



## Kim, Bo Young

김보영

Associate Professor, aSSIST

### 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

- Ahn B. O. & Kim B. Y. (2023). A Decision-Making Model for Selecting Product Suppliers in Crop Protection Retail Sector. *Administrative Sciences* 13: 97. <https://doi.org/10.3390/admsci13040097>
- Cheong H. M., Kim B. Y. & Vaquero I. U. (2023). Data Valuation Model for Estimating Collateral Loans in Corporate Financial Transaction. *Journal of Risk and Financial Management*, 16(3), 206; <https://doi.org/10.3390/jrfm16030206>
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- Kim. D. H. & Kim, B. Y. (2022) Online donation attitude and satisfaction on simple mobile payment: Case of Korean Red Cross, *Societies*, 12, 4. <https://doi.org/10.3390/soc12010004>.
- Kim. Y. H. & Kim, B. Y. (2021) A Decision-Making Model for Reinforcing a Corporate Information Security System, *International Journal of Electrical Engineering and Technology*, 12(11), 97-109.
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- Lee. J. W. & Kim, B. Y. (2021) The Effect of Service Influence Factors on Perceived Usefulness and Use Satisfaction in Digital Healthcare Sector, *International Journal of Electrical Engineering and Technology*, 12(11), 110-121.
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  - Lee, H. S. & Kim, B. Y. (2016). Impact of Strength Use on Perceived performance and Life satisfaction: Focusing on the mediating effects of harmonious passion, positive feelings and concentration, *Organization and Personnel management Research*, 40(4), 69-94.
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  - Oh, S. H. & Kim B. Y. (2015). The effect of CoP(community of practice) influence factors on satisfaction and learning culture activation in R&D groups: based on comparison analysis by group maturity, *Journal of the Korea Contents Association*, 15(12), 407-420.
  - Jo, I. U. & Kim, B. Y. (2015). A Comparative Study on Differentiation Strategy of Korean Banks to Support Small-Loan Finance During Chonseil Price Increase, *Korea Management Consulting Review*, 15(3), 57-72.
  - Oh, S. H. & Kim B. Y. (2015). Change Management Strategy through the English Common Language Project of a Global Company, *Korea Business Review*, 19(2), 1-33.
  - Jo, I. U. & Kim, B. Y. (2015). The effect factors affecting lease guaranteed loan on lease market fluctuation by time series analysis model, *Journal of the Korea Contents Association*,15(6), 45-56.
  - Oh, S. H. & Kim B. Y. (2015). The Analysis on CoP Research Trends for Learning Organization Culture and Learning Transfer, *Association for Enterprise Case Studies*, 10(2), 1-25.
  - Bae, B. O. & Kim B. Y. (2015). A Case Study on Education Service Quality for the Experts of Electric Power

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- Kim, B.Y. & Jung, Y. I. (2015). Analyzing the Leadership and Core Competencies of Global Corporate Design Leaders, *Journal of Design Management*, 6(1), 30-45.
  - Kim, B. Y. & Park, M. R. (2015). An effect of credit card's leisure service relation benefit on consumer service satisfaction and maintenance intention, *Journal of Service Management*, 16(1), 125-146.
  - Kim T.H. & Kim B.Y. (2015). Choice-based conjoint analysis of consumer preferences for health food attributes focused on vitamin C supplements, *Journal of Distribution Science*, 13(3), 79-92.
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  - Lee. S. G & Kim, B. Y. (2015). Mobile wallet service development to vitalize smartphone banking: focusing on Hana Bank's NWallet, *Korea Business Review*, 19(1), 157-186.
  - Shin. D. M. & Kim, B. Y. (2014). Consumption attribute value estimation of digital music contents service by conjoint analysis, *Journal of the Korea Contents Association*, 14(12), 924-934.
  - Song, Y.S. & Kim, B.Y. (2014). Enhancing marketing function by introducing balanced scorecard model in IT service: focused on Microsoft's case, *Journal of Service Management*, 15(4), 19-40.
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  - Ro. E. J & Kim, B. Y. (2014). The effect of market orientation on social media marketing performance in Korean financial institutions, *Journal of the Korea Contents Association*, 14(5), 1-15.
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  - Ro, E. J. & Kim, B. Y. (2013). The analysis on social network service research trends for convergence service, *Business Management Research*, 6(2), 15-37.
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  - Suh, Y. G. & Kim, B. Y. (2013). Power components of corporate image intangible assets based on design, brand, and reputation, *Journal of Korean Society of Design Science*, 26(2), 235-253.
  - Kim, B. Y. (2012). Exploring growth channel of In-house design organization on revolutionary approach: A comparison between manufacturing and service companies, *Journal of Commodity Science and Technology*, 30(5), 31-44.
  - Hwang H. S. & Kim, B. Y. (2012). The influence of brand personality and brand behavior on Cheonggyecheon as a leisure space, *Journal of Digital Interaction Design*, 11(3), 63-74.
  - Cho, J. S. & Kim, B. Y. (2012). Knowledge management strategy of a franchise business: The case of a Paris Baguette Bakery, *Journal of Distribution Science*, 10(6), 39-53.
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  - Baik, C. K., Shin, C. H. & Kim, B. Y. (2012). Critical factors affecting successful client satisfaction management of companion animal hospital, *Journal of Veterinary Clinics*, 29(1), 46-54.
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  - Kim, B.Y. (2010). Contingency approach for organizing the corporate design units, *Journal of Digital Interaction Design*, 9(1), 28-43.
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  - Kim, B.Y. (2009). Emergent patters of design management, *Journal of Creative Management*, 2(1), 56-82.
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- Kim, B. Y. & Kim, H. J (2018). Startup Innovation in Korean Design Industry, Lap Lambert Academic Publishing, ISBN 978-613-9-83060-2
- Kim, S. A., Kim, B. Y., & Park, S. K. (2010). Sustainable design, DKDC Press: Korea
- Lee, J. W. & Kim, B. Y. (2007). Design marketing, Book 21 Press: Korea
- Cho, D. S. & Kim, B. Y. (2006). Design revolution in new renaissance era, Hans-media: Korea
- Kim, B. Y. & Lee, W. S. (2011). Design in Business by Margaret Bruce & John Bessant, Daewoong: Korea.
- Kim, B. Y. (2010). Design-driven innovation by Roberto Verganti, Hans-media: Korea
- Kim, B. Y. & Cha, K. E. (2008). Design management by Brigitte Borja de Mozota. DesignNet: Korea

## AWARDS

- Best Paper, The Sixth KBR(Korean Business Review) Best Paper Award of the Korean Academic Society of Business Administration(KASBA) (2016)
- Best Lecturer, Business School of Kookmin University (2013)
- Best Lecturer, Art & Design School of Sungkyunkwan University (2010)