



MUN, Dal Ju

문 달 주

Associate Professor, aSSIST

RESEARCH AREAS

Disruptive Innovation in Marketing
Corporate Brand Marketing Consulting

TEACHING AREAS

Digital Marketing
Method of Digital Transformation

EDUCATION

Ph.D. in Business Management, University of PARIS VIII, France (major in marketing)
D.E.A. in Business Management, University of PARIS VIII, France (major in marketing)
M.A. in Information and Communication, University of PARIS VIII, France (major in advertising)

EXPERIENCE

(2009.4-2014.2) Professor, IGM(Institute Global Management)
(2011.6-2014.2) Adjunct Professor, EMBA Center of Nankai University, China
(2007.5-2008.5) Member of a committee on Brand Innovation of Government
(1999.8-2009.2) Director, Institute of Brand Strategy, Oricom

PUBLISHED JOURNALS

- Huh, H., Han, M.E. & Mun, D. J.(2013). The Study for interactivity, Perceived Value on Repurchase intention of Customer, The Academy of Customer Satisfaction Management Journal, 15(3), 81-102.
- Mun, D. J., Song, D. H., Huh, H.& Hwang, S. W.(2012). An Empirical Study on the Determinants of Hospital Brand Asset and Brand Performance, Health Service Management Review, 6(4), 11-23.
- Mun, D. J.(2011), Value based Marketing strategy in the Social Media Age, Journal of Korean Cultural Industries, Journal of Korean Cultural Industries, 11(2), 161-178.
- Mun. D. J. & Hur, H.(2011), The Effectiveness of Reactive Advertising in Response to Negative Information: A Case Study Focus on The Firm Size and The Degree of Customers Proactive Awareness, The Korean

PUBLISHED JOURNALS

Journal of Advertising and Public Relations, 13(3), 209-233.

- Mun. D. J., Hur, H. & Han, S. P. (2008), A Study of Various Effects on the Financial Brand alliance and Brand extension through Advertising, The Korean Journal of Advertising, 19(6), 87-105.
- Mun. D. J. & Hur, H. (2008), A Study on the Financial Brand's Equity Formation affecting the Customer's Switching Intention and Satisfaction, The Korean Journal of Advertising, 19(5), 33-48.
- Mun. D. J. & Hur, W. (2007), A study on building luxury brand image through culture marketing : focusing on the types of luxury brand image and the roles of culture marketing, Korea journalism review, 1(3), 54-75.
- Mun. D. J. & Lim, E. S. (2005), Study on Consumer's Attitude about Mecenat Activity of Corporate Brand, The Korean Journal of Advertising, 16(3), 83-117.
- Mun. D. J., Jun, S. Y. & Kim, T. W. (2004), A Hierarchical Advertising Effectiveness Model through Creative Factors, Advertising Research, 64, 109-137.
- Mun. D. J. (2002). A Comparative Study about the Emotional Approach and the Informational Approach of Pan-european TV commercial, Advertising Research, 54, 33-53.

AUTHORED BOOKS

- Micro Value
- Questions That All the CEO Would Like to Ask
- We Call Them Myths
- Creating the World's Central Brand
- Brand Management and IMC
- Ten Brand Rules
- Brand Babble