



Huang, Fei

황 비

Assistant Professor, aSSIST

RESEARCH AREAS

Corporate Strategy
Internationalization
M & A, Sustainability Management
Brand Management

TEACHING AREAS

International Business Management
International Logistics
Multinational Enterprise Management
Brand Management & Storytelling
Strategy Management, Digital China
China&Korea Business Management

EDUCATION

- Ph.D., International Business, Business School, Seoul National University, 2011
Title of the Thesis: Exploratory Studies on The Communist Organization mechanism of China's SOEs.
Supervisor: Cho, Dongsung.
- M.Sc., International Business, Business School, Seoul National University, 2006
- B.Sc., Korean and Korean culture, School of Foreign languages, Peking University, 2004
- B.Sc., Economics, National School of Development, Peking University, 2004

EXPERIENCE

- Teaching experience
(2009.9-2012.6) Chinese class for Seoul National University and aSSIST;
(2013.3-2013.6) Chinese style business and business Chinese class for aSSIST;
(2014.3-Now) International Business class for Business School of SungKyunKwan University.
- Social experience
 - Director of The Association of Korean-Chinese Economics & Management
 - Member of Forum Oh-rae
 - Chinese Market Adviser of Suntransglobe.co.,ltd.

PUBLICATIONS

- The study on impact factors of M&A integration process Chinese Enterprises, (with Cho, Dongsung), China-Korea business research; 2009
- A Study on Corporate Governance of China's State-owned Enterprises, (with Cho, Dongsung), Journal of International Business Research (JIBR) Summer special issue, 2012