



## Kim, Sang Hyun

김 상 현

Head Professor, Sales Innovation Research Center,  
Seoul School of Integrated Science and Technology, aSSIST

### RESEARCH AREAS

Scientific Sales  
Sales Competency  
Trust Capital

### TEACHING AREAS

Scientific Sales  
Sales Competency  
Trust Capital

### 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

(2014.05 ~ 2019.12) Head of Sales, Elanco Animal Health Korea, Ltd.  
(2011.10 ~ 2014.05) Account Manager, DSM Nutrition Korea, Ltd.  
(2009.08 ~ 2011.10) President, SH Corporation  
(2004.06 ~ 2009.07) Product Manager, OCI, Ltd.

### PUBLISHED JOURNALS

- Chung, H. J., Y. J. Choi, and S. H. Kim(2020). A Case Study on the Hierarchical Stages of the Sales Pipeline and Factors of Key Sales Activities at Each Stage: Focusing on Detergent Sales in the Food Industry, Korean journal of Business Administration. 33(5): 777-816.
- 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.