



## Huang, Minghao

황 명 호

Adjunct Professor, aSSIST

### RESEARCH AREAS

Digital Transformation  
Sustainability  
Pattern & Design  
Institutional Entrepreneurship  
Triple Helix  
Emerging Technology & Standards

### TEACHING AREAS

Research Methodology  
Global Strategic Management  
Business Planning  
Digital Transformation  
Personal and Organizational Growth

### EDUCATION

- Ph.D. in Business Administration (MIS), Business School, Seoul National University, 2009 Dissertation: The Relationship between Institutional Pressures, IT Capabilities, and Firm Performance
- M.S. in Business Administration (MIS), Business School, Seoul National University, 2003 Thesis: An Empirical Research on Usage Factors of Mobile Service Using LBS
- B.S. in Business Administration (Marketing), Guanghua School of Management, Peking University, 2000

### EXPERIENCE

(September 2022 ~ Present)	Adjunct Professor, aSSIST
(October 2020 ~ August 2022)	Visiting Professor, Graduate School of Management of Technology, PUKYONG National University
(March 2018 ~ April 2022)	Founder and CEO, MacHMic (麦禾米) Network Tech.
(March 2016 ~ February 2018)	Director, China-Korea FTA Research Base in Shandong Institute of Standardization
(March 2014 ~ August 2015)	Assistant Professor, Graduate School of Technology Management, Kyung Hee University
(March 2013 ~ February 2016)	Assistant Professor, Department of Global Business in College of International Studies, Kyung Hee University
(March 2010 ~ February 2013)	Assistant Professor, Department of International Trade, Konkuk University

**EXPERIENCE**

- (September 2009 ~ February 2010) Research Fellow, Department of Service, Systems, Management, and Engineering, Sogang University
- (March 2009 ~ August 2009) Lecturer, Department of International Trade (Graduate School), SungKyunKwan University
- (March 2007 ~ February 2008) Lecturer, Department of International Trade (Graduate School), SungKyunKwan University

**PEER-REVIWED JOURNAL PUBLICATIONS**

- Huang, M., E. Nam and S. Park, "The Technological Competitiveness Analysis of Evolving Artificial Intelligence by Using the Patent Information," *Journal of KOSSE* 18(1), 2022, pp. 66-83. (in Korean, KCI)
- Wang W., D. Rui and M. Huang, "Risk Perception of Chinese Urban Residents : An Institutional Theory Perspective," *Journal of Asian Sociology*, 50(4), 2021, pp. 545-572. (Corresponding Author, SCOPUS)
- Hu, S., Z. Fan and M. Huang, "A Study of Cyclical Cumulative Effects between Chinese Industrial Agglomeration and Economic Growth - Based on 2007-2018 County Panel Data of China," *The Journal of Sinology*, 70(4), 2020, pp. 189-220. (Corresponding Author, KCI)
- Septianto, F., M. Huang and J. Jeong, "Consumer Locus of Control as a Moderator of the Relationship between Mood and Consumers' Likelihood to Purchase," *Asia Marketing Journal*, 16(2), 2014, pp. 59-75. (Corresponding Author, KCI)
- Huang, M., J. Ahn and D. Lee, "A New Perspective on IT Capabilities and Firm Performance: Focusing on Dual Roles of Institutional Pressures," *Asia Pacific Journal of Information Systems*, 24 (1), 2014, pp. 1-29. (SCOPUS)
- Huang, M., H. Park, J. Moon and Y.C. Choe, "A Study on the Status and Future Directions of IT Convergence Policy by the Ministry of Food, Agriculture, Forestry and Fisheries in Korea," *Agribusiness and Information Management* 4(2), 2012, pp. 22-31.
- Huang, M., H. Cho and Q. Meng, "The Success Factors and Consequence of SCM: an Empirical Study on Companies in Shanghai," *China and Sinology* 17, 2012, pp. 155-180. (in Korean, KCI)
- Kim, H. E., Huang, M., Jin, F., Bodoff, D., Moon, J., and Y. C. Choe "A Triple Helix in the Agricultural Sector of Northeast Asian Countries: A Comparative Study between Korea and China," *Scientometrics* 90 (1), 2012, pp. 101-120, DOI:10.1007/s11192-011-0517-4 (Corresponding Author, SSCI)
- Huang, M., J. Ahn and J. Jahng, "Patterns of Collaboration Networks: Co-authorship Analysis of MIS Quarterly from 1996 to 2004," *The Journal of Society for e-Business Studies* 13 (4), 2008, pp. 193-207. (in Korean, KCI)