



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

- Cho C. W., Kim B., & Oh S. (2022). The Effect of Social Entrepreneurship Components on Sustainability. *International Journal of Entrepreneurship*, 26(3), 1-18.
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- Kim, D. K. & Kim, B. Y. (2021) The Effect of Emotional Intelligence on Job Satisfaction: A Case Study of SME Management Consultants in Korea. *Journal of Asian Finance, Economics and Business*, 8(5), 1129-1138.
- Lee, B. C. & Kim, B. Y. (2021) A Decision-making Model for Adopting an AI-generated Recruitment Interview System, *International Journal of Management*, 12(4), 548-650.
- Seong, H. E. & Kim, B. Y. (2021) Critical Factors Affecting Venture Capital Investment Decision on Innovative Startups: A case of South Korea, *International Journal of Management*, 12(3), 768-781.
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- Kim, D. K. & Kim, B. Y. (2020) Small and medium enterprise management consulting system and performance creation mechanism, *International Journal of Management*, 11(11), 222-234.
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- Cho, D. S. & Kim, B. Y. (2006). *Design revolution in new renaissance era*, Hans-media: Korea

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- 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)