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Adjunct Professor, aSSIST
Research Fellow, IPS

RESEARCH AREAS

Brand(Corporate, City & Nation) Management
and Valuation, Marketing, Design Policy
Design Management
Service Design

TEACHING AREAS

Brand Management and Valuation
Marketing
Design Management
Research Methodology

EDUCATION

2006~2011 Ph.D. in Business Administration, Seoul School of Integrated Sciences & Technologies
1998~2000 M.A. in Business Administration, The Catholic University of Korea
1993~1997 B.A. in Business Administration, The Catholic University of Korea

EXPERIENCE

2016. 03~Current: Research Fellow, IPS(The Institute for Industrial Policy Studies)
2014. 02~2016. 02: President & Director, IPS(The Institute for Industrial Policy Studies)
2010. 03~2014. 02: Vice President & Director, IPS(The Institute for Industrial Policy Studies)
2000. 08~2010. 02: Researcher, Chief researcher for Brand and Design Management Department, IPS(The Institute for Industrial Policy Studies)
2013.11~2021.02: Director, NBP(The Institute of Nation Brand Promotion)
2012. 08~2013.07: Director, DBMS(Design and Brand Management Society)
2011. 03~Current: Adjunct Professor, aSSIST(Seoul School of Integrated Sciences & Technologies)

PUBLISHED JOURNALS

- H.J.Lee, S.K.Ha, 'Design Policy to Enhance National Design Competitiveness of Korea', A Journal of Brand Design Association of Korea, Vol.19, No.1, March 2021
- S.K.Ha, H.J.Lee, H.J.Lee, Y.A.Back, 'Study of Marketing Policy and Brand Management in Jeju Special Self-Governing Province Joint(Certification) Brand', Bank of Korea Jeju Headquarters, November 2017
- S.K.Ha, 'Brand Management', Journal of KAMA, Vol. 313, April 2015
- S.K.Ha, C.H.Shin, 'The Effect of Country Image on Product Attitude: The Moderating Effect of Country of Brand', International Business Review, Vol. 15, No. 1, March 2011
- S.K.Ha, C.H.Shin, 'Emerging as a Global Brand: Daewon Pharm. Co., Ltd', Journal of Enterprise Studies, Vol.5, No. 2, September 2010
- S.K.Ha, E.G.Kim, C.H.Shin, 'Advanced Design Concept and Typology in Korea Design Industry', Journal of Commodity Science of Technology, Vol. 27, No.2, June 2009
- S.K.Ha, C.H.Shin, 'Global Branding Issues in Korean Exporting Small and Medium Enterprises', International Business Review, Vol. 13, No 4, December 2009
- S.K.Ha, M.S.Kim, C.H.Shin, 'Chile's country image in Korea', International Area Studies Review, Vol. 12, No.1, March 2008
- S.K.Ha, C.H.Shin, 'Strategies for Building a Leisure City Brand to Vitalize the Leisure Industry', Journal of Leisure Studies, Vol.5, No. 2, November 2007

AUTHORED BOOKS

- Co-author, 三星品牌為何強大: 三星的品牌管理策略, 天下雜誌, Taiwan, 2011. 03
- Co-author, Why Samsung Brand is Strong, Kim&Kim Books, Seoul, Korea, 2010. 07

MAJOR PROJECT EXPERIENCES

- Brand evaluations of Samdasoo, commissioned by Jeju Province Development Corp., 2020
- Research on the performance of RDC design infrastructure construction projects, commissioned by Daegu Gyeongbuk Design Center, 2020
- Design support policy research to strengthen the competitiveness of manufacturing companies to respond to the 4th industry, commissioned by Incheon Technopark, 2020
- Study on Project Performance Evaluation and Support Strategy Establishment of GDP, commissioned by Gwanju Institute of Design Promotion, 2020
- Style Tech Industry Trend Survey, commissioned by Korea Institute of Design Promotion, 2019, 2020
- Jeju Cosmetic Cert brand recognition survey, commissioned by Jeju Technopark, 2019, 2020
- Study on the performance analysis of Design Innovation LAB Program, commissioned by Korea Institute of Design Promotion, 2019
- Analyzing and Research on selection and management improvement plan of small giants brand, commissioned by Ministry of Employment and Labor, 2019

MAJOR PROJECT EXPERIENCES

- Planning and research of new business in design education business, commissioned by Korea Institute of Design Promotion, 2019
- A study on establishing a comprehensive plan for the design industry in Jeonbuk, commissioned by Jeonbuk Technopark, 2019
- Research on the achievements and spread of achievements of design manpower training projects, commissioned by Korea Institute of Design Promotion, 2019
- Operation and development plan research for Brand-K, commissioned by Small Business Distribution Center, 2019
- Achievement analysis, case studies, planning research of RDC design foundation construction project, commissioned by KIDP, GIDP, DCB, DGDC, 2018, 2019
- DDP(Dongdaemun Design Plaza) competitiveness and effect analysis after opening, commissioned by Seoul Design Foundation, 2018
- KORAIL Design Management, commissioned by KORAIL, 2018
- Research on Innisfree Moeum Foundation brand Management, commissioned by Innisfree Moeum Foundation, 2018
- National Palace Museum of Korea brand value survey, commissioned by National Palace Museum of Korea, 2018
- Project on Credit Union Brand Management, commissioned by National Credit Union Federation of Korea, 2018
- Research to establish empirical grounds for supporting design innovation companies, commissioned by Ministry of Trade, Industry and Energy & Korea Institute of Design Promotion, 2018
- Study on the Promotion and Operational Strategy to Enhance JQ Brand Awareness, commissioned by Jeju Business Agency, 2017
- Agrifood Export Brand Value Survey, commissioned by Korea Agro-Fisheries & Food Trade Corp., 2017
- Research on Improvement Measures for Regional Design, commissioned by Korea Institute for Advancement of Technology, 2017
- Study on Measuring the Influence and Effectiveness of National Police Agency, commissioned by National Police Agency, 2017, 2019
- Lava seawater Certification Brand Awareness survey and Effect analysis, commissioned by Jeju Technopark, 2017
- Analyzing the status of domestic small but strong company brand and preparing plans for sharing information on small but strong companies, Ministry of Employment and Labor, 2017
- Study on the effectiveness of corporate culture and art social contribution activities, commissioned by Ministry of Culture, Sports and Tourism, 2016
- U:US Brand Evaluation, commissioned by Moon International Corp., 2015
- SKY72 Brand Evaluation, commissioned by SKY72 Golf & Resort, 2015
- Brand evaluations of Hyundai Elevator, commissioned by Hyundai Elevator Co., LTD, 2015
- Marketing Strategy of Korean Small Firms, Small Business Distribution Center, 2014, 2015, 2016
- Project on Brand Management, commissioned by Cargill Agri Purina, 2015
- Study on Design Center, commissioned by Jeollabuk-do , 2015
- Measurement of DDP Effects, commissioned by Seoul Design Foundation, 2014, 2015
- Study on Dong-Dae-Moon Design Cluster, commissioned by Seoul Design Foundation, 2014

MAJOR PROJECT EXPERIENCES

- Fundamental study for Development of Leisure Happiness Index, Korea Culture and Tourism Institute, 2013
- KORAIL brand Evaluation and Brand Management, commissioned by KORAIL, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019
- Study on Korea brand Map, commissioned by KOTRA, 2007, 2009, 2010, 2011
- Designation Effect of WDC Seoul 2010, commissioned by Seoul Design Foundation, 2010
- Project on Brand Management, commissioned by LIG, 2010
- Asia Design Hub Center Study, commissioned by Ministry of Knowledge and Economy(MKE), 2010
- KOGAS Brand Management Strategy, Commissioned by Korea Gas Corporation, 2010
- Project on Seoul Metro's Design Management, Commissioned by Seoul Metro, 2010
- Brand evaluations of Yuhan-Kimberly, commissioned by Yuhan-Kimberly, 2010
- Project on Jeju Product brand Power, commissioned by Jeju TP, 2006, 2007, 2008, 2009, 2010
- Project on Developing KT'S business ethics Strategies, Commissioned by KT, 2007
- POSCO brand Evaluation, commissioned by POSCO, 2006
- Project on Brand Management, commissioned by Korea Hydor and Nuclear Power, 2006
- Chile's country image in Korea, commissioned by Embassy of the Republic of Chile, 2005
- Jeju City's Brand Development, commissioned by Jeju Special Self-Governing Province, 2005
- Study on Korea Brand Management, commissioned by The Republic of Korea Cheong Wa Dae, 2004
- KOSDAK brand Evaluation, commissioned by KOSDAK, 2004
- Nation Brand Evaluation, commissioned by Ministry of Knowledge and Economy(MKE), 2001, 2002
- Case Study on Design Management, Korea Institute of Design Promotion & IPS, 2001
- Corporate Brand Evaluation, commissioned by Ministry of Knowledge and Economy(MKE), 2000, 2001, 2002