



## Kim, Sang Hyun

김상현

Head Professor, Sales Innovation Research Center, aSSIST

### RESEARCH AREAS

Sales Innovation Management  
B2B Marketing Strategy  
Channel Management : Direct Sales  
B2D (Distribution Channel) Sales

### TEACHING AREAS

Strategic Account Management  
Channel Partner Management  
Sales Force Automation

### EDUCATION

(2020) Ph.D. in Business Administration, aSSIST  
(2016) Executive Master of Business Administration, Aalto University  
(1998) B.A. in Business Administration, Konkuk University

### EXPERIENCE

(2014.5–2019.12) Head of Sales, Elanco Animal Health Korea, Ltd.  
(2011.10–2014.5) Account Manager, DSM Nutrition Korea, Ltd.  
(2009.8–2011.10) President, SH Corporation  
(2004.6–2009.7) Product Manager, OCI, Ltd.

### PUBLISHED JOURNALS

- Kim, S. H. and Y. J. Choi(2019). A Subjectivity Study on Trust-based Governance Focusing on Members of Distribution Channels. Korean Business Education Review. 34(5): 367-393.
- Kim, S. H. and Y. J. Choi(2019). The Effects of Mutual Trust between Manufacturer and Distribution Channel Partner and Distribution Types on Financial Performance, Cooperation, and Loyalty. Korean Business Education Review. 34(3): 279-302.