



Choi, Eunsoo

최은수

Scholar Professor, aSSIST

RESEARCH AREAS

- Designing AI-based business model
- Research on Vision AI-based disasters and accidents prevention
- Research on target marketing using big data
- Media communication and knowledge management strategy
- Research on convention practice and management

TEACHING AREAS

- Strategy for writing AI-based business model plan
- Management strategy using AI and big data
- Business management media marketing strategy
- Knowledge management and communication strategy
- Convention practice and management strategy

EDUCATION

He received a bachelor's degree in English Language and Literature from Kyung Hee University and a master of Business Administration from University of Michigan. In 2010, he earned his doctoral degree in Business Administration at aSSIST University studying management strategies using advanced technologies such as AI and big data. Then, in 2018, he earned his second doctoral degree in Convention and Exhibition Management from Kyung Hee University.

EXPERIENCE

Following a special career path for the last 30 years and 91 days, he worked as a journalist at Maekyung Media Group, South Korea's leading media outlet. During his tenure, he worked as a newspaper reporter for Mael Business Newspaper and as a broadcast reporter for Mael Broadcasting Network. In particular, he diligently worked to spread the truth while serving as a bureau chief and newsroom chief director.

With his interest in future trends and advanced technologies such as AI, big data, IoT, blockchain, virtual currency, AR, VR, and more, he has been maintaining his blog 'Dr. Choi's Must' (<https://post.naver.com/mk9501>) and running a YouTube channel called 'Future Creator TV' (<https://www.youtube.com/@KnowldegeShare>) with over 32,000 subscribers.

EXPERIENCE

Furthermore, he has founded KDX Korea Data Exchange, which is the first big data exchange licensed by the Korean government. Currently, he serves as the CEO of Intellivix, a leading visionary AI company in South Korea. He became an AI evangelist after realizing the transformative potential of AI in changing the world. In pursuit of this passion, he established ABLab (AI Business Lab) to assist companies in developing AI-based business model plans. Additionally, it provides solutions to the government and local authorities, utilizing AI CCTVs and AI cameras for disaster prevention purposes.

AUTHORED BOOKS

- Credit Revolution(2003.3, Keorum)
- Can I Become a Rich?(2003.7, Itreebook)
- Cartoon Economy Class to Grow Financial IQ(2004.2, Mael Business)
- Let's Increase Financial IQ(2004.3, Eulpaso)
- Financial Story in Life(2004.9, Mirae N)
 - The first government-authorized textbook for high school written by a journalist
- Preparing Essay Writing and Oral Examination with Newspaper(2004.11, Mael Business)
- Davos Report - The Shifting Power Equation(2007.3, Mael Business)
- World Knowledge Forum Report - Wealth Creation(2007.11, Mael Business)
- Mission \$100,000(2008.4, Mael Business)
- World Knowledge Forum Report - Wealth Restructuring(2009.1, Mael Business)
- A Birth of a Luxury City(2009.2, Mael Business)
- Translated 'The Little Big Things'(2010.7, The Nan)
- Next Paradigm(2012.7, EK Group)
- South Korea Creative Revolution 1, 2(2013.10, Mael Business)
- Young People, Say Out Loud Your Success Spell(2015.2, Mael Business)
- South Korea Next Paradigm(Report for South Korea's Future Revolution)(2016.2, Maekyung Publishing)
- Do Dream(2016.3, Mael Business)
- Do Dream, Enjoy the Impossible(2017.3, Mael Business)
- The Fourth Unemployment(The End of Job in the Era of the Fourth Industrial Revolution)(2017.11., Mael Business)
- Do Dream, Champion's Secret Note(2018.3, Mael Business)
- What makes China Number One(2018.11, Mael Business)
- Future Rulers in the Era of the Fourth Industry Revolution(2018.3, Business Books)
- Young People, Start Now(2019.2, Mael Business)
- UNLOCK Revolution(2019.11, Maekyung Publishing)
- Life is Yours(2020.2, Mael Business)
- Apple Note(2020.12, HyperC)
- Biden Economy(2021.1, Business Books)

PUBLISHED JOURNALS

- Choi, Eunsoo, 'The Effect of Information Technology on the Knowledge Management Activity from MANDO and POSCO'. The Knowledge Management Society of Korea. 2008, vol.9.2, pp 169~191.
- Eunsoo Choi and Yuncheol Lee, 'An Empirical Analysis of the Effects of Information Technology on Knowledge Management Activity and Performance'. The Knowledge Management Society of Korea, 2009, vol. 10, no3, pp. 51~80.
- Choi, Eunsoo, 'An Empirical Analysis of the Effects of Information Technology on Knowledge Management Activity and Performance' (2010, doctoral dissertation at aSSIT)
- Choi, Eunsoo, 'An Exploratory Case Study on the Determinant Factors of City Competitiveness', The Korean Academic Society of Business Administration Symposium, 2010, pp. 1~20.
- Choi Eunsoo and Kim Chulwon, 'An Empirical Study Upon How Social Comparative Learning of Forum Participants Affects Learning Effects with Emphasis on Participants' Characteristic, The Knowledge Management Society of Korea, 2016, vol, 17, no.2, pp. 131~163.
- Choi Eunsoo, Eunhee Kim and Kim Chulwon, 'An Empirical Analysis on How Participants' Characteristics and Forum Quality Influence their Expectation and Satisfaction in Social Learning Forum', The Knowledge Management Society of Korea, 2017, vol. 18, no.1. pp. 83~116.
- Study on the Self-Determination Model of Convention Participant(2018, doctoral dissertation at Kyung Hee University)