



Choi, Yoojin

최 유 진

Adjunct Professor, aSSIST

RESEARCH AREAS

Brand management
Business Strategy

TEACHING AREAS

Cross-border business
Brand Evaluation
Influencer Branding

EDUCATION

- Bachelor of Education at Ewha Womans University college of Education
- Bachelor of Economics at U.C. Davis
- Master's degree in Business administration at Ewha Womans University
- Completed Ph.D. in Management Strategy at Ewha Womans University

EXPERIENCE

President of Korean Institute of Nation Brand promotion