it can have a negative effect as members perceive the concept as meaningless and invalid. Currently, the need for and training in mission-style command is taught in post-commissioning academies, but the deviation from training and practice only serves to confuse entry-level officers. Therefore, a systematic organizational effort to improve organizational culture is needed.

1 Anthony et al., 2019

2 Amundsen & Martinsen, 2014, 2015; Biemann et al., 2015; Cheong et al., 2016; Humborstad & Kuvaas, 2013; Li et al., 2017; Sun et al., 2012; Wong & Giessner, 2018

3 Morrison & Milliken, 2000; Parker, 1993

4 Detert & Burris, 2007; Morrison, 2011; Tangirala & Ramanujam, 2008

5 Cheong et al., 2019; Chiang & Chen, 2021

6 Blau, 1964

7 Eisenberger et al., 2002; Oldham & Cummings, 1996

8 Keller & Dansereau, 1995; Jada & Mukhopadhyay, 2018; Qian et al., 2018

9 Kim & Huh, 2015

10 Keller & Dansereau, 1995

11 Zhang & Bartol, 2010

12 Chiang & Chen, 2021; Qian et al., 2018

13 Chiang & Chen, 2020; Jada & Mukhopadhyay, 2019

14 Jada & Mukhopadhyay, 2019

15 Kim, 2021; Bae et al., 2021; Cho et al., 2022; Schroth, 2019

16 Kim, 2018



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# FACULTY AWARDS

\* Listed in Korean Alphabetical Order | Period : March, 2023 ~ February, 2024

<b>Chohun Academic Award</b>	Professor <b>Seunghwan Jung</b>			
<b>Internal · External Awards</b>	Professor <b>Kim, Bo Kyung</b> Korean Society of Social and Personality Psychology Paper of the Year Award	Professor <b>Kim, Seung Hyun</b> · Best Workshop Paper Award Workshop on e-Business(Web), Hyderabad, India · Best Paper Runner-up Award KRAIS Summer Workshop · Best Reviewer Award KRAIS Summer Workshop	Professor <b>Do, Boram</b> Academy of Management Review - Managerial Practice Award	Professor <b>Ryu, Wonsang</b> Korea Strategic Management Association E-Today Emerging Scholar Award
	Professor <b>Min, Soon Hong</b> Yonsei University Best Achievement Professor Award in Research Category	Professor <b>Park, Kyung Min</b> Korean Journal of Business Administration Fall Conference Outstanding Paper Award	Professor <b>Park, Se-Bum</b> Psychology & Marketing Psychology & Marketing Award	Professor <b>Youngsok Bang</b> Korean Chapter of the Association for Information Systems Best Paper Runner-Up Award
	Professor <b>Sohn, Sung Kyu</b> · Korean Accounting Association 50 <sup>th</sup> Anniversary Publication Award of the Year · Korean Audit Association Proud Auditor Award for Excellence in the Audit (Member) Category · Korean Accounting Association Sumin Song Ja Academic Award · 'Corporate Governance and Accounting Information and Decision Making' The National Academy of Sciences, Republic of Korea, Ministry of Education in Social Science	Professor <b>Son, Jai Yeol</b> Management Informatics Research Best Paper Award	Professor <b>Auh, Jun Kyung</b> Outstanding Paper Award of Korean Finance Association	Professor <b>Rhee, Mooweon</b> · Korean Academic Society Of Business Administration K-Innovation Growth Contribution Ministry of Trade, Industry and Energy Minister's Award · Korean Academy of Management Kim In Soo Academic Award

<b>Teaching Excellence Award</b>	Name	Awards	Course	Academic Year (Semester)
	Professor <b>Kim, B. Kyu</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023
Professor <b>Kim, Bo Kyung</b>	Teaching Excellence Award, Yonsei University School of Business	GMBA	2023 Fall	
Professor <b>Kim, Seongmoon</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
Professor <b>Kim, Ji-hyun</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
Professor <b>Roh, Hyuntak</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
Professor <b>Moon, Doocheol</b>	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Required)	2023 Fall	
Professor <b>Park, Seung Jae</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
Professor <b>Suh, Kil-Soo</b>	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Spring	
Professor <b>Sohn, Sung Kyu</b>	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Required)	2023 Spring	
Professor <b>Son, Jai Yeol</b>	Teaching Excellence Award, Yonsei University School of Business	General Graduate School	2023 Spring	
Professor <b>Yoon, Dae-Hee</b>	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Fall	
Professor <b>Lee, KiYoung</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
	Teaching Excellence Award, Yonsei University School of Business	GMBA	2023 Spring	
Professor <b>Jong Min Lee</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Spring	
Professor <b>Lee, Ho Geun</b>	Teaching Excellence Award, Yonsei University School of Business	General Graduate School	2023 Fall	
Professor <b>Lee, Ho Uk</b>	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Fall	
Professor <b>Im, Kun Shin</b>	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Optional)	2023 Fall	
Professor <b>Chang Sue Ryung</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Fall	
Professor <b>Chang, Eun Mi</b>	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	2023 Spring	
Professor <b>Choi, Won-Wook</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	
Professor <b>Hahn, Jaehoon</b>	Teaching Excellence Award, Yonsei University School of Business	EMBA	2023 Spring	
Professor <b>Hur, Daesik</b>	Teaching Excellence Award, Yonsei University	Undergraduate	2023	

## ACADEMIC ACTIVITIES

YSB 2023  
Publications**I****YSB Academic Journal Publications**

January ~ December, 2023

Faculty | International / Domestic

MS · Ph.D. | International / Domestic

**II****Book Publishing Records**

January ~ December, 2023

Faculty | Author / Co-Author / Editor

**III****Paper Acceptance at Academic Conferences  
and Presentations at Academic Social Meetings**

January ~ December, 2023

MS · Ph.D. | International / Domestic

## International | Faculty

### Kang, Kee-Youn | Finance

Cryptocurrency and double spending history: transactions with zero confirmation  
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2023

### Kwak, Jooyoung | International Business

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**Im, Il** | Information Systems (IS)

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**Chang Sue Ryung** | Marketing

Winning Back Attendance: Effects of Winning Performance, Online Search, and the MLB Rule Changes for More Dynamic Games  
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**Dongjun Choi** | Accounting (Ph.D.)

The impact of COVID-19 on earnings management: an international investigation  
*Applied Economics Letters*  
Vol.31, No.4, January 2023

**Yoonseop Choi** | Marketing (Ph.D.)

Is social capital always "Capital"? Measuring and leveraging social capital in online user communities for in-group diffusion  
*Journal of Business Research*  
Vol.158, March 2023

## Domestic | MS·Ph.D.

### Yoonjeong Kang | International Business (Ph.D.)

Liability of Foreignness and the ESG Performance: The Perspective of Legal Origin  
*Asia-Pacific Journal of Business & Commerce*  
Vol.15, No.2, July 2023

### Jimin Kwon | Management (Ph.D.)

Employee Green Behavior: An Individual-Level Analysis from Signaling Theory and Expectancy Theory  
*Journal of Organization and Management*  
Vol.47, No.3, August 2023

ESG as an Organizational Reputation Signal: A Study on Employee Turnover Intention and Instrumentality Perception  
*Korean Journal of Management*  
Vol.31, No.2, May 2023

Spillover effects of voice opportunity in teams on members' life satisfaction and perceived societal influence  
*Korean Corporation Management Review*  
Vol.30, No.2, April 2023

Empowerment and Voice Behaviors in a Military Setting: The Mediating Roles of Procedural Justice and Intrinsic Motivation  
*Korean Journal of Management*  
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### Gwoon Kim | Accounting (Joint)

Alleviating the Agency Problem: Empirical Evidence on General Counsels in Top management and Narcissistic CEOs  
*Korean Journal of Management Accounting Research*  
Vol.23, No.3, December 2023

Does CEO Narcissism Drive Asymmetric Cost Behavior?  
*Korean Journal of Management Accounting Research*  
Vol.23, No.3, December 2023

Nonlinear Relationship between the Largest Shareholder's Control Power and Fraud Risk  
*Study on Accounting, Taxation & Auditing*  
Vol.65, No.3, September 2023

Does the Change in Accounting Standard Prompt Disposal of Financial Assets? Evidence from the Adoption of K-IFRS No. 1116  
*Korean Accounting Journal*  
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The Moderating Role of General Counsel on the Relationship between Clients' Litigation Risk and Audit Efforts  
*Korean Accounting Review*  
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Does General Counsels mitigate Opportunistic Behaviors when Auditor Replacement?  
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Vol.48, No.3, June 2023

### Kim Rino | Marketing (MS)

Winning Back Attendance: Effects of Winning Performance, Online Search, and the MLB Rule Changes for More Dynamic Games  
*Asia Marketing Journal*  
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### Sun Wang Kim | Management (Joint)

A Micro-level Approach to Coopetition as an Antecedent of Organizational Innovation  
*Korean Journal of Business Administration*  
Vol.36, No.9, September 2023

### Woo Kyung Kim | Marketing (Ph.D.)

The Effects of Sports Team Performance and Social Media Operations on Fan Engagement: The Moderating Role of Fan Tokens  
*Knowledge Management Research*  
Vol.24, No.4, December 2023

How New Application Launches Affect Existing Market Ecosystems: Evidence from Digital Healthcare Industry  
*Journal of The Korean Operations Research and Management Science Society*  
Vol.48, No.2, May 2023

### TaeYeon Kim | Management (MS)

The Moderating Effects of Mobile Application Usage on the Relationship Between Work Stressors and Positive Affect  
*The Journal of the Korea Contents Association*  
Vol.23, No.1, January 2023

### Tae Yang Kim | Management (Joint)

Structurally Embedded Viewers' Selection: Structural Factors Affecting Cultural Product Selection  
*Journal of Cultural Industry Studies*  
Vol.23, No.4, December 2023

Cognitive-Experiential Search Trade-off for Organizations in Complex Environments  
*Journal of Strategic Management*  
Vol.26, No.3, December 2023

### Tae Yong Kim | ODI-IS (박사)

Digital Nudge in an Online Review Environment: How Uploading Pictures First Affects the Quality of Reviews  
*Information Systems Review*  
Vol.25, No.1, February 2023

### KyungHeum Ra | Accounting (Ph.D.)

The Effect of Mandatory Auditor Rotation on the Cost of Capital and Credit Ratings: Evidence from Periodic Auditor Designation (PAD) Policy in South Korea  
*Korean Accounting Journal*  
Vol.32, No.6, December 2023

The Effect of CEO Career Horizon on Voluntary Corporate Social Responsibility (CSR) Disclosure Decisions  
*Korean Accounting Review*  
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*Korean Journal of Management Accounting Research*  
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Does the Change in Accounting Standard Prompt Disposal of Financial Assets? Evidence from the Adoption of K-IFRS No. 1116  
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Vol.32, No.4, August 2023

### Tae Gon Moon | Accounting (Joint)

Spin-off and Treasure Shares Magic: Focusing on the Korean Distribution Industry  
*Journal of Distribution Science*  
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Effects of Individual Controlling Shareholders on Share Repurchases  
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A Case study of Equity Carve-out In the Korean Distribution Industry: Focusing on the SSG.com  
*Journal of Distribution Science*  
Vol.21, No.6, June 2023

A study on the holding company discount by split method and classes of shares  
*Study on Accounting, Taxation & Auditing*  
Vol.65, No.1, March 2023

A Study on the Effect of Corporate Governance Disclosure Regulation on Real Earnings Management: Focusing on the Difference Analysis between Voluntary Disclosure and Mandatory Disclosure of Corporate Governance Report  
*Korean Accounting Journal*  
Vol.32, No.1, February 2023

### Chae Won Park | ODI-OM (Ph.D.)

New Wine in Old Bottles?: The Overlooked Role of Incumbents in Co-Opting Discontinuous Technological Change in the US Newspaper Industry  
*Journal of Strategic Management*  
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### Seokyoung Shin | ODI-IS (Ph.D.)

Beyond Platforms to Ecosystems: Research on the Metaverse Industry Ecosystem Utilizing Information Ecology Theory  
*Information Systems Review*  
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### Seulgi O | Accounting (Ph.D.)

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Vol.48, No.3, June 2023

### Parkhan Wang | 재무 (통합)

ESG Performance, Financial Slack, and Financial Constraints: Evidence from Seasoned Equity Offerings of Korean Firms  
*Korea Management Review*  
Vol.52, No.5, October 2023

### Inkyung Yoon | Accounting (Ph.D.)

Internal Control Personnel Quality and Year-End Audit Efficiency  
*Study on Accounting, Taxation & Auditing*  
Vol.65, No.1, March 2023

### Songha Lee | Marketing (Ph.D.)

The Effect of Visual Presentation in Advertising on Ethical Consumption: Focusing on the Construal Level Theory  
*The Journal of the Korea Contents Association*  
Vol.23, No.11, November 2023

The Effect of Echo and Message Type on Product Attitude : Focusing on the Construal Level Theory  
*The Journal of the Korea Contents Association*  
Vol.23, No.8, August 2023

### Yeryung Lee | Marketing (Ph.D.)

The Effects of Product Strategy for Improving Consumer Trust: Evidence from Online Food Delivery Platforms  
*Journal of Channel and Retailing*  
Vol.28, No.4, October 2023

### Jungeun Lee | Accounting (Ph.D.)

Does Securities Class Action Encourage Accounting Conservatism?  
*Korean Management Consulting Review*  
Vol.23, No.5, October 2023

The Effects of Paid Family Leave on Corporate Social Responsibility  
*Asia Pacific Journal of Business*  
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### Chae Hyun Lee | Marketing (Joint)

The Effect of the Film Introduction-Conclusion Dissimilarity on its Success  
*The Journal of the Korea Contents Association*  
Vol.23, No.9, September 2023

### Sehwan Lim | ODI-OM (MS)

A study on the differences in the perceived importance of jet fighter performance improvement factors  
*Journal of Advances in Military Studies*  
Vol.6, No.2, August 2023

### Soobin Lim | Management (Joint)

The Impact of Organizational Performance and Local Competition on Organizational Deviation: Focusing on the Korean Hotel Industry  
*Korean Journal of Management*  
Vol.31, No.4, November 2023

### Heungjae Jeon | Accounting (Ph.D.)

The Effect of CEO Conscientiousness on Financial Statement Comparability  
*Journal of Business Research*  
Vol.38, No.2, May 2023

### Nayoung Jung | Marketing (Ph.D.)

The Effect of New Product Uniqueness and Presence of Surrounding Anthropomorphic Products on Purchase Intention  
*The Journal of the Korea Contents Association*  
Vol.23, No.4, April 2023

**Nanhee Jung** | Marketing (Ph.D.)

Consumers' Online Social Exclusion Experience on Conformity Consumption  
*Service Marketing Journal*  
Vol.16, No.2, December 2023

Exploring Mask Appeal: Vertical vs. Horizontal Fold Flat Masks Using Eye-Tracking  
*Journal of Intelligence and Information Systems*  
Vol.29 No.4, December 2023

**Minsoo Jung** | ODI-MS (MS)

Development of a Portfolio Selection Model on the Stock and the Commodity Markets  
*Journal of The Korean Operations Research and Management Science Society*  
Vol.40, No.4, December 2023

**Hyunwoo Jung** | Marketing (Ph.D.)

Does Proximity Really Matters? Unveiling the Role of Industrial Similarity with Ensemble Machine Learning  
*Journal of Marketing Management Research*  
Vol.28, No.4, October 2023

**Seonae Jo** | Accounting (Ph.D.)

How does executive-employee pay disparity affect sustainable corporate growth?  
*Korean Journal of Management Accounting Research*  
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Effects of Individual Controlling Shareholders on Share Repurchases  
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Tax Risk and the Use of Tax - Saving Cash  
*Korean Journal of Taxation Research*  
Vol.40, No.3, September 2023

**Jongwan Jo** | Marketing (Ph.D.)

The Effect of Time Engagement, Flow, Rumination on Leisure Life Satisfaction: The Dual Model of Leisure Passion  
*Yonsei Business Research*  
Vol.60, No.1, June 2023

**Yoonseop Choi** | Marketing (Ph.D.)

The Effect of Implicit Theory on Consumer Responses to Recommendation Contents  
*The Journal of the Korea Contents Association*  
Vol.23, No.12, December 2023

Effects of Anthropomorphism on Used Product Evaluation: Moderated Mediating Roles of Seller Reputation and Product Feature Importance  
*Journal of Marketing Studies*  
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The Effect of Anthropomorphism and Persuasion Knowledge on Purchase Intention of Loot Boxes in Digital Games  
*The Journal of the Korea Contents Association*  
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**Hyungseok Choo** | Accounting (Ph.D.)

A study on the holding company discount by split method and classes of shares  
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A Study on the Effect of Corporate Governance Disclosure Regulation on Real Earnings Management: Focusing on the Difference Analysis between Voluntary Disclosure and Mandatory Disclosure of Corporate Governance Report  
*Korean Accounting Journal*  
Vol.32, No.1, February 2023

**Hyejeong Han** | Marketing (Ph.D.)

The Impact of CSR Strategy on Firm Market Value: Based on Stakeholder Theory and Shareholder Theory  
*Korean Journal of Marketing*  
Vol.38, No.1, February 2023

**Jisoo Hyun** | Management (Ph.D.)

Towards Mutually Beneficial Cooperation Between Large Enterprises and Small and Medium-Sized Enterprises (SMEs): An Exploratory Study on Capital Participation of Large Enterprises in SMEs  
*Asia Pacific Journal of Small Business*  
Vol.45, No.1, March 2023

**Inseo Hwang** | Marketing (MS)

The Effects of Product Strategy for Improving Consumer Trust: Evidence from Online Food Delivery Platforms  
*Journal of Channel and Retailing*  
Vol.28, No.4, October 2023

**FANG YUANHAN** | ODI-MS (MS)

A study on the applicability of difital health technology for the treatment of Alzheimer's disease in China Centered on the Chineseization of Alzgard  
*Innovation Enterprise Research*  
Vol.8, No.3, September 2023

The Impact of Immersive Virtual Reality Technology on the Future of New Model Museum Applications Centered on History Education  
*Innovation Enterprise Research*  
Vol.8, No.2, June 2023

**LI YILING** | Marketing (Ph.D.)

The Effects of Sports Team Performance and Social Media Operations on Fan Engagement: The Moderating Role of Fan Tokens  
*Knowledge Management Research*  
Vol.24, No.4, December 2023

Understanding the Continuance Intention to Use Chatbot Services  
*Asia Marketing Journal*  
Vol.25, No.3, October 2023

How New Application Launches Affect Existing Market Ecosystems: Evidence from Digital Healthcare Industry  
*Journal of The Korean Operations Research and Management Science Society*  
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The Effects of Video Content Genres, Digital Native Characteristics of Viewers, and Digital Media Properties on Pre-roll Advertising Avoidance  
*The Korean Journal of Advertising*  
Vol.34, No.1, February 2023

**XU JINGSHI** | International Business (Ph.D.)

ESG Performance of Chinese Manufacturing Firms: Does State Ownership Matter?  
*The Journal of International Trade & Commerce*  
Vol.19, No.5, October 2023

**Book Publication Records | Faculty****Kim, Joon Seuk** | Editor

The recommended masterpieces of economics and business administration by the emeritus professors of the College of Economics and Business and Yonsei University School of Business

Yonsei University Press  
February 2023

**Min, Soon Hong** | Author

Stakeholder-centered management - ESG management in the era of stakeholder capitalism

Pakyoungsa  
February 2023

**Park, Kyung Min** | Co-Author

Paradigm Shift: Completely Change the Strategic Paradigm of Korean Companies

Centerworld  
July 2023

**Park, Seung Jae** | Author

Stakeholder-centered management - ESG management in the era of stakeholder capitalism

Pakyoungsa  
February 2023

**Sohn, Sung Kyu** | Author

Corporate Governance and Accounting Decision-Making

Pakyoungsa  
February 2023

**Yang, Hyuck Seung** | Author

The Transformation of Early Churches during the Transition Period of Civilization

Dongyeon  
July 2023

Performance Management Systems: A Global Perspective (2<sup>nd</sup> Edition)

Routledge  
June 2023

Statistical Methodology for Non-Majors

Ore  
February 2023

**Lee, Dong Jin** | Author

Work-Life Balance: HR Training for Employee Personal Interventions

Cambridge University Press  
January 2023

**Jong Min Lee** | Editor

Inequality, Geography and Global Value Chains

Palgrave Macmillan  
April 2023

**Lee, Ji Man** | Editor

The recommended masterpieces of economics and business administration by the emeritus professors of the College of Economics and Business and Yonsei University School of Business

Palgrave Macmillan  
April 2023

**Lee, Ho Geun** | Author

Energy Democracy and Digital Innovation - Achieving Eco-Friendly Energy and Carbon Neutrality for the Future

Margunsaem  
August 2023

**Hur, Daesik** | Author

Stakeholder-centered management - ESG management in the era of stakeholder capitalism

Pakyoungsa  
February 2023

**MS · Ph.D. Academic Conferences Presentations | International****Jae Min Kwon**

CEO Overconfidence and Weakness in Internal Control over Compliance: Evidence from Sanctions  
*2024 International Accounting Section*

Atlanta (USA)

**Jimin Kwon**

Fostering Pro-Environmental Behavior at Work: A Self-Determination Theory Perspective  
*Annual Meeting of the Academy of Management*

Boston (USA)

**Kim Rino**

Social Comparison and VIP Marketing in the Luxury Industry  
*Global Marketing Conference at Seoul*

Seoul (South Korea)

## MS · Ph.D. Academic Conferences Presentations | Domestic

<b>Minseo Kim</b> Unlocking the key Factors behind recurring patronage in openkitchen restaurants <i>The 19<sup>th</sup> Asia Pacific Forum For graduate students research in tourism</i>	Da Nang (Vietnam)	<b>MS · Ph.D. Academic Conferences Presentations   Domestic</b>	
<b>Soobin Kim</b> Post-covid-19 secive management strategies: The need for access to B2B2C customer eperience <i>QUIS 18</i>	Hanoi (Vietnam)	<b>Gwoon Kim</b> The Effect of Conscientiousness on Managerial Learning from Stock Prices <i>Interdisciplinary Conference on Management</i>	Busan (South Korea)
Marketing in times of uncertainty: Beyond COVID-19 and new era of market <i>2023 AMA Summer Academic Conference</i>	San Francisco (USA)	<b>Soobin Kim</b> Research on improving user experience by solving social cues in chatbot services <i>2023 Global Scholars and Next Generation Colloquium</i>	Gangneung (South Korea)
<b>Joohee Kim</b> Do Users Really Want“Human-like“AI? The Effects of Anthropomorphism and Ego-morphism on User's Perceived Anthropocentric Threat <i>HICSS</i>	Hawaii (USA)	<b>Tae Young Kim</b> Effects of Work=from-home on Collaborative Task Performance: A Coordination Theory Perspective <i>KrAIS Summer Workshop</i>	Seoul (South Korea)
<b>Tae Young Park</b> The Effects of Performance Feedback and Geographic Experiential Diversity on Cross-Border Acquisitions <i>AIB Warsaw</i>	WARSAW (Poland)	How the source of user innovation ideas affects innovation performance in the digital games industry <i>2023 KMIS International Conference</i>	Busan (South Korea)
<b>Jihyun Shin</b> How Changes in Work and Family Role Salience Following COVID 19 Threat Affect Turnover Intention <i>The 83<sup>rd</sup> Annual Meeting of the Academy of Management</i>	Boston (USA)	<b>Hyejung Kim</b> The health crisis and the healthcare business <i>2023 Korea Distribution Society Summer Interdisciplinary Conference</i>	Busan (South Korea)
<b>Jihye Yang</b> Portfolio Optimization with Weight Constraints Derived from a Nonlinear Function Reflecting Macroeconomic Variables <i>INFORMS Annual Meeting 2023</i>	Arizona (USA)	<b>Sunghyun Lee</b> How employee experience affects ESG awareness and job attitudes <i>2023 Fall Joint Conference</i>	Iksan (South Korea)
<b>Seulgi O</b> Does CEO Narcissism Exploit Compensation Schemes? <i>2024 Management Accounting Section Midyear Meeting</i>	Orlando (USA)	<b>Songha Lee</b> The Effect of Visual Presentation in Advertising on Ethical Consumption: Focusing on the Construal Level Theory <i>2023 Fall Integrated Marketing Conference</i>	Busan (South Korea)
<b>Parkhan Wang</b> Greenhouse Gas Emissions, Firm Value, and Investor Base: Evidence from Korea <i>AFA 금융학술대회</i>	Ho Chi Minh (Vietnam)	<b>Eunjung Lee</b> The impact of Surveillance Regimes on Tunneling by Large Groups: a Focus on Trademark Royalties <i>2023 Korean Accounting Association Summer International Conference &amp; Joint Conference</i>	Jeju Island (South Korea)
<b>Sehwan Lim</b> Aircraft Fuel Puchasing Strategy Utilizing Artificial Intelligence <i>POMS 2023 International Conference</i>	Paris (France)	<b>Heungjae Jeon</b> The Effect of Conscientiousness on Managerial Learning from Stock Prices <i>Interdisciplinary Conference on Management</i>	Busan (South Korea)
<b>Nanhee Jung</b> Compensatory consumption behavior in the metaverse <i>Global Marketing Conference at Seoul</i>	Seoul (South Korea)	<b>Nanhee Jung</b> Research on the relationship between unit size and time spent <i>2023 Fall Integrated Marketing Conference</i>	Busan (South Korea)
<b>Yoonseop Choi</b> Why Avoid Ads? Alleviating Ad Avoidance in Live-Streaming <i>ISMS Marketing Science Conference 2023</i>	Miami (USA)	<b>Inseo Hwang</b> The health crisis and the healthcare business <i>2023 Korea Distribution Association Summer Interdisciplinary Conference</i>	Busan (South Korea)
<b>Laddaran Janine Anne</b> HICSS Doctoral Fellows and Doctoral Consortium Research Area:Management Information Systems <i>Hawaii International Conference on System Sciences</i>	Hawaii (USA)	<b>Jina Hwang</b> The Effect of Share Retirements and Resales in the Value Relevance of Accounting Information <i>2023 Korean Accounting Association Summer International Conference &amp; Joint Conference</i>	Jeju Island (South Korea)
<b>LI, LAN</b> Unpacking the NFT Hype: The Impact of NFT Awareness on the Auction Market for Visual Artwork <i>The workshop on e-Business</i>	India (online)	<b>ZHANG LIYAO</b> Corporate Social Responsibility, Firm Performance and CEO's Political Incentives: Quasi-natural Experiment Using China's Targeted Poverty Alleviation Policy <i>2023 Korean Accounting Association Summer International Conference &amp; Joint Conference</i>	Jeju Island (South Korea)
		Politically Driven CSR and Firm Performance <i>2023 Korean Association for Accounting and Policy Spring Conference</i>	Busan (South Korea)

● 2023 Academic Year Overview

<b>Academic Events</b>	Seminars	99	<b>Incentive Support for Faculty Journals Publication</b>	Faculty	International	137
	Academic Conferences <sup>1</sup>	2			Domestic	59
	International Colloquium <sup>2</sup>	1		MS · Ph.D.	International	23
					Domestic	82
<b>Academic Support</b> (Research Interns) <sup>3</sup>	Semester	2023 Fall	<b>Published Journals</b> <sup>4</sup>	Journal Name	Yonsei Business Research	
	People	10		Vol. / No.	Vol.60, No.1, No.2	
	Scholarship	2 million KRW (per student)				

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 2023, we held 99 seminars and provided opportunities to discover various corporate cases and management consulting through invited lectures by corporate executives such as 'Introduction to the Logistics Business and the Future of Logistics' by CJ Logistics' Head of Sales and 'Current Status and Future Prospects of the Delivery App Market' by Yogiyo Management Strategy.

We sponsored and co-hosted two academic conferences on 'Trends and Prospects of Artificial Intelligence and Mobility Legal Discussions' and 'Building an Innovation Ecosystem for SMEs', and in February 2024, we held the 'Waseda-Yonsei Business Research' colloquium with Waseda University in Japan to build an international business research network with domestic and overseas research institutions.

1 Trends and Outlook in AI and Mobility Legal Discussions: Focusing on Data Governance



1 Building an Innovation Ecosystem for SMEs



2 Waseda-Yonsei Business Research



In order to expand business students' interest in business research, revitalize on-campus activities, and promote business research both on and off campus, Yonsei has been operating the 'Intern Researcher' program since 2023, and has selected 10 undergraduate students from the business school to receive scholarships.

Yonsei Business Research Institute is an academic journal published by business research institute of Yonsei University School of Business, whose basic mission is to contribute to the accumulation and development of theoretical, empirical, and practical knowledge in the field of management and to expand opportunities for academic discussion, as well as to provide modern management

theories, management techniques, and educational materials for professional managers in academia and companies.

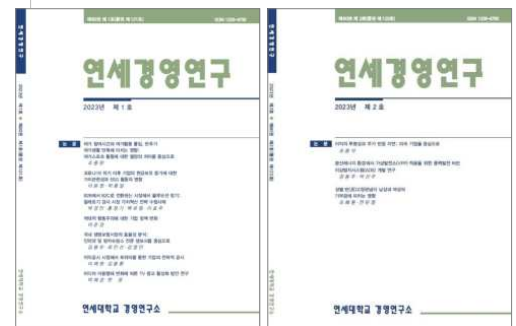
"Industry and Business" was published since 1963, and volumes 1 through 30 were published until 1993, and since 1994, the journal has been renamed *Yonsei Business Research* and has been published since volume 31. In 2023, it published two journals with 60 volumes and 1 and 2 issues.

To attract the submission of excellent papers, Yonsei Business Research selects and awards the best papers among the papers published in Yonsei Business Research for one year, and Professor Lee, Ji Man (Management) and Professor Choi, Jeonghye (Marketing) serve as the editor-in-chief and vice editor-in-chief, respectively.

3 Intern Program Researcher Recruitment Poster

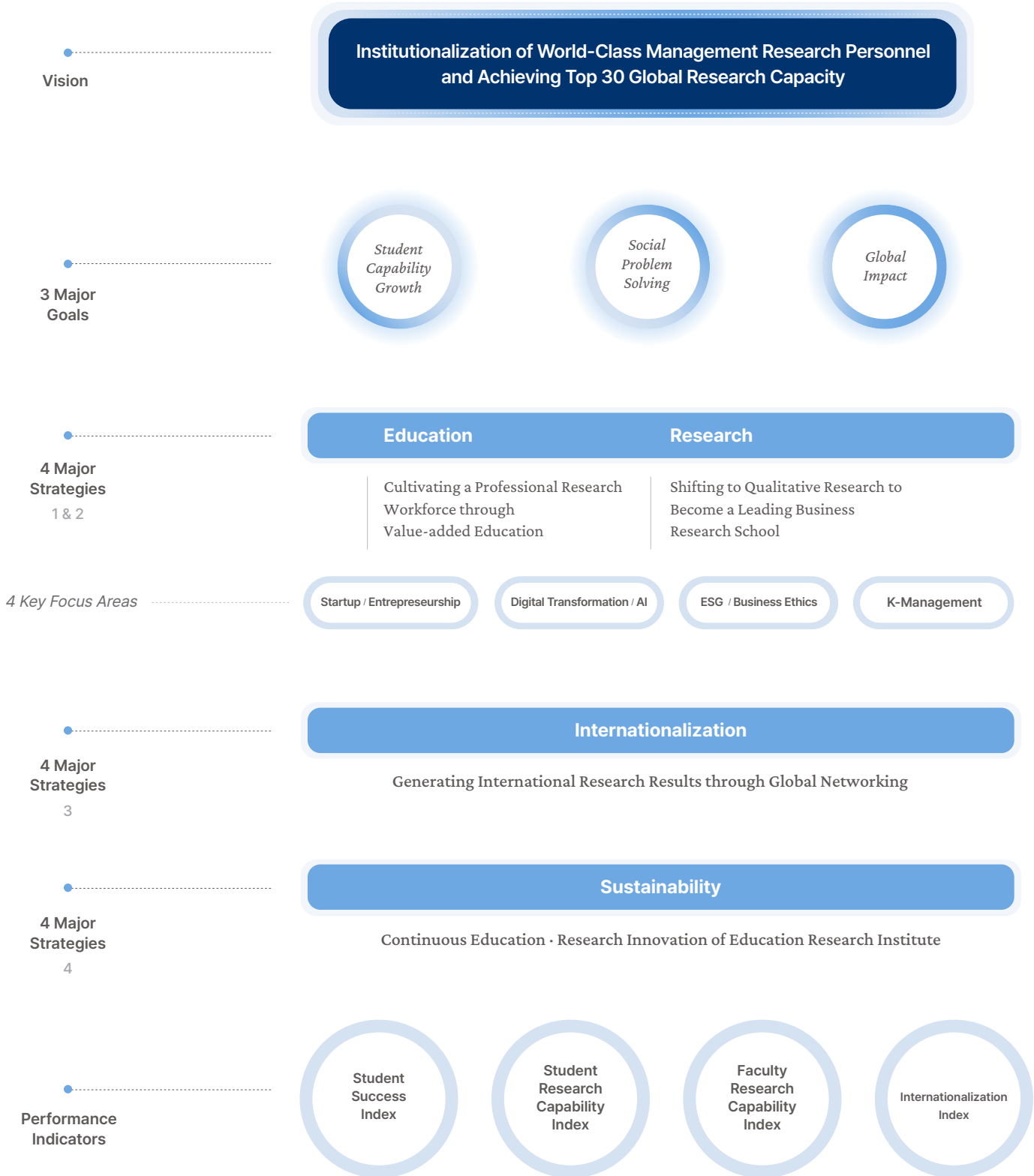


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● Conferences and Colloquiums

Category	Date	Topic	Lecturer	Host	Notes
Conference	August, 2023	Trends and Outlook in AI and Mobility Legal Discussions: Focusing on Data Governance	Professor <b>Kim Jae-sun</b>   Dongguk University School of Law Senior Researcher <b>Eunsoo Kim</b>   AI Policy Initiative, Seoul National University Professor <b>Hyejin Park</b>   Hanyang University School of Law Professor <b>Byungpil Kim</b>   KAIST School of Technology Management	The Korean Association of Mobility Studies, Business Research Institute, The Korean Association of Small Business Studies	The Korean Association of Mobility Studies Summer Conference
	November, 2023	Building an Innovation Ecosystem for SMEs	Professor <b>Sangjun Kim</b>   Ewha University Professor <b>Kyung Min Park</b>   Yonsei University School of Business (16 others)	The Korean Association of Small Business Studies, The Korea Federation of Small and Medium Business	The Korean Association of Small Business Studies Fall Conference
Colloquium	February, 2024	Business Research Presented by Waseda University and Yonsei University	Professor <b>Tae-Seok Kim</b>   Waseda University School of Business Professor <b>Jong Min Lee</b>   Yonsei University School of Business Professor <b>Daisuke Miyakawa</b>   Waseda University School of Business Professor <b>Auh, Jun Kyung</b>   Yonsei University School of Business Ph.D. Student <b>Yue Zhong</b>   Waseda University School of Business Professor <b>Jung, Sumi</b>   Yonsei University School of Business	Waseda University	Waseda-Yonsei Business Research Conference



## 2023 Academic Year Overview

In September 2020, Yonsei University School of Business was selected as a 'Education Research Institute of Professional Business Workforce for Social Value Activation' in the BK21FOUR project, which is promoted by the Ministry of Education and the Korea Research Foundation. The BK21 project, promoted by the Ministry of Education and the National Research Foundation of Korea, is a higher education human resource development project that intensively supports master's and doctoral students and young researchers to foster world-class graduate schools and cultivate excellent researchers. The BK21FOUR project period is seven years from September 2020.

The majority of the funding will be spent on research scholarships for doctoral and master's students and young researchers. Doctoral and master's students participating in the BK21 project will receive 1.6 million won and 1 million won per month in research scholarships, respectively, and young researchers will receive 3 million won. During the fourth year, from March 2023 to February 2024, 523,453,860 won was provided for research scholarships for participating graduate students,\* as well as international cooperation such as short- and long-term training abroad, support for participation in international conferences, and support for academic activities.

The ultimate goal of BK21FOUR Yonsei University School of Business Education and Research Group is to "cultivate business talent that activates social value." To this end, they have set the vision of "cultivating world-class educational and research personnel and achieving top 30 global research capabilities." Both education and research are important for cultivating talent. In particular, to nurture talents with the ability to solve social problems, an international perspective and capabilities are essential, and sustainability must be the foundation for achieving the goals and vision of the educational unit. Accordingly, the education and research group has set education, research, internationalization, and sustainability as its main strategic areas.

Among the various fields of business studies, the BK21FOUR Yonsei University School of Business Education and Research Group focuses on activating social value, emphasizing the four key areas of:

- ▲ Entrepreneurship / Entrepreneurial spirit
- ▲ Digital transformation / AI
- ▲ ESG / Corporate ethics
- ▲ Korean Business Management (K-Management).

These are areas that Yonsei Management has long been interested in and has been engaged in educational and research activities, and they also include major issues currently facing Korean society.

\* Including Research Grants for Doctoral Students

## Yonsei-Munich Institute of Technology (TUM) Joint Seminar on AI Ethics

On July 20, 2023, at 10:00 a.m., a joint seminar was held at Yonsei University School of Business Building 104 on the topic of "AI Ethics, AI Governance, Artificial Intelligence, Business-Ethics" with faculty members from the Yonsei University ESG / Corporate Research Ethics Research Center, the Korean Society of Ethical Management, and the Technical University of Munich (TUM).

BK21FOUR Education Research Center, Yonsei University School of Business, held a joint seminar on July 20, 2023, with the Institute of AI Ethics, TUM, in Bath, Germany. The seminar was part of a regular exchange under the MOU between the two universities' business ethics research centers, following the seminar on the ethics of autonomous driving and artificial intelligence held on August 23, 2022. The seminar featured presentations and discussions by German and Korean scholars,

including Professor Christoph Lutge, Director of the Institute for Artificial Intelligence Ethics at the Technical University of Munich, Ho-Young Lee, Director of the Center for ESG and Business Ethics Research at Yonsei University, and Hyo-Sun Kim, President of the Korean Society for Ethical Management, as well as graduate students from Yonsei University Graduate School of Business, on the topic of The EU AI Act and Beyond: Unboxing the European Approach on AI Governance.

The seminar examined ethical issues related to artificial intelligence technology applied in the field of corporate management, and held a discussion and Q&A session on the current status of AI ethics-related governance in EU member states as of July 2023 and key topics that Korean companies should consider in the legal framework.



### 1 Notice on AI Ethics Seminar

**Artificial Intelligence (AI) Ethics Seminar**  
**The EU AI Act and Beyond: Unboxing the European Approach on AI Governance**

**■ 일시 :** 2023. 7. 20(목) 10:30~11:40  
**■ 장소 :** 연세대학교 경영관 104  
**■ 주최 :** 연세대학교 경영대학 BK21FOUR 교육연구단

연세대학교 경영대학 BK21FOUR교육연구단, 연세대학교 ESG/기업윤리연구센터, (사)한국윤리경영학회, 독일 뮌헨공대(TUM) Christoph Lutge 교수를 초청하여 AI Ethics, AI Governance, Artificial Intelligence, Business-Ethics 세미나를 가지고자 합니다. 관심있는 산학/연정 관계자 여러분의 많은 참여를 바랍니다.

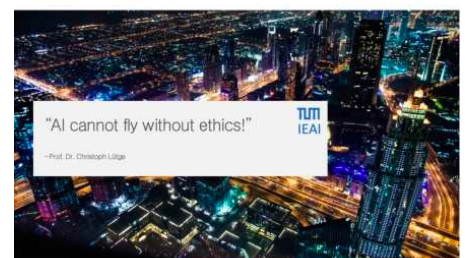
시간	순서	발표자
10:30-10:35	인사말	이호영 교수(연세대학교, ESG/기업윤리연구센터장)
10:35-10:40	인사말	김효선 교수(중양대학교, (사) 한국윤리경영학회 회장)
10:40-11:30	The EU AI Act and Beyond: Unboxing the European Approach on AI Governance	Christoph Lutge 교수(뮌헨공대, 인공지능윤리연구소 소장)
11:30-11:40	질의응답 및 마무리	

**■ 발표자 약력** 독일 뮌헨공대 Christoph Lutge 교수(AI Ethics)

- Technical University of Munich (TUM) 교수(Business Ethics)
- TUM Institute for Ethics in Artificial Intelligence (IEAI) 소장
- Ph.D., Technical University of Braunschweig, 1999.
- Philosophy & Information Systems
- 독일 연구재단 Heisenberg Fellowship
- Oxford University Press, Palgrave Macmillan, Edward Elgar, Springer 등에 저서 출간

**■ 공동주관**  
 연세대학교 ESG/기업윤리연구센터  
 한국윤리경영학회

### 2 EU AI Presentation (Professor Christoph Lutge)



## Yonsei-USC International Conference Digital Economy / Digital Platform

The Yonsei-USC International Conference, hosted by BK21FOUR Education Research Institute, Yonsei University Graduate School of Business, Yonsei University Graduate School of Information Studies, and the University of Southern California (USC), Marshall School of Business, was held on November 16-17, 2023 at Yonjae Hall, Yonsei University School of Business.

The conference, themed on Digital Economy and Digital Platform, was attended by various experts. Professors Youngsok Bang and Il Lim from Yonsei University School of Business, Hee-Woong Kim from Yonsei University Graduate School of Information, Ji-Yeh Paik from Korea University, Dae-Gon Cho from KAIST Business School, Jung-Woo Choi from MONASH University School of Economics, Kyung-Tae Kim from the Chinese University of Hong Kong Business School, and Seon-Yong Choi from the National

University of Singapore, as well as Anthony Dukes and Daniel Sokol from Marshall School of Business and Yubo Chen from Tsinghua University, participated in discussions and presented academic papers.

Korean Air Chairman Cho Won-tae and Management Science Editor Hemant

Bhargava delivered keynote speeches on the 16<sup>th</sup> and 17<sup>th</sup>, respectively.

The conference was attended by more than 100 participants on both days, and it was a time to learn more about the digital economy and digital platforms through lively discussions.



# A / S Lectures For Alumni

\* A/S(After School) Special Lecture is a program of gathering at school after graduation, for alumni, provided by Yonsei University School of Business. The lectures encourage self-development and expanding networks among seniors and juniors through seminars on current management trends and other related topics.

50<sup>th</sup> A / S Lecture

## Another Beginning, Not an End: The Present and Future of Globalization

June 27(Tue) | Yonjae Hall | Professor Jong Min Lee



51<sup>st</sup> A / S Lecture

## ESG and Corporate Value

August 9(Wed) | Yonjae Hall | Professor Jiyeon Lee



52<sup>nd</sup> A / S Lecture

## AI & Future Technology -AI Leadership- From Silicon Valley

September 8(Fri) | Yonjae Hall | Yong Duk Lee, CEO



## Special Lecture for Current YSB Students Where Will I Be In 5 Years

September 8(Fri) | Yonjae Hall | Yong Duk Lee, CEO

## Special Lecture for Current YSB Students The Highest-Paid People in the Financial World

October 30(Mon) | Yonjae Hall | Sang Ho Yoo, Vice Chairman



# MBA Case Analysis Competition

\* Awards of Yonsei University Graduate School of Business, MBA

On December 16, 2023, the award ceremony for the 2023 MBA Business Case Analysis Competition was held at Yonjae Hall, Yonsei University School of Business. The MBA Business Case Analysis Competition, co-hosted by MTN and Yonsei University Graduate School of Business and sponsored by the Ministry of Education and the Ministry of Trade, Industry and Energy, is a contest in which students from business schools and graduate schools of business work in teams to analyze the management cases of companies and propose creative and practical alternatives based on a theme.

This year, the 15<sup>th</sup> edition of the competition, LG Group Co., Ltd. presented two topics: "LG Chem's Opportunity Strategy to Proactively Respond to Carbon Trade Barriers and Global Climate Norms" and "LG Energy Solution's New Business/New Market Promotion Strategy from an ESG Management Perspective."

The award ceremony was attended by Seongmoon Kim, Dean of Graduate School of Business, Yoo Seung-ho, CEO of MTN, Yeo Han-gu, Head of MTN Press, Park Ho-jin, Head of MTN's Economic & Industry Department, Kim Kyung-hwan, Senior Vice President of LG's PR / Brand Team, and Professor Yoo Won-sang of Korea University. The competition awards one team for the Minister of Education Award, one team for the Minister of Trade, Industry and Energy Award, one team for the MTN President Award, and five teams for the Excellence Award after the preliminary round of submitting reports, and the main round of PT presentation where participants receive feedback from the judges.



The grand prize, were awarded to KAIST's 'OrChemStra' and Yonsei University's 'Grapes: 4 Alerters for Deriving Carbon Pollution Measures' (hereinafter referred to as 'Grapes'), respectively. The team from Yonsei University (Kim Ji-Eun, Kang Jae-Wook, Kang Hae-In, and Park Hyun-Seok) chose the topic "New Business / New Market Promotion Strategy of LG Energy Solution from an ESG Management Perspective" and proposed *Project Ellis: Proposal for Electric Vehicle Battery Leasing Business for Establishing a Battery Recycling Circular Ecosystem*. "I'm grateful that my team won the Minister of Trade, Industry and Energy Award. It was an opportunity to learn a lot about teamwork, and the feedback session with the judges was especially beneficial," said the team leader of 'Grapes.'

In the competition, Yonsei MBA participants won the Minister of Trade, Industry and Energy Award for ECOable (Choi Yoojin, Yoo Se-young, Ahn Sung-eun, Choi Hyun-ji), the Excellence Award for Greenovate LG (Nam Hyo-rim, Kim Kyung-min, Kim Kyung-hoon, Kim Yoon-jung), and the Life's Good, Life's Green, Life's Glory! (Minjung Kwon, Minwoo Park, Junghoon Seo, Daeheon Ha), Let's Go! LETzer0! (Jiwoon Lee, Park Kyungho, Jaehoon Bae, and Lee Joo), and Naturalization (Jaeyoung Lee, Soyeon Kim, Banghwa Bang, and Garam Cho).

"I heard that there were a lot of very high quality proposals, so thank you for your hard work to make it to the end," said Yeo Han-koo, Head of MTN's Press Office, and Seongmoon Kim, Dean of Yonsei University School of Business, emphasized the significance of the contest, saying, "It is a living education to envision how to apply what you learn in MBA classes to the field, and I think this contest is an opportunity to showcase your skills." "We are grateful to all organizations for helping young talents who dream of becoming CEOs gain valuable and valuable experiences, and we will use all the proposals submitted, regardless of whether they win or not, to help LG grow and develop," said Mr. Kyung-hwan Kim, Senior Vice President of LG Group's Public Relations and Brand Team.

The competition was judged by six judges from various fields. On behalf of the judges, Professor Yoo Won-sang of Korea University said, "The main criteria were the understanding of the topic, the ethics of the proposed strategy, creativity, completeness, and feasibility, and the winners of each award were determined based on how well they complemented the judges' comments from the preliminary judging. We are grateful for the high quality and topical ideas that were presented."

<b>Award</b>	Minister of Trade, Industry and Energy Award
<b>Team</b>	Grapes: 4 Alerters for Deriving Carbon Pollution Measures
<b>Members</b>	Kim Ji-Eun, Kang Jae-Wook, Kang Hae-In, Park Hyun-Seok
<b>Topic</b>	LG Energy Solution's New Business / New Market Promotion Strategy from an ESG Management Perspective
<b>Title of Report</b>	Project Ellis: Proposal for Electric Vehicle Battery Leasing Business for Establishing a Battery Recycling Circular Ecosystem



Leader  
**Kim Ji-Eun**  
CMBA 102<sup>nd</sup>



Member  
**Kang Jae-Wook**  
CMBA 102<sup>nd</sup>



Member  
**Kang Hae-In**  
CMBA 102<sup>nd</sup>

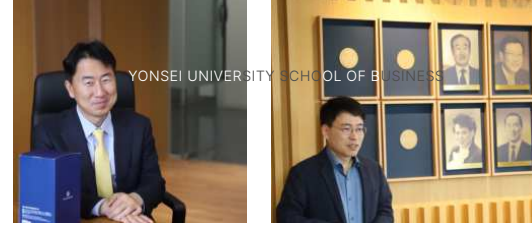


Member  
**Park Hyun-Seok**  
CMBA 102<sup>nd</sup>



# ESG / CSR Business Case Analysis Competition

\* Awards of Yonsei University School of Business, Undergraduates



On October 16, 2023, the ESG/CSR Case Competition Award Ceremony was held. The competition was organized by Yonsei University School of Business and the ESG/Corporate Ethics Research Center to provide students with an opportunity to understand and explore the cases of ESG (Environmental, Social, Governance) and CSR (Corporate Social Responsibility) as interest in these issues has increased dramatically in recent years.

The award ceremony was hosted by Professor Ho Young Lee, Director of the ESG / Corporate Ethics Research Center, and was attended by Dr. Seongmoon Kim, Dean of the School of Business, who awarded the winners with certificates. The first prize was won by the team of Seungyeon Lim (20, Business), Hyungjo Kim (19, Business), Yoonhyuk Lee (20, Business), and Ngo Kim Truc (22, Business), while the second prize was won by the team of Junha Kim (20 Business), Sungsoo Kim

(19, Russian Language and Literature), Hoji Shim (20, Economics, Underwood School of International Studies), and Jiwon Lee (20, International Trade, Global Talent College), Honorable mentions went to Ha Eun Kwak (20, Underwood College of Sustainable Development), So Hye Park (21, Underwood College of Sustainable Development), Seung Hyo Shin (22, Management), and Jisoo Lee (20, Underwood College of Sustainable Development), and Myung In Kang (20, Business), So Jung Yoo (20, Business), Hae Jung Lee (18, Business), and Sunwoo Park (20, Business).



1<sup>st</sup> Prize



2<sup>nd</sup> Prize



3<sup>rd</sup> Prize



3<sup>rd</sup> Prize

## Freshmen Orientation Program



The Student Association of the College of Commerce and Economic and School of Business held an Orientation Program for freshmen of the 2023 academic year from February 20 to February 22, 2023 for two days and three nights. The event was held at Donggang Sista in Yeongwol, Gangwon-do, and was attended by 396 new students and 175 returning students. The orientation is an event that provides freshmen with preliminary education for adjusting to school and academic life, and it is also the first time they officially meet their seniors and peers. The freshmen learned about the culture of seniors through various activities such as safety education and cheerleading OT, club performances, ice breaking, and had a chance to get closer to their classmates through class-specific activities. The event was accompanied by Park Kyung Min, Former Vice Dean of the School of Business, and Choi Yoon Jung, Former Vice Dean of the Economics Department of the College of Commerce and Economics. Park Kyung Min, Former Vice Dean of the School of Business, provided a special late-night meal to encourage the students. The freshmen returned to school and disbanded after successfully completing the two days and three nights of the Orientation Program activities under the guidance of the student council.

# HD HYUNDAI Company Visit



## 2023 - Spring

On May 12, 2023, more than 60 students from Yonsei University School of Business visited HD Hyundai Group's Global Research and Development Center (hereinafter referred to as 'HD Hyundai GRC') as part of the MOU between HD Hyundai and Yonsei University School of Business. The visit consisted of a welcome speech, vision introduction, lunch, career mentoring, personnel system, and recruitment explanation.

First, we were welcomed by Mr. Sam-hyun Ga (Economics, 75), who graduated from our university and is currently serving as Vice Chairman of HD Hyundai Group. "I thought that there would be many students who were about to graduate, but I was surprised to see that there were many students from the first to the fourth grade. I hope this will be an opportunity for you to choose a career that will help you fulfill your aspirations."

Mr. Cho Jin-hyun (Business, 91) introduced his vision. He introduced HD Hyundai's major businesses, including shipbuilding/offshore, energy, and construction machinery, and its global network from the United States to the Middle East, and said that HD Hyundai has three visions: realizing the unlimited potential of the ocean, realizing a sustainable future energy ecosystem, and providing business solutions that transcend the limits of time and space. He also shared with the students his career path from graduating from Yonsei University School of Business to his current position as a senior vice president.

After the above two sessions, the mentors and students who graduated from Yonsei University and are currently working at HD Hyundai organized themselves into teams and had a meal at the GRC cafeteria, followed by career mentoring for each group.

Under the guidance of the mentors, the students visited the actual offices and checked the facilities and autonomous seating system in the GRC, and went to the company's rest area to ask the mentors about how they prepared to join HD Hyundai and what competencies they need to build in the future.

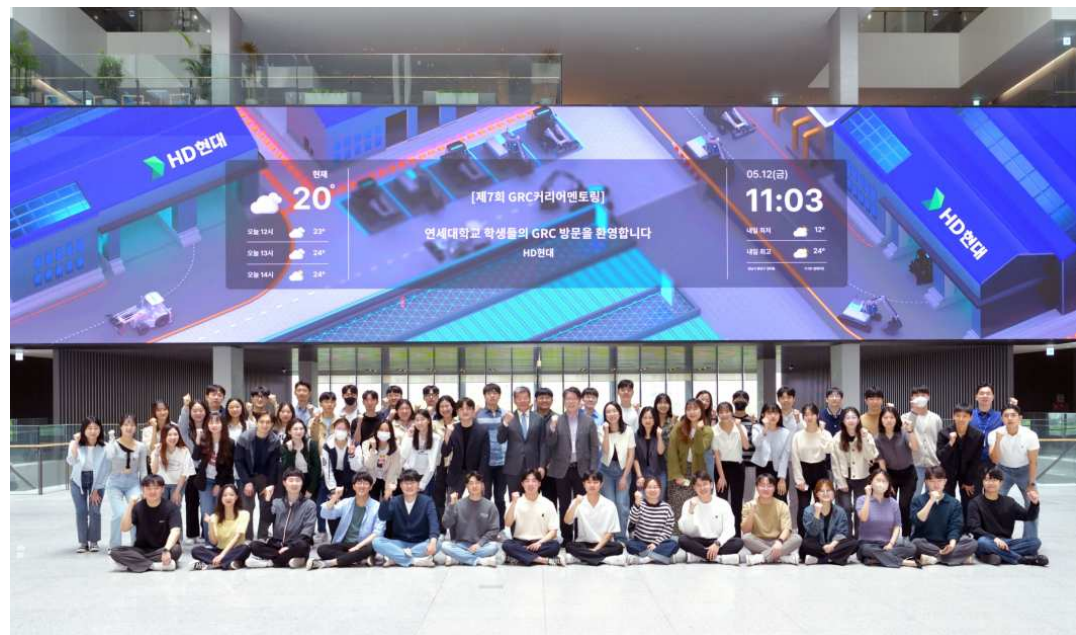
Finally, the HD Hyundai Future Talent Team introduced the recruitment process, in-house training programs, and welfare benefits.

Through this time, we were able to see how HD Hyundai strives to create a flexible work environment and support employees' growth.

"I had a lot of worries about my career, and this was a time to resolve them. This was a

turning point for me to discover various career possibilities," said Kim Dong-won (Business, 20), who participated in the HD Hyundai corporate tour. Lee Ji-young (Business, 22) also said, "I was constantly thinking about what direction I should prepare for my career, and the HD Hyundai corporate tour was very helpful. Above all, it was a meaningful time to get answers to my practical questions because the mentor counseled me directly."

Thanks to HD Hyundai's preparation and consideration, Yonsei University business students were able to learn new things about HD Hyundai and find out what they need to prepare for their careers.



2023 - Fall

On Friday, September 22, 2023, 75 students from Yonsei University School of Business visited the HD Hyundai Group Global Research and Development Center ("HD Hyundai GRC") in Pangyo. The HD Hyundai corporate tour is being conducted as a part of the MOU between HD Hyundai and Yonsei University School of Business for talent development after the inauguration of Dean Seongmoon Kim, and is the second corporate tour after the last semester.

The visit was organized in the following order: welcome greetings and vision introduction, recruitment and recruitment explanation for the second half of the college graduates, lunch, and mentoring. First, Kang Jae-ho, Senior Managing Director led the welcome and vision introduction session. Mr. Kang introduced the advantages of HD Hyundai and explained in detail what the job of 'Ship/Marine Sales', one of HD Hyundai's major industry sectors, entails to the students.

Afterward, the mentors were divided into groups and taken to the company cafeteria



in the HD Hyundai GRC to eat the same meal that HD Hyundai employees usually eat and to tour the internal facilities. After the meal, the students were able to ask the mentors how they prepared to join HD Hyundai, what motivated them to apply to HD Hyundai, and the advantages of HD Hyundai Group.

Cho Sung-woo (Business, 22), who participated in the HD Hyundai corporate tour, said, "It was a very fresh experience to visit HD Hyundai Group, a large company that I had only imagined. During lunch, I was able to broaden my perspective by listening to mentors from

Yonsei talk about their school life and job preparation. Noh Mi-ri (Business, 22) said, "Through this opportunity, I was able to learn more about HD Hyundai, and it was especially beneficial to hear the vivid job testimonials from my seniors. It was a great experience to visit the company and learn more than what I had heard through searches and conversations."

In the summer, eight students from Yonsei University School of Business interned at HD Hyundai as part of an MOU to foster human resources, and a winter internship was also held.



## 2023 - Spring

On July 15, 2023, the *Yonkyung Prep.* event for the first semester of the 2023 academic year was held at Yongjae Hall, Yonsei University Business Center. '*Yonkyung Prep.*' is a program that introduces Yonsei Management to high school students who wish to enter Yonsei University Business School and helps them explore their career paths. The event was held for 187 on-site participants and 1,000 virtual participants (zoom) out of approximately 2,400 high school students nationwide who applied to participate in Yonsei Prep.

Seongmoon Kim, Dean of Yonsei University School of Business, said, "I would like to sincerely welcome all the high school students who have shown interest in Yonsei University School of Business. If you are admitted to Yonsei University Business School and take my classes in the future, please tell me that you attended Yonsei Prep." He opened the event with a welcome speech.

In the first part of the program, Yonsei University School of Business Ambassadors BizYON 32, Yukyung Cho (Business, 22) and Seohee Kim (Business, 22), explained Yonsei University Business School and business administration majors. They introduced Yonsei's status as a triple crown winner in the THE, QS, and FT rankings, and explained the specific subjects of Yonsei's business majors from the perspective of high school students, using the process of producing a fictional entertainment program called 'Yonsei Signals' as an example.

In the second part of the program, Prof. Rhee, Mooweon delivered a special lecture on the topic of 'Business Administration, a Wide and Far-Seeing Eye! Prof. Rhee emphasized the importance of open networks, saying, "Due to changes in the industrial market, it is the mission and vision of companies to respond appropriately to future customers." He explained the movie 'Moneyball', 'Current War', and the TV show 'United We Stand' as examples, and received a great response from the high school students.

In the third part of the talk and Q&A session, alumni Byungjun Oh (Business, 13, PWC) and Hyojik Lee (Business 14, Financial Supervisory Service) and students Dongjun Kim (Business, 19) and Sunwoo Kim (Business, 21) participated as panelists. The current students and alumni panelists shared their experiences about their college life and career paths after graduation and answered questions from the students, followed by a talk and Q&A session.

In the third part of the event, a tour of the business building and mentoring session, BizYON, an ambassador of Yonsei University School of Business, mentored the participants, sharing their concerns about entrance exams and studying methods. In addition, the high school students were given a tour of the business building in groups, visiting the main facilities of the business building, including the atrium, baroque library, discussion rooms, and classrooms.

Kim Sooyoon, a student from Mokdong High School, who participated in *Yonkyung Prep.* said, "I've wanted to go into Yonsei University School of Business since middle school, and Yonsei Prep. gave me vivid information. It gave me the will to study harder and get into Yonsei University School of Business," said Kim, who participated in Yonsei Prep. "Living in a rural area,

I didn't have the opportunity to experience a career, so I was very happy to meet people who are actually enrolled in Yonsei University School of Business," said Go Da-yoon, a student from Geoje Central High School.

This time, more students than ever applied for *Yonkyung Prep.* Yonsei University School of Business organized both on-site and virtual broadcasting so that students who were unable to participate in Yonsei Prep. due to the limited number of people on-site could participate in *Yonkyung Prep.* virtually. We hope that *Yonkyung Prep.* was an opportunity for the participants to develop a greater interest in Yonsei University School of Business, and we look forward to meeting them again as a future student from Yonsei University School of Business.



## 2023 - Fall



On February 7, 2024, the *Yonkyung Prep.* event was held for high school students nationwide. Before the program began, Kim, Jonghwan, Associate of Yonsei University School of Business, said, "Welcome to Yonsei University School of Business. Yonsei started the first modern Business education in Korea in 1915 and is now a recognized business school not only in Korea but also in the world. Today, *Yonkyung Prep.* has organized a program to help you understand what you can learn, what activities you can do, and what career paths you can take once you enter Yonsei. We also organized a Q&A session with our ambassadors, BizYeon seniors, so that you can get to know how they prepared to come to Yonsei, and we hope that you can answer any questions you may have about Yonsei. There were many applicants, and we hope that the program will be as beneficial as the high competition rate, and we hope that you will prepare hard and that you will be able to meet as a teacher and student at Yonsei University School of Business in the near future."

In the first part of the program, Yonsei University School of Business explained the history of Yonsei University School of Business and the majors within business administration, which are divided into marketing, management, finance, accounting, and ODI. The students were able to expand their understanding of business administration by learning about the contents of each field and what kind of career path they can pursue, as well as the programs offered by Yonsei University School of Business, such as startup support, exchange students, and alumni mentoring, in addition to lectures. The students actively participated in a surprise quiz in the middle of the program.

In the second part of the program, the students experienced a short lecture at Yonsei University School of Business. Professor Jun, Youjung, a marketing professor, gave a lecture on the topic of "Experiencing Yonsei properly". By explaining the changes in the marketing market and using examples familiar to students, it was easy to understand how the focus of marketing is changing in various industries.

The third part was an entrance exam Q&A session with BizYON, an ambassador. The ambassadors answered the questions of students who were preparing for the Yonsei University School of Business Entrance Examination based on their own experiences, and were able to resolve the concerns and questions that each student had about the entrance examination.

The fourth and final part of the program consisted of a tour of the administration building and a group mentoring session. Through the School of Business building tour, students were able to see the spaces that they would use if they were admitted to Yonsei, and in the group mentoring session, students were divided into small groups of 20-30 people and were able to freely ask questions that they hadn't been able to ask in the heat of the Q&A session during

the second part of the entrance exam. The Mentor Ambassadors provided informative answers on a variety of topics, including admissions and school life. Students who participated in the event said, "Thank you for giving us the opportunity to participate in such an informative event. The tour of the School of Business building, the admission Q&A with the ambassadors, and the time to experience actual lectures were all very informative," and "I am very grateful that I had such a great opportunity since I came from the province."

Yonsei University School of Business holds *Yonkyung Prep.* every summer and winter vacation to introduce and experience Yonsei University School of Business.



▲ 2023-Fall *Yonkyung Prep.* Participants' Interview



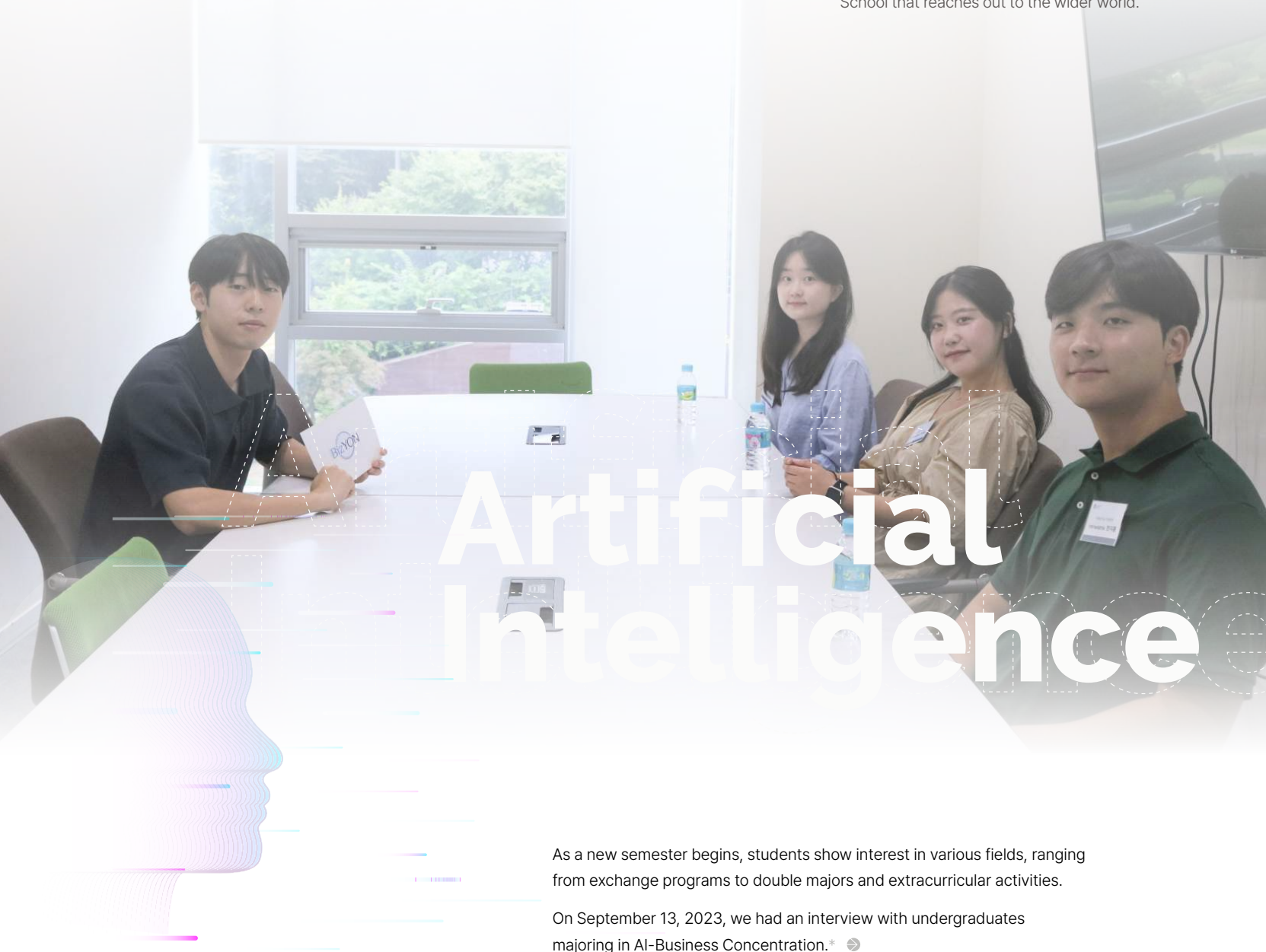


**Hyunji Kim** | Business 23  
BizYON 33<sup>rd</sup> President

It has been a great pleasure and honor for me to be a part of BizYON, the Yonsei University School of Business (YSB) Ambassadors, which has been a dream of mine since I was in high school. BizYON is not just a student organization or club, but a community that works to inform society and future business school's students about Yonsei's reputation as the No.1 Business School in Korea. For example, we organize the 'Yonkyung Prep.' event for prospective YSB students, which provides high school students with an introduction to YSB, Q&A on entrance exams, and a tour of the school building, and the 'RC101 Special Lecture' for freshmen. In addition to these offline events, we also continue to work as ambassadors

through online content. Through our official Instagram account, we introduce scholarship and employment information and major events on campus to current students, and through our official YouTube channel, we strive to provide useful information to current students with content such as *Spaces with written Korean in the YSB building*.

BizYON will continue to be guided by the three core values of the business school: Creativity, Global Perspective, and Integrity. We will continue to discuss the development of Yonsei University School of Business in a more horizontal relationship with each other and contribute to the development of YSB into a global Business School that reaches out to the wider world.



# Artificial Intelligence

As a new semester begins, students show interest in various fields, ranging from exchange programs to double majors and extracurricular activities.

On September 13, 2023, we had an interview with undergraduates majoring in AI-Business Concentration.\* ➔

\* Established AI-Business Concentration Major, 2022.



**Jihong Min** | Business 20  
AI-Business Concentration Major



**Lee Ha Jung** | Business 18  
AI-Business Concentration Major



**Minjoo Cho** | Business 22  
AI-Business Concentration Major

<b>Q. How did you gain access to the AI-Business Concentration Major and why did you choose it?</b>	<b>Jihong Min</b> Business 20	At first, I didn't know much about the major, but I was introduced to it through a friend and the YSB website, and I was intrigued enough to apply.
	<b>Lee Ha Jung</b> Business 18	I learned about the AI-Business Concentration Major through the YSB website, and I applied because I wanted to study in a new field after being an exchange student and working.
	<b>Minjoo Cho</b> Business 22	I took an advanced major course called Artificial Intelligence Programming last semester, and I applied because I was interested in the technical principles of AI as I experienced practical AI-related work through an internship.
<b>Q. What steps in the selection process did you find important?</b>	<b>Jihong Min</b> Business 20	I think the interview is the most important part. In my personal statement, I talked about why I want to do this course, and in the interview with the professor, I talked about my relevant activities and why I should be selected for this major.
	<b>Lee Ha Jung</b> Business 18	I prepared for the interview based on my application, but in the interview, the professor came in and asked me about my coding experience and my future career path. I think these were the most important factors in the interview.
	<b>Minjoo Cho</b> Business 22	I think the interview is the most important thing, just like the two people who mentioned above. In the interview, I emphasized my experience in writing reports closely related to AI and preparing seminars related to AI. When the professor asked me about the advantages of studying AI for students from the business school, I remember answering that the AI industry is expanding into various fields, and I emphasized the competitiveness that students from the School of Business can have by completing the AI-Business Concentration Major.
<b>Q. What are the advantages of AI-Business Concentration Major?</b>	<b>Jihong Min</b> Business 20	I think the biggest advantage of the double major is that you can certify that you have completed the course after graduating with 18 required credits. While it doesn't have an overwhelming workload, you can verify your expertise in the field of AI.
	<b>Lee Ha Jung</b> Business 18	<p>The scholarship system is satisfactory. For the first semester, the school provides scholarships, and for the second semester, I think it's a great advantage that I can receive scholarships with funds provided by Yoo Sang-ho, Vice Chairman of Korea Investment &amp; Securities.</p> <p><a href="#">Message to Vice Chairman Yoo Sang Ho</a></p> <p>Though I am in my last semester, I applied for this major and will be attending one more semester. I am grateful for the scholarship which is why I could have made this decision, so I would like to thank you very much, and I will do my best to become an honorable <i>Yonkyungin</i>.*</p>
	<b>Minjoo Cho</b> Business 22	Unlike last semester, from this semester, the core courses of the AI-Business Concentration Major have changed from blended to video content, which means there is not a limit on the number of students, which is very convenient when applying for courses.
<b>Q. Do you have any aspirations or future plans?</b>	<b>Jihong Min</b> Business 20	I hope to continue exploring various career paths, such as choosing a career related to AI or converging artificial intelligence with business administration, by taking classes in the AI program.
	<b>Lee Ha Jung</b> Business 18	I applied to this major because I have been thinking about many careers through various experiences, and I wanted to study and research more. Fortunately, I was accepted, and I hope to become someone who can study and do more research in this field in the future.
	<b>Minjoo Cho</b> Business 22	I am fascinated by the concept of Web3, and in order to understand the concept of Web3, I need to understand AI and extended reality, which is what I am most interested in and studying lately, so I will do my best to improve my understanding of Web3-related technologies.

\* Korean nickname for Yonsei University School of Business Members

Jungjaroennorasuk Waranya, a student in the Global MBA program at Yonsei University's Graduate School of Business, has been awarded the 2023 Government Invited Foreign Scholar Academic Excellence Award. The Global Korea Scholarship (GKS) program, which started in 1967, invites outstanding talents from all over the world to study at Korean universities every year, and as of 2023, it manages and supports a total of 5014 students

(4014 graduate students and 1000 undergraduate students). Waranya received this award for her outstanding performance. Although Waranya is a Thai national, she has been consistently cited as an outstanding student by professors from Yonsei University's Graduate School of Business for her high level of Korean language proficiency and sincerity. To commemorate the award, we interviewed Waranya.



**Jungjaroennorasuk Waranya** | Global MBA  
Global Korea Scholarship Student

**How do you feel about receiving the National Presidential Award for International Education on behalf of the Global Korea Scholarship Students of Yonsei University?**

First of all, I would like to say thank you for this award on behalf of so many great students. Coming to study in Korea as a Korean Government Scholar since 2021 has been a very memorable period of my life. With the things I didn't get to experience in Thailand, the unexpected connections I've made in Korea, and the opportunities I never thought I'd have, I feel like I'm living a dream every moment.

**How did you choose to study in Korea?**

I was so excited when I was selected to be an exchange student in Korea seven years ago. It was the first time I had to leave Thailand for a long time, but it was a great experience where I gained valuable friendships and lifelong memories. Because of that experience, I decided to study the MBA in Korea, and I'm also pursuing a job to start my career in Korea.

**Why did you choose Yonsei University Global MBA in Korea?**

I had worked as a certified public accountant in Thailand for four years before studying abroad. I had gained enough experience and felt it was a good choice to study an MBA at Yonsei University Graduate School of Business to take the next step in my career. I chose Yonsei Global MBA because it has a strong alumni network, is highly ranked both domestically and globally, and provides evening Corporate MBA and Financial MBA courses.



**YONSEI UNIVERSITY**  
GRADUATE SCHOOL OF BUSINESS

*The Yonsei University Graduate School of Business Global MBA program ranks No.1 in Korea among Full-time MBA programs according to the QS World University Rankings. Global MBA aims to strengthen networking among alumni.*



# 7백만불 수출의 탑

오씨아이파워(주)



## Award for Outstanding \$7 Million Export

**Hyungkyu Jang** | EMBA 13<sup>th</sup>

CEO of OCI Power Co., Ltd.

OCI Power Co., Ltd. (CEO Hyungkyu Jang, EMBA 13<sup>th</sup> Class) won the *Award for Outstanding \$7 Million Export* at the '60<sup>th</sup> Trade Day' ceremony held on December 12. The Korea International Trade Association and the Ministry of Trade, Industry and Energy conducted the judging in consideration of export volume, technology, and marketability, and OCI Power Co., Ltd. won the award because it was evaluated as having global competitiveness in planning, R&D, production, and sales.

OCI Power Co., Ltd. is a company that develops, produces, and sells solar inverters and PCS for ESS, and engages in eco-friendly renewable energy business such as solar power generation IPP (power generation business), EPC and ESS system construction, and supplies solar inverters and O&M equipment to the United States, Europe, and Japan.

OCI Power Co., Ltd. which ranks first in the manufacturing and supply of large-capacity solar inverters in Korea, plans to produce and supply PCS for ESS and develop power modules, the core components of electric vehicle chargers.



## Ministerial Award for Outstanding Cloud Company

**Ji Jun Gyeong** | EMBA 13<sup>th</sup>

CEO of Polaris Office Corp.,

Polaris Office Corp. won the Cloud Industry Grand Prize at the Grand Cloud Conference 2023. The 'Grand Cloud Conference 2023', the largest cloud event in Korea, was jointly organized by the Ministry of Science and ICT, the Korea Information and Communication Industry Promotion Agency, and the Korea Intelligence and Information Agency, and was held over three days from December 12 to 14.

Polaris Office Corp. won the *Ministerial Award for Outstanding Cloud Company* for its flagship global cloud service, 'Polaris Office.' Polaris Office Corp. received the award in recognition

of its achievements in securing 127 million global subscribers based on its self-developed cloud service, contributing to the realization of paperless smart workplaces for customers by integrating various technologies into its office engine, and launching AI office services.

"We are honored to receive the Cloud Industry Grand Prize," said Ji Jun Gyeong, CEO of Polaris Office (EMBA 13<sup>th</sup> Class). "We will continue to develop into a leading company that creates a new paradigm in the cloud industry by providing cloud work productivity-oriented services that incorporate AI capabilities.



# ENGAGE

63 NETWORK

69 IMPACT

74 YSB GIVE

# 25·50<sup>th</sup> Anniversary Reunion Celebration

On May 13, 2023, the 50<sup>th</sup> and 25<sup>th</sup> anniversary reunion events were held. The College of Commerce and Economics and the School of Business organized a separate event by inviting alumni of College of Commerce and Economics and School of Business to the School of Business Building before the main event.

Welcoming the alumni who visited the school for the first time in a long time, Dean of the School of Business, Seongmoon Kim said, "When we built the School of Business Building to commemorate the 100<sup>th</sup> anniversary of the School of Business, it was built with the suggestions of many alumni. Also, three or four years ago, the School of Business and Economics was ranked outside the top 200 in the world university rankings, but the School of Business and Economics was ranked in the top 40 in the world university rankings by department. We will continue to strive for the School of Business and Economics. I hope you will leave with meaningful memories because we have planned entertaining events afterward as well."

Young Se Kim, Dean of College of Commerce and Economics, said, "I sincerely welcome the seniors of the class of 69 and the juniors of the class of 94 to our alma mater. Despite the difficulties of being a private university, thanks to our alumni, Yonsei has made great strides and is ranked highly in the world. I would like to thank you again for your support of this reunion. We hope that you will come back to our alma mater as 75<sup>th</sup> and 50<sup>th</sup> reunion alumni in the next 25 years," he said, expressing his gratitude to the reunion alumni.

After the welcoming remarks, a college briefing was held on the development and current status of School of Business and College of Commerce and Economics after the reunion event. Former Vice Dean Jeonghye Choi of School of Business and Vice Dean Jae Ok Park of College of Commerce and Economics were in charge of introducing the development process of Yonsei School of Business and College of Commerce and Economics. In particular, all the alumni of the reunion, who celebrated the 50<sup>th</sup> anniversary of their graduation, collected donations and raised 120 million won for the development of the School of Business and College of Commerce and Economics. The School of Business and College of Commerce and Economics also presented a small souvenir to the reunion alumni in gratitude.

Finally, BizYON, ambassador of the School of Business, led the alumni on a tour of the School of Business Building. The School of Business Building was built with the love and support of alumni eight years ago in honor of the 100<sup>th</sup> anniversary of the business school. The alumni of the 50<sup>th</sup> anniversary of graduation took a tour of the building with explanations from BizYon, and it was a time to see what kind of environment the juniors are studying in thanks to the love of the alumni.

Hyun Duk Cha(Business, 69), who participated in the event, said, "It seems like the years have flown by so fast, and I have a lot of nostalgic memories. The green scenery of the lush forest on the way to the President's Office was also very nice. 'Yonsei' itself is valuable, but 'Yonsei University School of Business' gives personal meaning of honor," said Cha, who participated in the 50<sup>th</sup> anniversary reunion event. We hope that our alumni will continue to stay healthy and watch the development of Yonsei and Yonsei University School of Business.



# Alumni Mentoring

The 2023 Yonsei University Business School Alumni Mentoring, a meeting place for alumni and current students who are active in various sectors of society, was held on November 2 and November 6, 2023. The Alumni Mentoring Program, which has been a traditional event since 2008 and has been replaced or suspended online due to the pandemic, resumed for the first time since the end of the pandemic was declared.

Yonsei University School of Business and College of Commerce and Economics Alumni Association Chairman Ho Chan Kang (Business, 95) said, "I heard that this is the only mentoring program of this magnitude in Korea. I think Yonsei University is proud to have mentors who take time out of their busy schedules to attend the event for their juniors. I hope that those who attended as mentees will also gain good experiences and wisdom through this opportunity."

Young Se Kim, Dean of the College of Commerce and Economics, also welcomed the mentees, saying, "I am grateful for the mentors' love for their alma mater. I hope that you, the mentees, will grow up to be the main players in society like your mentors and come back to visit your alma mater again."

Dean Seongmoon Kim and Former Associate Dean for Faculty Jonghwan Kim of the School of Business said, "We hope that the mentor-mentee program will provide practical help and maximize the synergy between seniors and juniors," and "I would like to thank Alumni President Ho Chan Kang and others for organizing such a meaningful and important event."

On November 2, Seokhoon Kang, CEO of ABLY Corporation (Business, 03), and on November 6, Jae Sang Koo, Chairman of KCLAVIS Co., Ltd. (Business, 83), were in charge of the Mentor Keynote Speech sessions, sharing with the mentees the process of starting or running a company and the mindset they had during the process.

After the Keynote Speech, the mentees were divided into ten groups for in-depth small group mentoring by field, including IT startups, marketing, law, media and broadcasting, academia, consulting and strategic planning, manufacturing, finance, public service, and accounting and taxation, followed by a dinner.

Approximately 100 mentors and 400 mentees participated in the mentoring program. We hope that the mentors had a meaningful time interacting with their juniors at their alma mater after visiting for a long time, and that the mentees gained insight on making career decisions.



# Advisory Board Commissioning Ceremony

## Youth Advisory Board



On May 22, 2023, the 15-member Yonsei University School of Business Youth Advisory Board was inaugurated. The Youth Advisory Board is composed of experts from various fields who are influential in society to advise the Business School on the direction of its development, and will serve for 2 years until May 2025. Among the 15 members of the Yonsei University School of Business Youth Advisory Board, Youngho Shin, Team Leader at AT Kearney Consultants, Jungwoo Choi, Head of Shin Young Securities, Sungho Jung, Director of Business Development at Pubmatic, Hana Kim, AWS Manager at Amazon, Chi-won Seo, Attorney at Sejong Law Firm, Jongyoon Kim, CEO of Scatterlab, Soohee Lee, Accountant at PwC Accounting, Jaeseung Kim, CEO of Mobile Tech, and Junhong Park, CEO of Handhug. Yonsei University was represented by Seongmoon Kim, Dean of the School of Business, Yerim Chung, Associate Dean For Planning(International Affairs), Kyung Min Park, Director of Business Research Institute, and Jonghwan

Kim, Former Associate Dean For MBA, as well as Professors Eunjin Kim, Taeho Shim, Youjung Jun, Seung Hwan Jung, and Seung Wha Chung.

Seongmoon Kim, Dean of Yonsei School of Business, said, "Amidst new changes in the external environment, the business school is constantly thinking about the way forward and trying new things. Yonsei School of Business aims to create a healthy feedback culture by creating a curriculum that meets the needs of the times through feedback from advisors who are active in various fields of society, and today's meeting is the beginning of that process. We hope that you will give us your opinions on the School of Business in the future."

After introducing the School of Business, Dean Kim Seongmoon Kim, Associate Dean for Planning and International Affairs Yerim Chung, and Kyung Min Park, Director of Business Research Institute, presented the vision of the Young Advisory Board, the Youth Advisory



Board and professors from Yonsei University School of Business shared their opinions. As the advisory board members are engaged in various industries, they offered their opinions on the development of the business school from various perspectives. In particular, the younger generation provided specific opinions on classes and evaluation methods that take into account the characteristics of 'today's students' and 'today's companies', and in-depth discussions were held.

The Yonsei University School of Business Youth Advisory Board will hold advisory board meetings twice a year, and will actively discuss what contents should be taught and what capabilities should be fostered in the university from the perspective of the industry for the development of the business school. We are looking forward to the development of the business school as many useful opinions were exchanged at the inauguration ceremony.

## Alumni Advisory Board

On June 30, 2023, the 21-member The Yonsei University School of Business Alumni Advisory Board was launched. The Alumni Advisory Board, comprised of alumni from the School of Business and Graduate School of Business, will serve for two years until June 2025 to advise Yonsei University on direction of the development of the School of Business.

Among the 21 members of the Yonsei University School of Business Alumni Advisory Board, Chairman Ho Chan Kang, Steering Committee Chairman Yong-seok Lee, Senior Advisor Won-jung Shin, Management Subcommittee Chairman Hyun-seok Kim, Steering Committee Member Ji-young Kim, Steering Committee Member Seok-hoon Kang, and Steering Committee Member Sang-tae Park from School of Business and College of Commerce and Economics Alumni Association, Chairman Do-won Seol, Vice Chairman Je-hum Baek, Vice Chairman Sang-hwan Nam, and Secretary General Geun-seol Lee from the MBA Alumni Association, and Vice Chairman Yoon-gil Lee and Vice Chairman Eung-hoon Lee from the Graduate School of Business Alumni Association attended the ceremony.

First, Dean Seongmoon Kim introduced the School of Business, Associate Dean For Planning (International Affairs) Yerim Chung presented the operation plan of the Alumni Advisory Board, and Director of Yonsei Business Research Institute Kyung Min Park presented the vision, and then the Alumni Advisory Board gave their opinions.

All the members of the Alumni Advisory Board freely suggested their opinions on the vision and what needs to be improved. In addition, there were opinions that Yonsei University should utilize its human resources, alumni, to provide more opportunities for current students to meet with alumni in person so that they can have a sense of belonging as a *Yonkyungin*, and that Yonsei University should appeal to future *Yonkyungin* in a differentiated way by utilizing the image of Yonsei University in society in general.

The Yonsei School of Business Alumni Advisory Board will meet twice a year and share various opinions on the vision, curriculum, and programs for the development of Yonsei University School of Business.



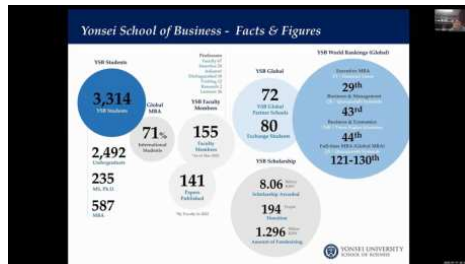
## Alumni Advisory Board Members

Ho Chan Kang, Chairman, Business Alumni Association .....  
 Yongseok Lee, Chairman of the Business Alumni Association .....  
 Kwang-Hyun Lim, Alumni Association Auditor .....  
 Youngjin Kim, Advisor, Business Alumni Association .....  
 Wonjeong Shin, Senior Advisor, Business Alumni Association .....  
 Kanghee Goh, Organization Subcommittee Chairperson .....  
 Hyunseok Kim, Management Subcommittee Chairman .....  
 Sangjin Oh, Chairman of the Events Committee .....  
 Jingyu Ha, Business Alumni Association Steering Committee Member .....  
 Hoemin Jeong, Business Alumni Association Steering Committee Member .....  
 Kim Jiyoung, Business Alumni Association Steering Committee Member .....  
 Kang Seokhoon, Business Alumni Association Steering Committee Member .....  
 Sangtae Park, Alumni Committee Member, College of Business Alumni Association .....  
 Seung Soo-un, Business School Alumni Association President .....  
 Yoon Gil Lee, Vice President, Business School Alumni Association .....  
 Eunghoon Lee, Vice President, Business School Alumni Association .....  
 Do-won Seol, MBA Alumni Association President .....  
 Jehum Baek, MBA Alumni Association Vice President .....  
 Sanghwan Nam Vice Chairman, MBA Alumni Association .....  
 Geunseol Lee Secretary General, MBA Alumni Association .....  
 Seungje Kim, AMP Alumni Association President .....

## Affiliations and Job Titles

Vice Chairman of Nexen  
 Vice President of Samik Electronics  
 Deputy Commissioner of the National Tax Service  
 Chairman of Handok Corporation  
 Vice President of Samsung Global Research  
 CEO of Sinwoo  
 President and CEO of BioVista  
 CEO of Comento  
 Managing Director, Korston Asia  
 General Manager of Bearings  
 President of ABLY Corporation  
 CEO of Tech Insight Pipeline  
 CEO of Insulation Korea  
 CEO of Y Building  
 CEO of POC Korea  
 Former CEO of Homeplus  
 Attorney at Sejong Law Firm  
 CEO of Taesung Accounting Firm  
 E-Starco Chairman

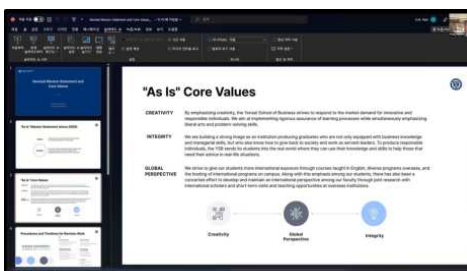
## International Advisory Board



On July 17, 2023, the Yonsei School of Business International Advisory Board was inaugurated. The International Advisory Board is composed of university representatives and professors from around the world to advise Yonsei University School of Business on the direction of its development, and will serve for two years until 2025.



Yonsei University's International Advisory Board consists of Dean Anjan Thakor of the University of Washington, Dean Chong-En Bai of Tsinghua University in China, Dean Harold C. Gall, Dean, Keio University, Japan; Professor Hirokazu Kono, Keio University, Japan; Professor Hyo-Joon Kim, BMW Korea Group; Jong-Hoon Jang, former President, Johnson & Johnson; Luke Kang, Executive President, Asia-Pacific, The Walt Disney Company; Professor Mahendra Gupta, University of Washington, USA; Olli Wuola, Director, Nordic Soya Ltd; Valerie Moatti, Dean, ESCP Europe Business School; and Wincenzo Vinzi, Dean, ESSEC Business School.



After the introduction of the international advisory board members by Yonsei University School of Business Dean Seungmoon Kim, Former Associate Dean For Faculty Jonghwan Kim of the School of Business, and the vision of Director of Yonsei Business Research Institute Kyung Min Park, the advisory board members had a free time to make suggestions.

The Yonsei University School of Business International Advisory Board will meet twice a year and will actively discuss Yonsei's curriculum and programs for the development of Yonsei University School of Business.

# YSB BBQ Night

On the evening of Monday, May 8, 2023, Yonsei University School of Business held YSB BBQ Night with 350 undergraduate and graduate students in the lush green courtyard of the President's Office in the beautiful season of May.

To encourage and support the junior students, F&F Chairman Chang-soo Kim (Honorary Chairman of the School of Business Alumni Association), Nexen CEO Ho Chan Kang (Chairman of the School of Business Alumni Association), APR CEO Byung-hoon Kim, Daehan Steel President Chi-hoon Oh (27<sup>th</sup> Chairman of the School of Business Alumni Association), and Samik Electronics Vice President Yong-seok Lee (28<sup>th</sup> Chairman of the School of Business Alumni Association) joined the event.

In his congratulatory remarks, Yonsei University Former President Seung-hwan Seo said, "It's not often that we have an event like this for undergraduate students, and I'm glad that we were able to do it. I would like to thank those in charge of organizing today's event and hope that the students will enjoy it to the fullest."

Seongmoon Kim, Dean of the School of Business, said, "I hope that today's event will serve as an opportunity for the members of the School of Business to unite and communicate more, and we will continue to strive for the development of the School of Business."

To celebrate the event, Daehan Steel President Chi-hoon Oh donated white wine to add to the atmosphere of the event, F&F Chairman Chang-soo Kim donated MLB bags and hats, Nexen Vice Chairman Ho-chan Kang donated Man City uniforms, power banks, and Lamy fountain pens, and Nerdy CEO Byung-hoon Kim donated hoodies, jogger pants, backpacks, booster heaters, and perfumes. These donated items were given as souvenirs to the students who participated in the event through a raffle, and the winner of the Man City uniform, Jinhyung Kim (Business, 22, Hwanrak 1 Class), said, "I've never won a prize like this before in my life, but I'm really happy. I think I've used up all my luck here. I'm so happy to receive a Yonsei custom T-shirt of my favorite team. Thank you, Chairman!" said the winner.



During the akaraka cheer, both the guests and students cheered as one amidst the enthusiasm and shouts of the akaraka cheerleaders. In particular, Ho-chan Kang (Vice Chairman of Nexen CEO) and Yong-seok Lee (Vice President of Samik Electronics), the 28<sup>th</sup> Alumni Association Steering Committee Chairman, mingled with the students and enjoyed the event by breaking down barriers with the juniors while playing Akaraka.

In the class talent show, each class performed performances prepared in advance. Based on the scoring results of the guests, Business 4 class won first place and received a Dyson air purifier as a prize. "Our class is famous for never losing, so I'm really happy that we won once again, and I'd like to say that I'm most grateful to my classmates for attending this event, and secondly, I'd like to thank the Dean and President for organizing this event," said Tae-hyung Lim (Business, 22), who received the award on behalf of the class.

The COVID-19 pandemic has led to a virtual college experience, but now that life is back to normal, we are able to meet our professors and friends in person on an open campus. Today's 'YSB BBQ NIGHT' event was a joyful time of fellowship and harmony for undergraduate and graduate students of Yonsei University School of Business. We hope that the students were able to get rid of all their regrets during the COVID-19 pandemic and enjoy their campus life to the fullest.



# Yonkyung Concert



## Atrium Concert

On May 31, 2023, the *Atrium Concert* was held in the School of Business Building Atrium. To commemorate the replacement of the atrium furniture, a string quartet and a male quartet composed of students from the College of Music performed during the lunch break.

The names of the songs performed are as follows.

String Quartet	Carlos Gardel-Por Una Cabeza
	Tchaikovsky-Serenade for Strings
	Mozart-Eine Kleine Nachtmusik
Men's Quartet	Beautiful Country
	You're the One Who Gives Me Joy
	This Moment
	Song of Friendship

The performance consisted of well-known songs, and the students, parents, and professors all enjoyed the performance, and the male quartet performed encores with their witty words and vocal skills. Representatives from Dongyeon Design, the company that provided the new furniture for the atrium, also attended and greeted Dean Seongmoon Kim after the concert, and the students of the College of Music who worked hard for the performance also greeted Dean Kim.

After the concert, Dean Kim took the time to serve Yonsei Milk Matcha Fresh Cream Bread and Yonsei Citrus Yogurt, newly launched in May 2023, to the audience. We hope that the concert provided a moment of refreshment during the busy semester.



## Christmas Concert

*YSB Christmas Concert* was held on December 6, 2023, at 12:00 p.m. in the School of Business Building Atrium. The concert, which was held ahead of Christmas, was hosted by Associate Dean For Planning (International Affairs) Yerim Chung, and professors from the School of Business including Former Vice President for Administration and External Affairs Dong-hoon Kim, Dean of the School of Business Seongmoon Kim, and Department Chair of the School of Business Seung Wha Chung attended the concert to enjoy music with students and cheer them on for their final exams. In addition, Professor Obato Seki of Keio University in Japan and DataCrunch CEO Sung-soo Kim also attended and enjoyed the concert.

Dean Seongmoon Kim said, "I am very happy to share the joy and grace of Christmas through the concert. I hope that the students, who are hard at work preparing for their final exams despite the approach of Christmas, can gain strength through the concert. We wish you a wonderful end to the year and a hopeful welcome to the new year of 2024."

First, a chamber orchestra composed of Eunbi Cho, Ji-woo Han, Ye-eun Song, Jae-yeol Park, and Jae-yeol Yoon from the College of Music's Orchestra Department performed Schubert's String Quartet No. 1 and Christmas Carol Suite. The vocal performance was followed by students Ho-Young Lee, Yoon-Soo Jang, Seung-Yup Han, and Deok-Ho Choi, who sang *Felice Butterfly*, *Oh Happy Day*, and *Rudolph the Red-Nosed Reindeer*. After the vocal performance, the audience requested an encore of *Blessings on Christmas* and the performance ended in a warm atmosphere.

After the performance, Yonsei Cream Bread and Yonsei Milk were distributed to the students who were preparing for their final exams. We hope that it was a moment of refreshment for the students during the busy semester.





영상 보기 가기

Yonsei University School of Business has been featured in ootb STUDIO's content "*Jeongwaja*: A man who transfers every day (hereinafter referred to as *Jeongwaja*)," which was released on March 25, 2023.

*Jeongwaja* is a content in which BTOB member Lee Changsub transfers to a different school and a different department every week to take classes, socialize with students, and review the department. ootb STUDIO, the production company, currently has 1.28 million subscribers.

(As of March 5, 2024)

*Jeongwaja* visited Yonsei University School of Business on March 7, 2023, and filmed while experiencing Yonsei's lectures, facilities, and cafeteria.

He took Professor Youjung Jun's "Marketing," a second-year course, and Professor Mooweon Rhee's "Organizational Learning: Opportunities and Pitfalls," a third- and fourth-year course. He felt difficulty in Professor Jun's class, which is an English course, and also in Professor Rhee's class, which is a Korean language course but has a high proportion of English due to the major terminology.

Lee shared a meal with his 'bobyakmate', an undergraduate student (Business, 19), and talked about special classes and brands created by *Yongyungin* founders, such as 'Nerdy' or 'Salady,' and also mentioned the 'Mileage Course Request System,' where students can bet mileage on the courses they want to take and apply for courses in the order of the highest bets.

Lee concluded the video with a review of Yonsei University's business school, writing, "(Kyung) the School of Business and (Young) Department of English Language."



# Dedication of Song Ja Memorial Hall

The Song Ja Memorial Hall dedication ceremony was held on August 22, 2023 at 2:00 p.m. in Room 201 of the Yonsei University School of Business Building. The dedication ceremony was attended by Mrs. Song, Soonhee, wife of Former President Song Ja, Former Vice President for Administration and External Affairs Donghoon Kim, Dean of the School of Business Seongmoon Kim, Former Associate Dean for Faculty Jonghwan Kim, Department Chair of the School of Business Seung Wha Chung, and members of the Song Ja Memorial Hall Committee, including Emeritus Professor Joon Seuk Kim (Chairman), Professor Emeritus Young Ryeol Park, Retired Professor Myung Jang, Professor Jiman Lee (Former Dean of the School of Business), and Professor Sung Kyu Sohn, Professors Kun Shin Im and Ho-young Lee, Professors Ho Geun Lee, Kilsoo Suh, Minkyung Kim, secretary general of School of Business and College of Commerce and Economics Alumni Association, Yonggeun Park, president of the CPA Alumni Association, Bokhan Lee, secretary of the CPA Alumni Association, Wonkyu Lee, deputy director of the record management team, Nami Cho, representative of Nami Design (general contractor), and approximately 10 students attended the ceremony.

As the 12<sup>th</sup> president of Yonsei University, Song Ja strived to develop the school and foster future generations. He introduced the concept of the 'School Development Fund' for the first time in Korea and was recognized as the first entrepreneurial president of a Korean university, raising a fund worth 100 billion won with his outstanding management skills. Prior to that, he was an outstanding professor of accounting and authored *Principles of Accounting*, which was the first accounting textbook



on campus. Immediately after earning his doctorate, he worked as a professor of accounting at the University of Connecticut in the United States, where he earned tenure, but he gave up his position and returned to Yonsei University, his alma mater, to devote his life to fostering talent and developing his alma mater.

"We created the 'Song Ja Memorial Hall' to commemorate Former President Song Ja, who left a distinctive footprint as a *Yongyungin*. I am deeply grateful to all those who made efforts to create the Song Ja Memorial Hall. We look forward to continuing to pass on the spirit and love of President Song Ja through the Song Ja Memorial Hall," said Dong-hoon Kim, Former Vice President for Administration and External Affairs. "I hope that the warmth, passion, and love for the elderly that President Song Ja had will be passed on to future generations. I hope that we will be able to deeply engrave the words of Former President Song Ja, 'Be a servant leader who can work with anyone, anywhere, and humbly serve as one,'" he said.

Professor Emeritus Jun-seok Kim, who chaired the Song Ja Memorial Hall Committee, which was formed to build the hall, also delivered a congratulatory speech. "It has been 50 years since we established the relationship of teacher and student with former President Song Ja. He treated each of his students with love in the spirit of service and sharing, and created scholarships for students in need. I hope the Song Ja Memorial Hall will

be a space where we can share his spirit of sharing and service." During his congratulatory remarks, Professor Emeritus Joon Seuk Kim emphasized his admiration for President Song Ja and his love for disciples.

Mrs. Song Soon-hee said, "I am also happy that Former President Song Ja has arranged this precious occasion in Yonsei, which he loved all her life. I hope and support the school's further development through this opportunity. I would like to bow my head and thank the guests for joining us here." The Song Ja Memorial Hall was built in 2021 with the donation of 1,280 manuscripts, 449 photographs, 74 audio visual plaques, and 111 statues donated by the bereaved family members of Former President Song Ja. Mrs. Song authorized 100 million won of the 300 million won she donated to the school to be used for the memorialization and construction of the Song Ja Memorial Hall, and in January 2022, the Song Ja Memorial Hall Committee was formed and held four meetings.

As Former President Song Ja and Mrs. Song Soon-hee maintained a close relationship with their students, it was a pleasure to greet professors and students after a long time and remember Former President Song Ja. We hope that the Song Ja Memorial Hall will serve as a simple way for professors and alumni who knew former President Song Ja to remember him, and for students who do not know him to learn about his accomplishments and his love for Yonsei.



# YSB Donations

\* Unit : KRW

## • EMBA 14<sup>th</sup> Class Seungmo Lee • Trench Covers In Campus Donation

구분	A 타입	B 타입	C 타입
형태			
(단위) 사 이 즈	490*390*45(H)	490*250*45(H)	685*585*45(H)
수량	32	8	2



On April 10, 2023, EMBA 14<sup>th</sup> class alumnus Seungmo Lee donated 42 rain gutter trench covers(drain covers) worth 4 million won to the school.

The trench cover is a steel structure that prevents feet from falling into the drainage ditch. When he was walking on Baekyang-ro, he noticed that the trench cover was dented due to age and decided to replace it with a new one for the safety of the alumni. Lee Seungmo is a representative of Boa Gongyoung, a company specializing in steel grating manufacturing, and donated a trench cover that was customized to fit the size of the drainage ditch in Baekyang-ro.

"We hope that through this donation, we will be able to provide a safer and more aesthetically pleasing school campus," said Lee.

## • YONSEI MBA • Winners' Club 10 Million Donation



On April 12, 2023, the 'Yonsei MBA Winners' Club' was launched by the Yonsei MBA Alumni Association at Dugahun, Samcheong-dong. The ceremony was attended by the 14 winners of the Yonsei MBA Award, which was presented at the Yonsei MBA Night on December 21, 2022, Seongmoon Kim, Dean of the School of Business, Dr. Jangwoo Lee, a special lecturer, Dowon Seol, Chairman of the Yonsei MBA Alumni Association, and Secretary General Geunseol Lee.

The Yonsei MBA Winners' Club was established to honor the achievements and entrepreneurial spirit of the winning

alumni, to thank them for raising the profile of Yonsei Management, to encourage interest in the award and nominations for winners, and to provide management information and benchmarking overseas.

Following the congratulatory remarks by Dean and President Seongmoon Kim, the event featured a special lecture by Jangwoo Lee on ChatGPT, which has recently emerged as a major area of interest. The alumni of the Yonsei MBA Award winners donated KRW 10 million to the Yonsei University Graduate School of Business Development Fund out of their donations to the MBA Alumni Association.

"I would like to congratulate the winners of the Yonsei MBA Award once again. We are grateful for your generous donation and wish the MBA Alumni Association even greater success in the future." Dowon Seol, President of the MBA Alumni Association, said, "I would like to thank the winners once again. We will continue to develop the 'Yonsei MBA Award' to become the most prestigious award in the world through preferential treatment and support for alumni who have won the award."

## • PETERPAN 1978 • Peter Pan Co., Ltd. Yongbae Park(CEO) 10 million Donation

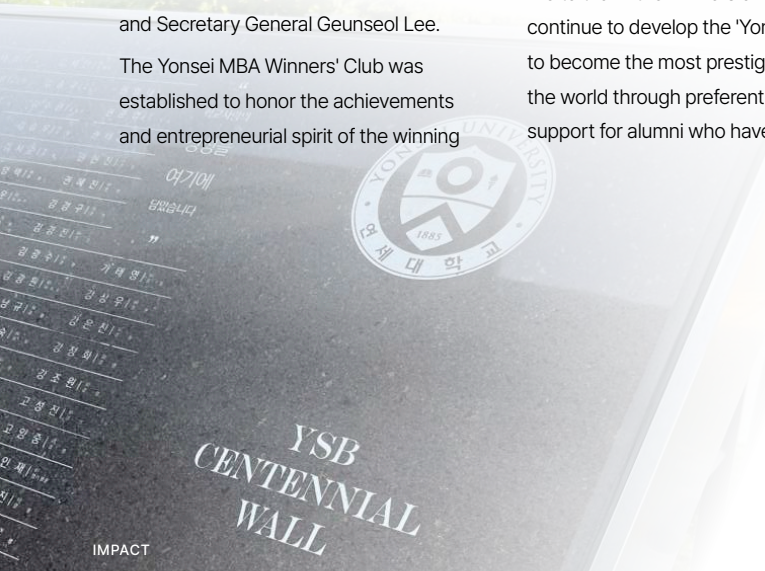


On October 16, 2023, Peter Pan Co., Ltd.(CEO Yongbae Park) donated KRW 10 million to the School of Business for a special scholarship fund.

Peter Pan is a bakery and cafe that opened on the first floor of the School of Business Building on September 5, 2022, to improve the satisfaction of education customers. In the '2021 Education Demand Satisfaction Survey', the School of Business showed high satisfaction with the educational environment, but low satisfaction with other amenities and food and beverage facilities. As a countermeasure, the school decided to openly bid for a bakery and cafe on the first floor of the School of Business Building, and Peter Pan was selected and opened on the first floor of the School of Business Building in September 2022.

The operation of Bakery & Cafe Peter Pan over the past year has increased the satisfaction of Yonsei School of Business members with the educational environment. It has also helped to revitalize the alleyway shopping district by entering the management building, which is located in Seodaemun-gu, the same area as Yonsei University.

Yongbae Park, CEO of Peter Pan said, "We will increase the satisfaction of students and professors with delicious bread and drinks and contribute to the development of Yonsei University School of Business as soon as we have the opportunity," and Dean Kim Seongmoon said, "We are grateful for the valuable donation and will use it to improve the educational environment for Yonsei University School of Business members and wish Peter Pan further prosperity."



# YSB Donations

\* Unit : KRW

## • **kt alpha** Jung Giho(CEO) • KT Alpha Co., Ltd. 438 million Donation



On January 4, 2024, Jung Giho, CEO (Business, 79) of KT Alpha Co., Ltd., donated 438,000,000 won to the Development Fund of the Business School. Jung Giho, an alumnus, had previously donated 248,625,000 won to the Development Fund of the Business School on November 26, 2019. Jung Giho, as a member of the Red Cross Honors Club (RCHC), a group of individual major donors to the Korean Red Cross, consistently practices philanthropy, valuing social contribution. KT Alpha Co., Ltd., led by CEO Jung Giho, is a subsidiary of the KT Group established in 1991, specializing in

T-commerce. Leveraging over 30 years of accumulated technology and services, the company broadcasts home shopping through various TV channels and provides a mobile coupon service called "Giftshow." Furthermore, it continuously discovers killer content as the holder of the most integrated domestic rights for approximately 20,000 domestic and foreign titles. It partners with OTT platforms such as Netflix, Coupang, Tving, as well as IPTV and channel companies to supply content. During the donation ceremony, Jung Giho, an alumnus, expressed his hope that Yonsei University School of Business

students would grow into talents who soar high like the eagle, the symbol of the school, and look far into the distance. In response, Kim Seongmoon, Dean of the Business School, expressed gratitude, stating, "We appreciate Jung Giho's donation, which will be used for remodeling the lecture halls in the School of Business Building, contributing to the improvement of the educational environment." He conveyed gratitude and expressed the hope that future generations would devote themselves to their studies in a better environment and grow into eagles capable of serving and sharing in the future.

## • **YONSEI AMP** • Advanced Management Program 94<sup>th</sup> Class 50 million Donation



At the dinner hosted by the university president on November 29, 2023, members of the 94<sup>th</sup> Advanced Management Program (AMP 94) donated 50 million won to the development fund of Yonsei University School of Business. Ik-Won Choi, CEO of Geummun ENC and president of the AMP 94 alumni association, representing the AMP 94 members,

said, "We hope this contribution will be used beneficially for the development of the business school. The AMP 94 will continue to study hard and share generously, striving to be an ever-evolving and growing alumni group." The funds will be used for the necessary development of Yonsei University School of Business and the Graduate School of Business.

## • **Professor Jang Myung** • CPA Exam Class Support 20 million Donation



Former Visiting Professor Jang Myung at Yonsei University School of Business has generously donated 20 million won to support the CPA exam class. Professor Jang, who served as a visiting

professor at the School of Business from 2005 to 2007 and again from 2009 to 2014, taught courses such as cost accounting and intermediate accounting. His cumulative donations exceed 100 million won to date.

The donated 20 million won will be used to replace chairs, tables, cabinets, and other facilities in the CPA exam class to create a more comfortable study environment. Some of the funds will also be allocated for operational expenses.

## • **Graduate School of Business Alumni Association (Chairman Seung Soo-eon)** • 20 million Donation



At the 2023 Yonsei Business Night event held at the Chosun Hotel on December 6, 2023, Yonsei University Graduate School of Business Alumni Association donated 20 million won to the Development Fund of the

Business School. Representing the alumni, Chairman Seung Soo-eon delivered the donation, urging that it be used for the advancement of the alma mater. Dean Kim Seongmoon also expressed gratitude, stating, "We are thankful to the alumni for always remembering their alma mater even after graduation, with a spirit of sharing and service."

· MBA Alumni Association Do-won Seol(President) · 10 million Donation



The Yonsei MBA Alumni Association (President Do-won Seol) donated 10 million won to the Development Fund of the Yonsei University School of Business at the '2023 Yonsei MBA Night and the 23<sup>rd</sup> Yonsei MBA Management Awards Ceremony' held on December 21, 2023. The Yonsei MBA Alumni Association operates with a vision of being the

'Global No.1 MBA Alumni Association that shines light on the world' and a mission to 'contribute together for a better world and future.'

One of the directions of the Yonsei MBA Alumni Association's activities is to 'contribute to society and the school.' As evidence of this commitment, the Yonsei MBA Alumni Association donated 10 million

won to the Development Fund at the Yonsei MBA Winners' Club inauguration ceremony in April, and also contributed 10 million won at the 20th Yonsei MBA Management Awards Ceremony held in 2021, demonstrating consistent support for the development of their alma mater, Yonsei University School of Business/ Graduate School of Business.

· EMBA 13<sup>th</sup> Class · 165 million (Including Tangible Assets) Donation



At the degree conferral ceremony of the School of Business / Graduate School of Business held on February 26, 2024, the alumni of EMBA 13<sup>th</sup> commemorated their graduation by donating 165,360,000 won (including tangible assets) to the Development Fund of the School of Business.



This donation was comprised of 10 million won from Seong Young Soo, EMBA 13<sup>th</sup> alumni president (CEO of Koda Asset Co., Ltd.), 10 million won from Ji Jun Gyeong, another alumni (CEO of Polaris Office Co., Ltd.), along with Polaris Office usage rights worth 95,360,000 won, and 50 million won collectively raised by the EMBA 13<sup>th</sup> alumni.

The EMBA 13<sup>th</sup> embarked on their



Seong Young Soo  
EMBA 13<sup>th</sup>  
CEO of Koda Asset Co., Ltd.

journey in March 2022 and completed the two-year program, with a total of 41 individuals obtaining their MBA degrees in Graduate School of Business on February 26.

Over the past two years, they diligently balanced their professional and academic pursuits, actively participating not only in classes but also in overseas programs such as Global Study Tours. Additionally, they enthusiastically took part in various events for alumni interaction, including the EMBA Alumni President's Golf Tournament, sports competitions, and autumn hikes.



Ji Jun Gyeong  
EMBA 13<sup>th</sup>  
CEO of Polaris Office Co., Ltd.

Seong Young Soo, the president of the EMBA 13<sup>th</sup> alumni, remarked, "I hope the donation from the EMBA 13<sup>th</sup> alumni can serve as a small support for the development of Yonsei University School of Business and Graduate School of Business. We, the alumni, will do our best to embody the pride of Yonsei University School of Business and contribute to its growth and advancement."

This donation will be allocated to areas necessary for the development of the School of Business and Graduate School of Business.

Thank You



Donation Deposit Accounts

Development Fund	126-000066-18-603	Woori Bank
Architecture Fund	126-000082-18-358	Woori Bank
Scholarship Fund	126-000082-18-412	Woori Bank



# 2023 Donation Story

\* Unit : KRW

## Fundraising Status

Pledged Amount

931 million

\* Including in-kind donations of 90 million

Participants

194 people

\* Included participants involved in group agreement

## Pledged Amount

by Donation Purpose

Scholarship 37%

344 million · 8 people

## Class Gift Participant List

MBA

Kim Kyung-hoon · MBA 22

Kim Young-chan · MBA 22

Kim Woo-seop · MBA 22

Kim Jong-hwa · MBA 22

Kim Jin-young · MBA 22

Kim Chi-soon · MBA 22

Kim Tae-hyung · MBA 22

Kim Ha-young · MBA 22

Park Ju-young · MBA 22

Shin Yong-joo · MBA 22

Lee Jin-hyung · MBA 22

Lee Ho-hyuk · MBA 22

Lim Hong · MBA 22

Jeong Seul-gi · MBA 22

## Pledged Amount

by Donor Classification

Alumni and Current Students 39%

361 million · 27 people

Undergraduate

Park Jun-ki · BUSINESS 16

Bae Seung-hyun · BUSINESS 17

Lee Ji-yeol · BUSINESS 18

Lee Tae-kwan · BUSINESS 15

Lee Ho-jin · BUSINESS 15

Jang Da-yeon · BUSINESS 17

Ha Seung-hyun · BUSINESS 17

Han Dong-yeon · BUSINESS 18

Heo Ji-seung · BUSINESS 19

GIANG DUC THINH · BUSINESS 20

## Primary Purpose

Scholarship Provision of expanding scholarship funds for students

Research and Development Provision of achieving YSB education vision and expanding funds for research and faculty development

Class Gift Provision of acquiring commemorative items for incoming students

Class Gift

0.7%

7 million • 25 people

Research and  
Development

62.3%

580 million • 220 people

Faculty  
and Staff

0.2%

2 million • 2 people

Companies and  
Organizations

61%

560 million • 24 people

## Class Gift Messages from Graduates

I hope you can learn and gain a lot from this experience.

**Kim Kyung-hoon** · [MBA 22](#)

Wishing you a happy and fulfilling time without regrets!

**Kim Young-chan** · [MBA 22](#)

Let's all stay healthy.

**Kim Woo-seop** · [MBA 22](#)

Enjoy your graduate school life with joy and happiness. Fighting!!!

**Kim Jong-hwa** · [MBA 22](#)

Wishing you all a meaningful and rewarding time during your MBA journey.

**Kim Jin-young** · [MBA 22](#)

Congratulations on your admission!

**Kim Chi-soon** · [MBA 22](#)

Balancing work and studies may be challenging, but you'll gain new insights and practical knowledge. Wishing you all the best with the valuable connections that you'll only find at Yonsei MBA.

**Kim Tae-hyung** · [MBA 22](#)

Yonsei MBA, fighting! Cheering for your new challenges!

**Kim Ha-young** · [MBA 22](#)

Two years may seem short, but I hope you'll cherish each moment and enjoy abundant learning and happiness.

**Park Ju-young** · [MBA 22](#)

A wonderful Yonsei person growing into a future leader!!

**Lee Ho-hyuk** · [MBA 22](#)

Hope Yonsei brings vitality and joy to your life.

**Jeong Seul-gi** · [MBA 22](#)

Congratulations on your admission to Yonsei University School of Business. May all your aspirations come true here.

**Park Jun-ki** · [BUSINESS 16](#)

Heartfelt congratulations on your admission. Have a university life filled with many memories.

**Lee Ji-yeol** · [BUSINESS 18](#)

Welcome to Yonsei School of Business and hearty congratulations!

**Lee Tae-kwan** · [BUSINESS 15](#)

Fighting!

**Lee Ho-jin** · [BUSINESS 15](#)

As a freshman, an invaluable period in life, find your own path :)

**Jang Da-yeon** · [BUSINESS 17](#)

Make the most of the various opportunities offered by Yonsei University School of Business.

**Ha Seung-hyun** · [BUSINESS 17](#)

Congratulations, freshmen of 2024! Wishing you a warm welcome to a new beginning. University life is a time to pursue dreams with passion, acquire new knowledge, and meet diverse people. Embrace the endless possibilities that you'll discover on this special journey and enjoy the moments of challenge and growth. Take steps towards great achievements in your studies and life. Wishing you a bright and splendid future!

**Han Dong-yeon** · [BUSINESS 18](#)

Wishing you a happy university life full of joy.

**Heo Ji-seung** · [BUSINESS 19](#)

Congratulations on your admission.

**GIANG DUC THINH** · [BUSINESS 20](#)

# List of 2023 Fund Donors

\* Unit : KRW

<p>ABOVE <b>100</b> million</p>	<p>50<sup>th</sup> Anniversary of University of School of Business · 69 REUNION</p> <p>Kim Jung Soo · BUSINESS 69</p> <p>Yoo Sang Ho · BUSINESS 78</p> <p>Yongyeong Scholarship Foundation</p> <p>Ji Jun Gyeong · EMBA 22</p>	<p>ABOVE <b>10</b> million</p>	<p>Kim Suk Hyun · BUSINESS 91</p> <p>Kim Joon Do · EMBA 14</p> <p>Seoul Clinical Laboratories</p> <p>Seong Young Soo · EMBA 22</p> <p>OTC Technology Co., Ltd.</p> <p>Lee Jung Bin · MBA 97</p> <p>Jang Myung · ECONOMICS 67</p> <p>Hanwoori Scholarship Foundation</p> <p>Peter Pan Bakery Co., Ltd.</p> <p>Ilshin Wells Co., Ltd.</p>	<p>ABOVE <b>1</b> million</p>	<p>Wonju Citygas Co., Ltd.</p> <p>Timefolio Co., Ltd.</p> <p>GMBA Alumni Association</p> <p>Kang Ui Chul · BUSINESS 02</p> <p>Kim Min Joong · BUSINESS 79</p> <p>Kim In Sook · AMP 93</p> <p>Min Soon Hong · BUSINESS 86</p> <p>Lee Seung Ho · BUSINESS 84</p> <p>PARC1. Hotel Management Co., Ltd.</p>
<p>ABOVE <b>50</b> million</p>	<p>EMBA 13 Alumni</p> <p>Graduate School of Business AMP 93</p> <p>Graduate School of Business AMP 94</p> <p>Lee Doo Won · COMMERCE 58</p>				

## Cumulative Donor Deposits (Over 5 million won)

<p>ABOVE <b>10</b> billion</p>	<p>Seo Kyung Bae · BUSINESS 81</p>	<p>ABOVE <b>100</b> million</p>	<p>Go Jin Ho · EMBA 20</p> <p>Goo Jae Sang · BUSINESS 83</p> <p>Kim Yeong Sook · AMP 55</p> <p>Kim Jin Woo · MBA 15</p> <p>Kim Hong Ki · BUSINESS 75</p> <p>Nam Goong Deok · AMP 57</p> <p>Seo Yo Won · BUSINESS 64</p> <p>Seo Jang Rak · MBA 03</p> <p>Son Young Sik · AMP 17</p> <p>Retired Professor Song Ja (deceased)</p> <p>Professor Emeritus Shin Young Soo</p> <p>Shin Hui Ho · BUSINESS 77</p> <p>Ahn Kyo Kang · MBA 15</p> <p>Yang Dong Hoon · DOCTORAL 01</p> <p>Yang Joo Hyeon · MBA 77</p> <p>Yoo Sang Ho · BUSINESS 78</p> <p>Yoon Hyeong Geun · BUSINESS 82</p> <p>Lee Kang Man · BUSINESS 74</p> <p>Professor Emeritus Lee Ki Eul (deceased)</p> <p>Lee Jang Hui · BUSINESS 59</p> <p>Lee Jae Yong · BUSINESS 83</p> <p>Lee Jong Hwa · AMP 53</p> <p>Visiting Professor Jang Jeong Hoon</p> <p>Retired Professor Jang Jin Ho</p> <p>Professor Emeritus Jeong Goo Hyeon</p> <p>Jung Seok Joo · COMMERCE 59</p> <p>Jo Rak Kyo · ECONOMICS 55</p> <p>Jo Yong Seon · ECONOMICS 58</p> <p>Ji Joon Kyeong · EMBA 22</p> <p>Choi Do Seok · BUSINESS 70</p> <p>Hyeong Seung Won · MBA 18</p> <p>Hwang Jae Kwang · MBA 01</p> <p>Samil Accounting Co., Ltd.</p> <p>E-Land World</p>	<p>ABOVE <b>50</b> million</p>	<p>Dept of Veterans Affairs</p> <p>Kim Koo Foundation</p> <p>Embassy of the Kingdom of Saudi Arabia in Korea</p> <p>AMP 73</p> <p>EMBA 9</p> <p>EMBA 10</p> <p>MBA Alumni Association</p> <p>Business 79 Class Meeting</p> <p>Business 80 Class Meeting</p> <p>Business 82 Class Meeting</p> <p>Business 84 Class Meeting</p> <p>Business 85 Class Meeting</p> <p>Graduate School of Business Alumni Association</p> <p>Yonsei Production Strategy Research Society</p> <p>Futronic Co., Ltd.</p> <p>Ko Samuel · BUSINESS 85</p> <p>Kim Myung Joon · BUSINESS 63</p> <p>Kim Beop Yong · AMP 77</p> <p>Kim Sang Chul · BUSINESS 67</p> <p>Kim Joon Do · MBA 14</p> <p>Sung Pil Ho · BUSINESS 65</p> <p>Oh Kwang Sung · BUSINESS 17</p> <p>Lee Moon Il · BUSINESS 86</p> <p>Lee Seung Hoon · EMBA 20</p> <p>Jang Myung · ECONOMICS 67</p> <p>Jeon Sang Pyo · AMP 42</p> <p>Jeon Yong Bae · AMP 34</p> <p>Jeon Chan Min · BUSINESS 86</p> <p>Jung Won Chul · AMP 81</p> <p>Professor Emeritus Jung Jong Jin (deceased)</p> <p>Jo Jae Woo · BUSINESS 86</p>
<p>ABOVE <b>1</b> billion</p>	<p>Kim Seung Jae · MBA 07 / AMP 50</p> <p>Kim Jeong Soo · BUSINESS 69</p> <p>Kim Hyo Joon · MBA 98</p> <p>Park Sam Gu · ECONOMICS 63</p> <p>Shim Jang Sik · BUSINESS 73</p> <p>Lee Doo Won · BUSINESS 58</p> <p>Lee Dong Joon · MBA 78</p> <p>Lee Jae Beom · AMP 56</p> <p>Amore Pacific Co., Ltd</p> <p>Yongyeong Scholarship Foundation</p>				
<p>ABOVE <b>500</b> billion</p>	<p>Go Byeong Heon · BUSINESS 64</p> <p>Kim Young Jin · BUSINESS 75</p> <p>Park Ji Won · BUSINESS 84</p> <p>Song Seung Cheol · BUSINESS 76</p> <p>Lee Byeong Mu · BUSINESS 59</p> <p>Lim Bu Ja · AMP 43</p> <p>Jang Hong Seon · BUSINESS 58</p> <p>Kookmin Bank</p>				
<p>ABOVE <b>300</b> million</p>	<p>Gu Bon Geol · BUSINESS 76</p> <p>Kwon Eun Young · BUSINESS 75</p> <p>Song Young Hwae · MBA 04</p> <p>Ahn Yong Chan · BUSINESS 77</p> <p>Lee Kwan Sik · BUSINESS 66</p> <p>Professor Im Ik-soon's Family (deceased)</p> <p>Han Young Jae · BUSINESS 73</p> <p>Crown Confectionary Co., Ltd.</p> <p>AMP Alumni Association</p> <p>Alumni Association · BUSINESS 81</p> <p>Alumni Association · BUSINESS 83</p> <p>Hongmo-Sumin Scholarship Association</p>				

Jo Jong Hwan · BUSINESS 83	ABOVE 10 million	Kang Byung Cheon · BUSINESS 77	Retired Professor Kim In Joon	Seo Chang Woo · BUSINESS 78
Choi Hee Kyu · BUSINESS 83		Kang Ho Chan · BUSINESS 95	Kim Jae Woo · BUSINESS 81	Seol Do Won · MBA 98
Seondeung Cultural Scholarship Foundation		50 <sup>th</sup> Anniversary of University of School of Business · 67 REUNION	Kim Jae Hwan · AMP 33	Seong Joon Je · BUSINESS 64
NH Investment & Securities		Kyung Jeong Soo · AMP 78	Kim Jae Hoo · COMMERCE 67	Sohn Min Jin · MBA 11
Hanwoori Scholarship Foundation		Ko Eun Bong · BUSINESS 66	Professor Kim Jeong Dong	Sohn Beom Soo · BUSINESS 82
AMP 53		Ko In Hong · MBA 12	Kim Jong Tae · BUSINESS 78	Sohn Seok Woo · BUSINESS 83
AMP 54		Ko Jong Tae · AMP 77	Kim Ji Young · BUSINESS 85	Professor Sohn Seong Kyu
AMP 55		Ko Tae Gyu · MBA 15	Kim Ji Hyeon · MBA 18	Song Moon Ho · COMMERCE 68
AMP 56		Ko Han Soo · BUSINESS 70	Professor Kim Jin Woo	Professor Shing Dong Yeop
AMP 57		Koo Jae Beom · AMP 58	Kim Jin Ho · BUSINESS 83 / MBA 18	Shin Seong Ho · BUSINESS 79
AMP 58		Koo Hak Seo · ECONOMICS 66	Kim Chang Soo · BUSINESS 81	Shin Yong Han · BUSINESS 88
AMP 61		Kwon Seong Moon · BUSINESS 81	Kim Tae Woo · BUSINESS 87	Professor Shin Hyun Han
AMP 62		Kwon Seung Hwa · BUSINESS 76	Professor Emeritus Kim Tae Hyeon	Ahn Byeong Deok · BUSINESS 76
AMP 63		Kwon Seung Hui · BUSINESS 70	Kim Hak Soo · BUSINESS 71	Ahn Jae Woo · BUSINESS 94
AMP 64		Kwon Oh Guk · AMP 65	Na Hong Kyu · BUSINESS 85	Ahn Jong Hyeon · BUSINESS 75
AMP 65		Kwon Eung Gu · BUSINESS 65	Nam Yoon Seong · MBA 15	Yang Il Soo · BUSINESS 82
AMP 66		Kwon Hyuk Jo · BUSINESS 72	Nam Hoon · COMMERCE 67	Uhm Seok Jung · MBA 14
AMP 67		Kim Kyung Bae · BUSINESS 83	Noh Byeong Yong · BUSINESS 69	Professor Emeritus Yon Kang Heum
AMP 68		Kim Kwang Jin · BUSINESS 82	Daehan Steel Co., Ltd.	Professor Emeritus Oh Se Jo
AMP 69		Kim Gyu Myung · BUSINESS 75	Ra Jae Hoon · BUSINESS 69	Oh Young Cheol · AMP 55
AMP 70		Kim Geun Soo · BUSINESS 79	Moon Soon Young · MBA 18	Oh Won Seok
AMP 71		Kim Ki Wan · BUSINESS 81	Professor Min Soon Hong	Oh Jae Gap · MBA 05
AMP 72		Kim Nak Chan · AMP 67	Min Cheon Gi · MBA 16	OTC Technology Co., Ltd.
AMP 74		Kim Dae Yeol · BUSINESS 75	Park Dae Joon · BUSINESS 86	Yoo Min Ho · MBA 18
AMP 75		Kim Do Sung · BUSINESS 75	Park Dong Chul · AMP 50	Yoo Sang Ho · BUSINESS 78
AMP 76		Kim Dong Won	Park Byeong Sun · AMP 74	Yoon Kyeong Sik · BUSINESS 77
AMP 77		Kim Dong Joon · ECONOMICS 83	Professor Emeritus Park Sang Yong	Yoon Dae In · MBA 14
AMP 78		Professor Kim Dong Hoon	Park Se Jin · MBA 18	Yoon Ahn Do · BUSINESS 72
AMP 79		Kim Sa Sung · BUSINESS 85	Parent Park Yang Soo	Lee Gap Je · BUSINESS 82
AMP 81		Kim Seok Hyun · BUSINESS 91	Professor Park Young Ryeol	Lee Gang Nam · MBA 12
AMP 83		Kim Seon Jin · MBA 18	Park Young Sook · BUSINESS 82	Lee Gyeong Mee
AMP 85		Kim Seong Kyung · MBA 17	Park Young Jin · BUSINESS 69	Lee Kyu Sang · COMMERCE 68
AMP 87		Professor Kim Seong Moon	Park Jae Hong · BUSINESS 85	Lee Kil Ho · BUSINESS 83
AMP 93		Kim Seung Woon · BUSINESS 69	Parent Park Tae Hwan	Lee Dong Woo · MBA 15
AMP 94		Kim Seong Chan · MASTER 98	Park Tae Won · BUSINESS 84	Lee Doo Cheol · AMP 38
EMBA 1		Kim Se Hwan · BUSINESS 77	Park Chang Sup · EMBA 21	Lee Beom Kyo · MBA 11
EMBA 3		Kim Soon Moo · AMP 43	Professor Emeritus Park Hun Joon	Lee Byeong Nam · BUSINESS 82
EMBA 4		Kim Seung Hak · MBA 17	Park Hyung Kun · BUSINESS 80 / AMP 75	Lee Sang Hyeon · COMMERCE 67
EMBA 5		Kim Shin Sung · MBA 16	Bang Il Seok · AMP 51	Lee Seo Young · MBA 14
EMBA 6		Kim Young Joo · AMP 63	Bang Hae Kyeong · AMP 80	Lee Seok Koo · BUSINESS 69
EMBA 7		Kim Young Ho · AMP 52	Bae Ho Won · BUSINESS 70	Lee Seong Moon · BUSINESS 77
EMBA 8		Kim Ok Joong · BUSINESS 82	Byun Ki Wook · MBA 04	Lee Soo Ho · BUSINESS 70
EMBA 11		Kim Yo Dae · BUSINESS 82	Byun Hee Kyeong · MBA 14	Lee Eung Hoon · MBA 93
EMBA 13		Kim Yong Woon · AMP 16	Professor Suh Kil Soo	Lee Jae Shin · COMMERCE 62
EMBA Alumni Association		Kim Yong Heon · BUSINESS 02	Seowoo Ind	Lee Jae Wook · BUSINESS 86
Business 63 Class		Kim Yoon Seong · MBA 15	Seo Jeong Min · MBA 13	Lee Jae Ik · BUSINESS 69
Business 64 Class		Kim Yoon Hoe · BUSINESS 73	Seo Jin Seok · BUSINESS 84	Lee Jeong Bin · MBA 97
Business 86 Class				
Graduate School of Business				
Women Alumni				

Lee Jeong Sun · BUSINESS 81  
 Lee Jeong Ik · AMP 22  
 Lee Jeong Jo · BUSINESS 73  
 Lee Jong Dal · BUSINESS 69  
 Lee Joon Kyu · BUSINESS 83  
 Lee Joon Hyeok · MBA 11  
 Professor Lee Ji Man  
 Lee Chang Hoon · BUSINESS 75  
 Lee Tae Ho · BUSINESS 80  
 Lee Haeng Il · AMP 72  
 Professor Lee Ho Geun  
 Professor Lee Ho Young  
 Lee Hong Ki · AMP 47  
 Professor Lim Kun Shin  
 Retired Professor Lim Soo Bin  
 Lim Young Kyoan · BUSINESS 74  
 Lim Yong Bin · MBA 04  
 Lim Jong Hwan · BUSINESS 78  
 Professor Jang Dae Ryun  
 Jang Deok Heum · AMP 71  
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# Donor Courtesy Program Information

\* Based on cumulative donation deposits | Unit : KRW

Donation Level	Honors OVER 1 million	Eagle OVER 10 million	Baekyang OVER 50 million	Cheongsong OVER 100 million	Muak OVER 300 million	Truth OVER 1 billion	Freedom OVER 5 billion
Appreciation plaque		•	•	•	•	•	•
School Newsletter (Yonsei News)	•	•	•	•	•	•	•
Yonsei Calendar Shipment	Sent to all donors 1 million KRW in the current year · Sent once a year 5 million KRW in accumulated donations						
Free Access to the Library (Read and borrow books)		•	•	•	•	•	•
Donor Plaque	Ordinary Stone	High-value Stone					
Naming				Plaque in the Lobby		Classroom · Laboratory Name	Building Name
Free Parking Registration		1 year Free Registration per 10 million KRW			Indefinitely		
Holiday Gift		Sent once a year per 10 million KRW in accumulated donations (*1 each for New Year and Chuseok)					
Tuition Reduction <small>* Including spouse</small>	Affiliated Educational Institution <small>(Language Research Education Center, Mirae Education Center)</small>	20%		30%		50%	100%
	Graduate School <small>(Degree course)</small>				30%	50%	100%
Flu Shot				5 years Self	5 years Self · Spouse	10 years Self · Spouse	Indefinitely Self · Spouse
Health check-up <small>* Limited to Severance check-up near Seoul Station</small>		30% off · 1-time Basic Medical Examination Fee		Full · 1-time Basic Medical Examination Fee	Full · 2-time Basic Medical Examination Fee	Full · 10-time Basic Medical Examination Fee	Full · 20-time Basic Medical Examination Fee
SEVERANCE Reduction of Medical Expenses	Total Medical Expense			10% · 5 years Self	20% · 5 years Self · Spouse	50% · 10 years Self · Spouse	100% · Indefinitely Self · Spouse
	Annual Reduction Limit			5 million KRW Self	50 million KRW Self · Spouse	10 million KRW Self · Spouse	2% of total contribution Self · Spouse
	Hospital Room Reduction Criteria	Reduction of the hospital room fee is based on the single room of Severance Hospital (the Headquarters) <small>* Difference incurred from the use of the upper room is borne by the donor</small>					
SEVERANCE Medical Convenience	VIP Lounge			•	•	•	•
SEVERANCE Funeral Fee Reduction <small>* Spouse included</small>				20%	30%	50%	100%

\* Donors will receive various courtesy benefits as above. Details of the courtesy may be subject to change.

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

Embracing the valuable intentions of each participant,  
Yonsei University School of Business  
will continue to advance worldwide,  
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Thank you.

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