



## Huang, Fei

황 비

Adjunct Professor, aSSIST

### RESEARCH AREAS

Corporate Strategy  
Internationalization  
M & A, Sustainability Management  
Brand Management

### TEACHING AREAS

International Business Management  
International Logistics  
Multinational Enterprise Management  
Brand Management & Storytelling  
Strategy Management, Digital China  
China&Korea Business Management

### EDUCATION

- Ph.D., International Business, Business School, Seoul National University, 2011  
Title of the Thesis: Exploratory Studies on The Communist Organization mechanism of China's SOEs.  
Supervisor: Cho, Dongsung.
- M.Sc., International Business, Business School, Seoul National University, 2006
- B.Sc., Korean and Korean culture, School of Foreign languages, Peking University, 2004
- B.Sc., Economics, National School of Development, Peking University, 2004

### EXPERIENCE

- Teaching experience  
(2009.9-2012.6) Chinese class for Seoul National University and aSSIST;  
(2013.3-2013.6) Chinese style business and business Chinese class for aSSIST;  
(2014.3-Now) International Business class for Business School of SungKyunKwan University.
- Social experience
  - Director of The Association of Korean-Chinese Economics & Management
  - Member of Forum Oh-rae
  - Chinese Market Adviser of Suntransglobe.co.,ltd.

## PUBLICATIONS

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- The study on impact factors of M&A integration process Chinese Enterprises, (with Cho, Dongsung), China-Korea business research; 2009
- A Study on Corporate Governance of China's State-owned Enterprises, (with Cho, Dongsung), Journal of International Business Research (JIBR) Summer special issue, 2012