



## Hwuy-Chang Moon

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### RESEARCH AREAS

International Business Strategy  
National Competitiveness  
Cross-Cultural Studies  
Cross-Disciplinary Studies

### TEACHING AREAS

International Business Strategy  
National Competitiveness  
Cross-Cultural Studies  
Cross-Disciplinary Studies

### EDUCATION

He received a B.A. in English from Hankuk University of Foreign Studies. After completing his master's program in the College of Business Administration at Seoul National University, he earned a Ph.D. in Business Administration, specializing in International Business, from the University of Washington.

### EXPERIENCE

He has taught as a full-time or invited professor at several universities in Asia, including Seoul National University, Keio University, Hitotsubashi University, and Beijing Normal University, as well as Helsinki School of Economics (currently known as Aalto University) in Europe, and the University of Washington, University of the Pacific, State University of New York at Stony Brook, and Stanford University in the United States. In addition to his academic work, he has conducted numerous research and consulting projects for multinational corporations such as Samsung Electronics Co., public corporations like Invest Korea of KOTRA, international organizations such as UNCTAD of the United Nations, and governments including those of Korea, Malaysia, Dubai, Azerbaijan, Guangdong Province of China, and India. Additionally, he has given keynote presentations on national competitiveness at annual meetings organized by the Global Federation of Competitiveness Councils (GFCC), headquartered in Washington D.C. He has also been invited to participate in interviews and debates on the international economy and business by various international newspapers and media outlets, including the New York Times, NHK World TV, and Reuters.

## PUBLICATIONS AND RESEARCH ACTIVITIES

He has published numerous journal articles and books on topics covering international business strategy, national competitiveness, cross-cultural studies, and cross-disciplinary studies. His recent books include *The Strategy for Korea's Economic Success* (2016, Oxford University Press), *The Art of Strategy: Sun Tzu, Michael Porter, and Beyond* (2018, Cambridge University Press), *Global Business Strategy* (2022, World Scientific Co.), and *Strategic Management in the Age of Artificial Intelligence* (co-authored with Dong-Sung Cho in Korean) (2022, Seoul Economics and Business Publishing). In recognition of his contributions and achievements, he was granted the Academic Research Award by Seoul National University in 2018. Currently, he serves as the Editor-in-Chief of the *Journal of International Business and Economy*, which is an international academic journal.

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- A New Approach to Strategic Thinking for Economic Development-Implications for India, Invited Presentation, Distinguished Speaker Series for Scientists and Engineers in India, Subir Chowdhury School of Quality and Reliability, On/offline, India, August 13, 2022.
- National Innovation Ecosystems: The Case of South Korea, Academy of Management (AOM) Annual Meeting, On/Offline Conference, Seattle, USA, August 5 - 9, 2022.
- Korea's FDI Trends and Investment Strategies, Global Investment Forum, hosted by MOTIE and KOTRA, Shilla Hotel, Seoul, Korea, July 6, 2022.
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- More information is available upon request or on my website ([www.hwychangmoon.com](http://www.hwychangmoon.com)).