



## Choi, Yong Joo

최용주

Vice Chancellor, aSSIST

### RESEARCH AREAS

Sales Innovation Management-Social Capital & Trust Building, Strategic Management  
Key Account Management (B-to-B Sales Strategy)  
Channel Management: Direct Sales, B-to-D (Distribution Channel) Sales

### TEACHING AREAS

Sales Innovation Management  
Sales Educational Consulting  
B-to-B Marketing Strategy  
Strategic Management

### EDUCATION

(2008) Ph.D. in Business Administration, aSSIST  
(1995) M.B.A. in Marketing, Hanyang University  
(1999) Executive Master of Business Administration, Helsinki School of Economics

### EXPERIENCE

(2016.3-Present) Vice Chancellor, aSSIST  
(2012.3-2020.3) Dean, Planning Department, aSSIST  
(2008.11-2011.12) Vice President, Maeil Dairies Co., Ltd, Korea  
(2000.3-2008.11) Vice President, Pulmuone Co., Ltd, Korea  
(1991.8-2000.11) President/Head of Consulting, IBS Consulting Co., Ltd, Korea  
(1985.7-1991.7) Product Manager, Ildong Pharmaceutical Co., Ltd, Korea

### PUBLISHED JOURNALS

- Kim, S. H. and Y. J. Choi(2019), A Subjectivity Study on Trust-based Governance Focusing on Members of Distribution Channels, Korean Business Education Review. 34(5): 367-393.
- Kim, S. H. and Y. J. Choi(2019), The Effects of Mutual Trust between Manufacturer and Distribution Channel

## PUBLISHED JOURNALS

- Partner and Distribution Types on Financial Performance, Cooperation, and Loyalty, Korean Business Education Review. 34(3): 279-302.
- Park, S. M., Y. J. Choi, and J. G. Eom(2018), "The Study on Sales Competencies of Salespersons for Distribution Channels: Focusing on Sales for Distribution Channels of Cosmetics," Korean Business Education Review. 33(1), 161-181.
- Park, S. M. and Y. J. Choi(2018), "The Study on Korean Education for Knowledge Society: Lifelong Education," Japan Business Education Review. 28, 147-151.
- Park, S. M., Y. J. Choi, and J. G. Eom(2017), "A Study on the Sales, Competencies of Mature Industry: Focusing on LCD Panel Manufacturer", Korean Business Education Review, 32(3), 69-92.
- 2006.12 사회적 자본의 개념과 적용에 관한 연구, 산업경영연구
- 2006.09 풀무원 건강생활(주)의 변신, 기업연구저널
- 1995.06 핵심역량에 의거한 사업다각화 유형에 관한 연구, 한양대 대학원

## AUTHORED BOOKS

### Book Publications

- Yong Joo Choi & Dong Sung Cho, "Building & Implementation of Mid-Long Term Strategy", IBS Press, 1995
- Yong Joo Choi & Sang Bum, Kim, "The Future of the Salse(영업의 미래)", Olim, 2014. Jul.
- Yong Joo Choi, Ja Won Gu & Joong & Hwon Jeon, "B2B Sales Strategy(B2B 영업전략)", Hanalae Plus, 2014. Aug.

### Books Translated into Korean

- Yong Joo Choi, "100 principles and rules regarding the operating in the black of the small restaurant", Seoul Economics Management, 2012. Mar.
- Yong Joo Choi, "Align Strategy and Sales", Olim, 2014. Feb.