



## Young-Hee Ko

고 영 희

Associate Professor, aSSIST

### RESEARCH AREAS

International Business & Strategy  
Intellectual Property Management  
Innovation & Entrepreneurship

### TEACHING AREAS

Strategic Management for AI & Data-powered Enterprise, Integrated Intellectual Property Management Strategy, Intellectual Capital Management for Sustainable Competitive Advantage, Qualitative Research Method in Management Studies

### EDUCATION

- (2001.03 ~ 2006.08) College of Business Administration (Ph.D. in International Business & Strategy)  
Seoul National University, Seoul, Korea  
Thesis: Conditions influencing Multinational Staffing Mechanisms and Effects on Performance of Foreign Subsidiary (Advisor: Prof. Dong-Sung Cho)
- (2011.01 ~2013.06) School of Law (Master of Laws, LLM)  
Northwestern University, Chicago, Illinois, USA
- (2011.02 ~ 2013.02) Master of Intellectual Property (Master of Science & Engineering)  
KAIST Graduate School of Future Strategy, Korea  
Thesis: Studies on Value Transfer Strategy of Intellectual Property for Trade Dress
- (1994.03 ~ 1996.02) Dept. of Business Administration (MBA)  
Sungshin Women's University, Seoul, Korea  
Thesis: An Empirical Study on Hedging Effect with Foreign Currency Futures using a Bivariate GARCH Error Correlation Model
- (1989.03 ~ 1993.02) Dept. of Business Administration (BBA)  
Sungshin Women's University, Seoul, Korea

## PROFESSIONAL EXPERIENCES

- (2007.06 ~ Present) Associate Professor, aSSIST, Korea  
Seoul School of Integrated Sciences & Technologies (aSSIST), Korea
- (2020.11 ~) Intellectual Property Strategy Adviser  
DKL Partners LLC.
- (2020.09 ~) Member of the Implementation Monitoring Trustee  
Investigation from the KFTC(Korean Fair Trade Commission) &  
MOTIE(Ministry of Trade, Industry & Energy) on The agreement  
for Borealis(UK) to acquire the Korean company DYM Solution
- (2020.07 ~) Fellow of Civilian Committee  
Presidential Council on Intellectual Property
- (2018.12 ~ 2022.02) Non-executive Director  
KEPCO Engineering & Construction Company. INC
- (2004.09 ~ 2005.08) Visiting Fellow  
Faculty of Commerce and Economics  
University of New South Wales (UNSW), Sydney, NSW, Australia
- (1996.03 ~ 2007.05) Managing director & Chief researcher  
Research department  
The Institute of Industrial Policy Studies (IPS), Korea

## DESCRIPTION & ACHIEVEMENT

- Teaching & Research in International Business & Strategy, Integrated Intellectual Property Management Strategy, Intellectual Capital Management of Creative Enterprise, Qualitative Research Method in Business Management, Innovation & Entrepreneurship
- Director, Office of Student Affairs
- Director, Center for Business Case Studies
- Program Director, Intellectual Property Management Program

## TEACHING EXPERIENCES

- (2010.04 ~ 2012.05) Visiting Lecturer, T3 Program & IP Campus  
The Korea Invention Promotion Association(KIPA)  
Teaching Intellectual Property Management for Professors
- (2010.01 ~ 2013.01) Visiting Lecturer, OJT for new employees  
Samchully  
Teaching Strategy of Samchully & Case studies for new employees
- (2009.06 ~ 2013.08) Visiting Lecturer, KAIST Graduate School of Management  
Teaching Intellectual Property Management for MBA student
- (2007.09 ~ 2010.08) Lecturer, Graduate School of Business  
Sogang University, Korea  
Teaching international business for MBA student

## TEACHING EXPERIENCES

- (2007.6) Lecturer, College of Business Administration  
Seoul National University, Korea  
Teaching international business for undergraduate student
- (2007.03 ~ 2009.02) Lecturer, Dept. of Business Administration  
University of Seoul, Korea  
Teaching global business for undergraduate & MBA student
- (2002.09 ~ 2009.08) Lecturer, Dept. of Business Administration  
Sungshin Women's University, Korea  
Teaching international business, strategy for MNC, design management & brand strategy  
and e-business strategy for undergraduate student

## ACADEMIC HONOR AND AWARDS

- Recipient, Best Paper Award of Asia-Pacific Journal of Business Venturing and Entrepreneurship, The Korean Society of Business Venturing (2016)
- Recipient, 2015 Best Research Award of KBR(Korea Business Review), Korean Academic Society of Business Administration (2016)
- Recipient, 2013 Contest for Knowledge Management Case of SMEs in Korea, The Knowledge Management Society of Korea (2013)
- Teaching Excellence Award (Best Teacher in The GL MBA program), First & Second Semester 2011, aSSIST (2011)
- Recipient, 2006 Best PhD Dissertation Award, Korean Academy of International Business (2007)

## RESEARCH GRANTS

- Chief Researcher, 2014-2016 Mid-Career Researcher Support Project, "A Studies on Intangible Asset Management Strategy for ICT SMEs", The Korean Research Foundation in collaboration with Korean Ministry of Education, Sciences & Technology (2014-2016)
- Chief Researcher, 2011-2013 Young Researcher Support Project, "A Studies on Factors for Initiative Role and Performance of MNC's Subsidiary", The Korean Research Foundation in collaboration with Korean Ministry of Education, Sciences & Technology (2011-2013)

## ACADEMIC ACTIVITIES

- Member of Forum for Intellectual Property and Innovative Economy in Korean Intellectual Property Office (2019-present)
- Vice President and Editorial Board Member of Journal of Korea Entrepreneurship (2018-present)
- Associate Editor, Journal of Enterprise Studies (2014-present)
- Ad hoc Reviewer, International Business Review (2014-present)

**ACADEMIC ACTIVITIES**

- Board member of The Korean Society of Intellectual Properties Education and Research (2012-present)
- Member of Committee for Intellectual Property Ability Test, KIPA (2010-present)
- Board member of Association of Korean-Chinese Economics & Management (2008-2010)
- Member of Strategic Management Society (2002-present)
- Member of Korean Academy of International Business (2006-present)
- Member of Korean Academic Society of Business Administration (2007-present)

**PEER-REVIEWED JOURNAL PUBLICATIONS**

- K.D.Shim & Y.H.Ko, "Prediction Model for Electric Power Consumption of Seawater Desalination based on Machine Learning by Seawater Quality Change in Future", Journal of Korea Water Resource Association, Vol. 54, No. S-1 (2021).
- G.W.Yi & Y.H.Ko, "Zinus' Core Competence-Based Business Transformation Strategy: A Case of Entering the US Bed Mattress Market", Korea Business Review, Vol.25, No.4 (2021).
- J.C.Kim & Y.H.Ko, "A Study on the Different Perceptions in the Priority of Success Factors For Digital Transformation between the Korean Companies and its Government", Korea Business Review, Vol.24, No.3 (2020).
- K.W.Kang & Y.H.Ko, "Seojin Instec's Challenge and Future: Technology Accumulation Process and Global Strategy", Korea Business Review, Vol.23, No. 2 (2019).
- T.S.Kang, D.S.Cho & Y.H.Ko, "The New Silk Road of BLACKYAK", Asian Case Research Journal, Vol.22, No. 2 (2018). (SCOPUS indexed)
- J.T.Kim & Y.H.Ko, "An Exploratory Study on the Success and Failure Factors of Multinational Distributors on Northeast Asia", International Business Review, Vol.22, No.1 (2018).
- J.C.Kim & Y.H.Ko, "Analysis of Future Strategic Scenario of Korean Petrochemical Industry", Korean Management Consulting Review, Vol.18, No.1 (2018).
- E.J.Hyun & Y.H.Ko, "Coevolution of Technology, Organisations and Institutions: A Literature Review and Toward an Integrative Perspective on Innovation and Industrial Competitiveness", Knowledge Management Research, Vol.18, No.4 (2017).
- J.C.Kim & Y.H.Ko, "An Analysis on the Competitive Factors of the Korean Petrochemical Industry and the Possibility of the Future Application", Journal of CEO and Management Studies, Vol.20, No.4 (2017).
- J.C.Kim & Y.H.Ko, "Future Strategy of the Korean Petrochemical Industry by Analysing Integrated Emerging Issues", Journal of the Korea Convergence Society, Vol.8, No.11 (2017).
- J.Hurh, Y.H.Ko & S.S.Lee, "Outcomes Improvement in the Era of Value-Based Healthcare in the Republic of Korea: Introduction of the International Consortium for Health Outcomes Measurement", Journal of Health Tech Assess, Vol.5, No.2 (2017).
- J.Hurh, Y.H.Ko & S.S.Lee, "Value-based healthcare: Prerequisites and suggestions for full-fledged implementation in the Republic of Korea", Journal of the Korean Medical Association, Vol.8, No.11 (2017). (SCOPUS indexed)
- S.E.Lee & Y.H.Ko, "Cases of South Korean Corporate Restructuring through Voluntary Business Normalization Program and Ways to Improve the System", Journal of Policy Development, Vol.60, No.10 (2017).

**PEER-REVIEWED JOURNAL PUBLICATIONS**

- B.W.Suh & Y.H.Ko, “Doosan: Cross-Border M&A Strategy to Global Growth”, Korean Business Review, Vol.21, No.2 (2017).
- T.S.Kang & Y.H.Ko, “Overseas Expansion Strategy of BlackYak”, Korean Business Review, Vol.21, No.1 (2017).
- T.S.Kang, D.S.Cho & Y.H.Ko, “Market Entry Strategy of BlackYak in the US Outdoor Market: The M&A Strategy of Nau”, Journal of International Trade & Commerce, Vol.12, No.5 (2016).
- Y.H.Ko & S.H.Lee, “Value Articulation Strategy of Media and Content Company: Mainly Focused on Iconix's Animation 'Pororo' Case”, Knowledge Management Research, Vol.17, No.3 (2016).
- Y.H.Ko & H.S.Lee, “Interrelation Between Start-up Characteristic and Venture Capital Investment Portfolio for Strategic Decision”, Asia-Pacific Journal of Business Venturing and Entrepreneurship, Vol.11, No.2 (2016).
- H.J.Shin & Y.H.Ko, “The Impact of GWP Organization Culture has on Positive Psychological Capital, Organizational Commitment and Organizational Citizenship”, Journal of Human Resource Management, Vol.22, No.2 (2015).
- H.J.Chang & Y.H.Ko, “An Analysis of Key Success Factors for Smilegate to become Global Hidden Champion: Case Study Focusing on CrossFire”, Journal of CEO and Management Studies, Vol.18, No.2 (2015).
- H.J.Shin & Y.H.Ko, “GWP(Great Work Place) Implementations and Outcomes of Public Institutions in Korea: Focused on Electrical Power Stations”, Journal of CEO and Management Studies, Vol.18, No.1 (2015).
- J.Y.Moon & Y.H.Ko, “Opportunity Capturing Strategy of Venture Company in the Context of Dominant Design Competition: Focused on Compared with Hardware and Software Industry”, Asia-Pacific Journal of Business Venturing and Entrepreneurship, Vol.10, No.2 (2015).
- Y.H.Ko & S.H.Park, “Localization Strategies for Korean Banks in China’s Financial Market”, Journal of International Trade & Commerce, Vol.11, No.1 (2015).
- J.Y.Moon & Y.H.Ko, “MNtech’s Technology Commercialization Process by the Innovation-based Adaptation to Environment”, Korea Business Review, Vol.19, No.1 (2015).
- S.M.Cho, Y.H.Ko & J.H.Shin “A Case Study on Responsible Activities and Strategies of the Gambling Industry in Korea”, Journal of Enterprise Studies, Vol.9, No.3 (2014).
- H.J.Chang & Y.H.Ko, “An Analysis of Key Success Factor of Hidden Champions in Korea: Case study Focusing on IT Industry”, International Business Review, Vol.18, No.2 (2014).
- Y.H.Ko, S.M.Cho & J.O.Hur “The Jeju-do’s Local Company Combining ‘Tradition’ and ‘Modern Management’ for 62 Years, Hallasan Soju”, Korea Business Review, Vol.18, No. 2 (2014).
- I.S.Son & Y.H.Ko, “A Case study of firm growth and new market creation through commercialization of standard technology-Collaboration between ETRI and Initech”, Knowledge Management Research, Vol.14, No. 5 (2013).
- J.H.Han & Y.H.Ko, “A study on the effect of development of community awareness on local acceptance on”, Korea Environmental Policy, Vol. 21, No. 2 (2013).
- J.H.Han & Y.H.Ko, “Analysis of the influence of corporate image, business understanding, and corporate reliability on acceptance of the NPP business- focusing on the mediated effect of corporate reliability”, POSRI Business Economic Journal, Vol. 13, No. 1 (2013).
- Y.H.Ko & M.H.Lee, “A Study on Properties of Patents in the Applicants and Possibility of Economical Usage- Focused on Pharmaceutical Chemistry Industry Sector”, Knowledge Management Research, Vol. 14, No. 1 (2013).
- J.K.Lee & Y.H.Ko, “Case Study on Strategic Factors of Integrated Inclusion for Diversity Management”, Korea Business Review, Vol. 17, No. 2 (2013).
- J.K.Lee & Y.H.Ko, “Diversity Level, Diversity Strategy and the Effect on Organizational Performance”,

**PEER-REVIEWED JOURNAL PUBLICATIONS**

- Journal of CEO and Management Studies, Vol. 15, No. 3 (2012).
- J.K.Lee & Y.H.Ko, "A Case Study for Strategic Diversity Management of Korean Corporations", Journal of Enterprise Studies, Vol. 7, No. 2 (2012).
  - J.D.Cha, H.S.Shin & Y.H.Ko, "A Study on the strategy for activating Korean offshore wind development- focused on the experiences of 13 offshore-leading countries", Journal of Sustainability Management, Vol. 11 (2012).
  - J.H.Han & Y.H.Ko, "KHNP Strategy for the Enhancement of Local Acceptance on NPP: Overcoming Hardship and New Challenge", Korea Business Review, Vol. 16, No. 2 (2012).
  - J.W.Chae & Y.H.Ko, "Exploring case study on security factors and strategy to prevent leakage of corporate information for CEO", Journal of CEO and Management Studies, Vol. 15, No. 1 (2012).
  - Y.H.Ko & Y.M.Lee, "A Study on the Content Developers Performance System: Cases of Korean Major Online Game Companies", Review of Culture & Economy, Vol. 14, No. 1 (2011).
  - Y.H.Ko & S.M.Jo, "An Endless Passion for Business, Samchully", Korea Business Review, Vol. 15, No. 1 (2011).
  - C.S. Ahn, Y.H.Ko et al., "A Organizational error management Culture and it's Impact on the Operational Risk Management of Korean Asset Management Companies", Corporation Management Review, Vol. 18, No. 1 (2011).
  - Y.H.Ko & J.S.Park, "A Study on the Effect and Recognition of Motive of Corporate Social Responsibility through Architectural Publicity", Seoul Studies, Vol. 12, No. 1 (2011).
  - C.S. Ahn, Y.H.Ko et al., "A Case Study for the Operational Risk Management of Asset Management Company", Korea Business Review, Vol. 14, No. 2 (2010).
  - J.H.Shin, Y.H.Ko, "A Comparative Study on the Economic Environment of Philippine Civil Society and Korean Society", Journal of Democracy and Human Rights, Vol. 10, No. 2 (2010).
  - S.P.Park, Y.H.Ko et al., "Studies in the US Secured Financing System in Intellectual Property Rights", Chungnam Law Review, Vol. 21, No. 1 (2010).
  - Y.H.Ko & J.H.Lee, "Strategic Evolution of Kolmar Korea: Toward another 100yr for Kolmar Korea", Management Education Review, Vol. 12 No. 3 (2009).
  - Y.H.Ko, S.P.Park & H.D.Yeo "Explorative Study on the Influence of Sustainability Management on Corporate Advertisement Strategies-Focusing on the Awardees of the GAESM", Journal of Sustainability Management, Vol. 4 (2008).
  - Y. H. Ko, "International Economic Effect of cultural Capital: A Case Study of Korean Wave", International Review of Korean Studies, Vol. 2 Num. 1 (2005).
  - H. C. Moon, Y. H. Ko, "The competitiveness of POSCO with the application of ser-M paradigm" Proceeding of 2003 Dynamic Management Symposium at Hanyang University (2003).
  - D. S. Cho, Y. H. Ko et al., "Cluster analysis of country groups and policy implications for enhancing national competitiveness", Proceeding of 2002 Conference of Strategic Management Society (2002).
  - D. S. Cho, Y. H. Ko, "Reinterpretation on environment-based view" Proceeding of 2002 Conference of Strategic Management Society (2002).
  - Y. H. Ko., "Post Merger Integration Process of Volvo Construction Equipment Korea" Working paper, SNU (2001).
  - Y. H. Ko., "Strategic innovation of Hanssem through design management", Working paper, SNU (2001).
  - Y. H. Ko., "Discrepancy in performance between CEO characteristics and competitive strategy in Korean company", Working paper, SNU (2001).
  - Y.H. Ko., "Comparative studies for integration process of foreign company in Korea - case studies of CMHA(Clark Material Handling Asia) and VCEK(Volvo Construction Equipment Korea)", Working paper, SNU (2001).
  - D. S. Cho, Y.H. Ko., "The Competitiveness of Korea Entertainment Industry", Working paper, SNU (2001).

## BOOK PUBLICATIONS

- Y.H.Ko et al., “Strategic Management of Intellectual Property”, The Korea Invention Promotion Association(KIPA) (2011).
- Y.H.Ko et al., “Textbook in Intellectual Property Ability Test(IPAT)”, The Korea Invention Promotion Association(KIPA) (2010).
- C.H.Kim, S.P.Park & Y.H.Ko, “Intellectual Property Management Cases”, Korean Intellectual Property Office (2010)
- C.H.Kim, S.P.Park & Y.H.Ko, “Intellectual Property Management”, Korean Intellectual Property Office (2009).
- D. S. Cho, H. C. Moon, Y. H. Ko et al., “IPS National Competitiveness Report” IPS (1998-2004, Annual publication).