



## Kim, Bo Young

김보영

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### RESEARCH AREAS

Marketing, Service Design, Customer Behavior,  
Brand Management, Market Trend Sensing,  
Creative Thinking, Design Management

### TEACHING AREAS

Case Study, Research Methodology,  
Creative Management, Brand Marketing,  
Design Management

### EDUCATION

Ph.D., Brunel University, Engineering and Design School, London, U.K.  
MA, Ewha Womans University, Information Design Department, Seoul, Korea.  
BA, Ewha Womans University, Information Design Department, Seoul, Korea.

### EXPERIENCE

(2006-2007) Demonstrator of Engineering & Design School at Brunel University, London, U.K.  
(2004-2005) Team Manager of Consulting Department in IDS & Associates Consulting, Seoul, Korea.  
(2001-2003) Senior Researcher for Design & Brand Management Department in Institute for Industrial Policy Studies, Seoul, Korea.

### PUBLISHED JOURNALS

- Kim, B. S. & Kim, B. Y. (2019). The effect of service attributes in Korean marine transportation services, *Journal of Distribution Sciences*, 17(12), 42-54.
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