



Young-Hee Ko

고 영 희

Associate Professor, aSSIST

RESEARCH AREAS

International Business & Strategy
Intellectual Property Management
Innovation & Entrepreneurship

TEACHING AREAS

Strategic Management for AI & Data-powered
Enterprise, Integrated Intellectual Property
Management Strategy, Intellectual Capital
Management for Sustainable Competitive
Advantage, Qualitative Research Method in
Management Studies

EDUCATION

- (2001.3-2006.8) College of Business Administration (Ph.D. in International Business & Strategy)
Seoul National University, Seoul, Korea
Thesis: Conditions influencing Multinational Staffing Mechanisms and
Effects on Performance of Foreign Subsidiary (Advisor: Prof. Dong-Sung Cho)
- (2011.1-2013.6) School of Law (Master of Laws, LLM)
Northwestern University, Chicago, Illinois, USA
- (2011.2-2013.2) Master of Intellectual Property (Master of Science & Engineering)
KAIST Graduate School of Future Strategy, Korea
Thesis: Studies on Value Transfer Strategy of Intellectual Property for Trade Dress
- (1994.3-1996.2) Dept. of Business Administration (MBA)
Sungshin Women's University, Seoul, Korea
Thesis: An Empirical Study on Hedging Effect with Foreign Currency
Futures using a Bivariate GARCH Error Correlation Model
- (1989.3-1993.2) Dept. of Business Administration (BBA)
Sungshin Women's University, Seoul, Korea

PROFESSIONAL EXPERIENCES

- (2007.6-Present) Associate Professor, aSSIST, Korea
- (2018.12-) Non-executive Director
KEPCO Engineering & Construction Company. INC
- (2004.9-2005.8) Visiting Fellow
Faculty of Commerce and Economics
University of New South Wales (UNSW), Sydney, NSW, Australia
- (1996.3-2007.5) Managing director & Chief researcher
Research department
The Institute of Industrial Policy Studies (IPS), Korea

DESCRIPTION & ACHIEVEMENT

- Teaching & Research in International Business & Strategy, Integrated Intellectual Property Management Strategy, Intellectual Capital Management of Creative Enterprise, Qualitative Research Method in Business Management, Innovation & Entrepreneurship
- Director, Office of Student Affairs
- Director, Center for Business Case Studies
- Program Director, Intellectual Property Management Program

TEACHING EXPERIENCES

- (2010.4-2012.5) Visiting Lecturer, T3 Program & IP Campus
The Korea Invention Promotion Association(KIPA)
Teaching Intellectual Property Management for Professors
- (2010.1-2013.1) Visiting Lecturer, OJT for new employees
Samchully
Teaching Strategy of Samchully & Case studies for new employees
- (2009.6-2013.8) Visiting Lecturer, KAIST Graduate School of Managment
Teaching Intellectual Property Management for MBA student
- (2007.9-2010.8) Lecturer, Graduate School of Business
Sogang University, Korea
Teaching international business for MBA student
- (2007.6) Lecturer, College of Business Administration
Seoul National University, Korea
Teaching international business for undergraduate student
- (2007.3-2009.2) Lecturer, Dept. of Business Administration
University of Seoul, Korea
Teaching global business for undergraduate & MBA student

TEACHING EXPERIENCES

(2002.9–2009.8) Lecturer, Dept. of Business Administration
Sungshin Women's University, Korea
Teaching international business, strategy for MNC, design management & brand strategy and e-business strategy for undergraduate student

ACADEMIC HONOR AND AWARDS

- Recipient, Best Paper Award of Asia-Pacific Journal of Business Venturing and Entrepreneurship, The Korean Society of Business Venturing (2016)
- Recipient, 2015 Best Research Award of KBR(Korea Business Review), Korean Academic Society of Business Administration (2016)
- Recipient, 2013 Contest for Knowledge Management Case of SMEs in Korea, The Knowledge Management Society of Korea (2013)
- Teaching Excellence Award (Best Teacher in The GL MBA program), First & Second Semester 2011, aSSIST (2011)
- Recipient, 2006 Best PhD Dissertation Award, Korean Academy of International Business (2007)

RESEARCH GRANTS

- Chief Researcher, 2014-2016 Mid-Career Researcher Support Project, "A Studies on Intangible Asset Management Strategy for ICT SMEs", The Korean Research Foundation in collaboration with Korean Ministry of Education, Sciences & Technology (2014-2016)
- Chief Researcher, 2011-2013 Young Researcher Support Project, "A Studies on Factors for Initiative Role and Performance of MNC's Subsidiary", The Korean Research Foundation in collaboration with Korean Ministry of Education, Sciences & Technology (2011-2013)

ACADEMIC ACTIVITIES

- Member of Forum for Intellectual Property and Innovative Economy in Korean Intellectual Property Office (2019-present)
- Editorial Board Member of Journal of Korea Entrepreneurship (2018-present)
- Associate Editor, Journal of Enterprise Studies (2014-present)
- Ad hoc Reviewer, International Business Review (2014-present)
- Board member of The Korean Society of Intellectual Properties Education and Research (2012-present)
- Member of Committee for Intellectual Property Ability Test, KIPA (2010-present)
- Board member of Association of Korean-Chinese Economics & Management (2008-2010)
- Member of Strategic Management Society (2002-present)

ACADEMIC ACTIVITIES

- Member of Korean Academy of International Business (2006-present)
- Member of Korean Academic Society of Business Administration (2007-present)

PEER-REVIEWED JOURNAL PUBLICATIONS

- K.W.Kang & Y.H.Ko, "Seojin Instec's Challenge and Future: Technology Accumulation Process and Global Strategy", Korea Business Review, Vol.23, No. 2 (2019).
- T.S.Kang, D.S.Cho & Y.H.Ko, "The New Silk Road of BLACKYAK", Asian Case Research Journal, Vol.22, No. 2 (2018). (SCOPUS indexed)
- J.T.Kim & Y.H.Ko, "An Exploratory Study on the Success and Failure Factors of Multinational Distributors on Northeast Asia", International Business Review, Vol.22, No.1 (2018).
- J.C.Kim & Y.H.Ko, "Analysis of Future Strategic Scenario of Korean Petrochemical Industry", Korean Management Consulting Review, Vol.18, No.1 (2018).
- E.J.Hyun & Y.H.Ko, "Coevolution of Technology, Organisations and Institutions: A Literature Review and Toward an Integrative Perspective on Innovation and Industrial Competitiveness", Knowledge Management Research, Vol.18, No.4 (2017).
- J.C.Kim & Y.H.Ko, "An Analysis on the Competitive Factors of the Korean Petrochemical Industry and the Possibility of the Future Application", Journal of CEO and Management Studies, Vol.20, No.4 (2017).
- J.C.Kim & Y.H.Ko, "Future Strategy of the Korean Petrochemical Industry by Analysing Integrated Emerging Issues", Journal of the Korea Convergence Society, Vol.8, No.11 (2017).
- J.Hurh, Y.H.Ko & S.S.Lee, "Outcomes Improvement in the Era of Value-Based Healthcare in the Republic of Korea: Introduction of the International Consortium for Health Outcomes Measurement", Journal of Health Tech Assess, Vol.5, No.2 (2017).
- J.Hurh, Y.H.Ko & S.S.Lee, "Value-based healthcare: Prerequisites and suggestions for full-fledged implementation in the Republic of Korea", Journal of the Korean Medical Association, Vol.8, No.11 (2017). (SCOPUS indexed)
- S.E.Lee & Y.H.Ko, "Cases of South Korean Corporate Restructuring through Voluntary Business Normalization Program and Ways to Improve the System", Journal of Policy Development, Vol.60, No.10 (2017).
- B.W.Suh & Y.H.Ko, "Doosan: Cross-Border M&A Strategy to Global Growth", Korean Business Review, Vol.21, No.2 (2017).
- T.S.Kang & Y.H.Ko, "Overseas Expansion Strategy of BlackYak", Korean Business Review, Vol.21, No.1 (2017).
- T.S.Kang, D.S.Cho & Y.H.Ko, "Market Entry Strategy of BlackYak in the US Outdoor Market: The M&A Strategy of Nau", Journal of International Trade & Commerce, Vol.12, No.5 (2016).
- Y.H.Ko & S.H.Lee, "Value Articulation Strategy of Media and Content Company: Mainly Focused on Iconix's Animation 'Pororo' Case", Knowledge Management Research, Vol.17, No.3 (2016).
- Y.H.Ko & H.S.Lee, "Interrelation Between Start-up Characteristic and Venture Capital Investment Portfolio for Strategic Decision", Asia-Pacific Journal of Business Venturing and Entrepreneurship, Vol.11, No.2 (2016).
- H.J.Shin & Y.H.Ko, "The Impact of GWP Organization Culture has on Positive Psychological Capital,

PEER-REVIEWED JOURNAL PUBLICATIONS

- Organizational Commitment and Organizational Citizenship”, *Journal of Human Resource Management*, Vol.22, No.2 (2015).
- H.J.Chang & Y.H.Ko, “An Analysis of Key Success Factors for Smilegate to become Global Hidden Champion: Case Study Focusing on CrossFire”, *Journal of CEO and Management Studies*, Vol.18, No.2 (2015).
 - H.J.Shin & Y.H.Ko, “GWP(Great Work Place) Implementations and Outcomes of Public Institutions in Korea: Focused on Electrical Power Stations”, *Journal of CEO and Management Studies*, Vol.18, No.1 (2015).
 - J.Y.Moon & Y.H.Ko, “Opportunity Capturing Strategy of Venture Company in the Context of Dominant Design Competition: Focused on Compared with Hardware and Software Industry”, *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, Vol.10, No.2 (2015).
 - Y.H.Ko & S.H.Park, “Localization Strategies for Korean Banks in China’s Financial Market”, *Journal of International Trade & Commerce*, Vol.11, No.1 (2015).
 - J.Y.Moon & Y.H.Ko, “MNtech’s Technology Commercialization Process by the Innovation-based Adaptation to Environment”, *Korea Business Review*, Vol.19, No.1 (2015).
 - S.M.Cho, Y.H.Ko & J.H.Shin “A Case Study on Responsible Activities and Strategies of the Gambling Industry in Korea”, *Journal of Enterprise Studies*, Vol.9, No.3 (2014).
 - H.J.Chang & Y.H.Ko, “An Analysis of Key Success Factor of Hidden Champions in Korea: Case study Focusing on IT Industry”, *International Business Review*, Vol.18, No.2 (2014).
 - Y.H.Ko, S.M.Cho & J.O.Hur “The Jeju-do’s Local Company Combining ‘Tradition’ and ‘Modern Management’ for 62 Years, Hallasan Soju”, *Korea Business Review*, Vol.18, No. 2 (2014).
 - I.S.Son & Y.H.Ko, “A Case study of firm growth and new market creation through commercialization of standard technology-Collaboration between ETRI and Initech”, *Knowledge Management Research*, Vol.14, No. 5 (2013).
 - J.H.Han & Y.H.Ko, “A study on the effect of development of community awareness on local acceptance on”, *Korea Environmental Policy*, Vol. 21, No. 2 (2013).
 - J.H.Han & Y.H.Ko, “Analysis of the influence of corporate image, business understanding, and corporate reliability on acceptance of the NPP business- focusing on the mediated effect of corporate reliability”, *POSRI Business Economic Journal*, Vol. 13, No. 1 (2013).
 - Y.H.Ko & M.H.Lee, “A Study on Properties of Patents in the Applicants and Possibility of Economical Usage- Focused on Pharmaceutical Chemistry Industry Sector”, *Knowledge Management Research*, Vol. 14, No. 1 (2013).
 - J.K.Lee & Y.H.Ko, “Case Study on Strategic Factors of Integrated Inclusion for Diversity Management”, *Korea Business Review*, Vol. 17, No. 2 (2013).
 - J.K.Lee & Y.H.Ko, “Diversity Level, Diversity Strategy and the Effect on Organizational Performance”, *Journal of CEO and Management Studies*, Vol. 15, No. 3 (2012).
 - J.K.Lee & Y.H.Ko, “A Case Study for Strategic Diversity Management of Korean Corporations”, *Journal of Enterprise Studies*, Vol. 7, No. 2 (2012).
 - J.D.Cha, H.S.Shin & Y.H.Ko, “A Study on the strategy for activating Korean offshore wind development- focused on the experiences of 13 offshore-leading countries”, *Journal of Sustainability Management*, Vol. 11 (2012).
 - J.H.Han & Y.H.Ko, “KHNP Strategy for the Enhancement of Local Acceptance on NPP: Overcoming Hardship and New Challenge”, *Korea Business Review*, Vol. 16, No. 2 (2012).

PEER-REVIEWED JOURNAL PUBLICATIONS

- J.W.Chae & Y.H.Ko, “Exploring case study on security factors and strategy to prevent leakage of corporate information for CEO”, *Journal of CEO and Management Studies*, Vol. 15, No. 1 (2012).
- Y.H.Ko & Y.M.Lee, “A Study on the Content Developers Performance System: Cases of Korean Major Online Game Companies”, *Review of Culture & Economy*, Vol. 14, No. 1 (2011).
- Y.H.Ko & S.M.Jo, “An Endless Passion for Business, Samchully”, *Korea Business Review*, Vol. 15, No. 1 (2011).
- C.S. Ahn, Y.H.Ko et al., “A Organizational error management Culture and it's Impact on the Operational Risk Management of Korean Asset Management Companies”, *Corporation Management Review*, Vol. 18, No. 1 (2011).
- Y.H.Ko & J.S.Park, “A Study on the Effect and Recognition of Motive of Corporate Social Responsibility through Architectural Publicity”, *Seoul Studies*, Vol. 12, No. 1 (2011).
- C.S. Ahn, Y.H.Ko et al., “A Case Study for the Operational Risk Management of Asset Management Company”, *Korea Business Review*, Vol. 14, No. 2 (2010).
- J.H.Shin, Y.H.Ko, “A Comparative Study on the Economic Environment of Philippine Civil Society and Korean Society”, *Journal of Democracy and Human Rights*, Vol. 10, No. 2 (2010).
- S.P.Park, Y.H.Ko et al., “Studies in the US Secured Financing System in Intellectual Property Rights”, *Chungnam Law Review*, Vol. 21, No. 1 (2010).
- Y.H.Ko & J.H.Lee, “Strategic Evolution of Kolmar Korea: Toward another 100yr for Kolmar Korea”, *Management Education Review*, Vol. 12 No. 3 (2009).
- Y.H.Ko, S.P.Park & H.D.Yeo “Explorative Study on the Influence of Sustainability Management on Corporate Advertisement Strategies-Focusing on the Awardees of the GAESM”, *Journal of Sustainability Management*, Vol. 4 (2008).
- Y. H. Ko, “International Economic Effect of cultural Capital: A Case Study of Korean Wave”, *International Review of Korean Studies*, Vol. 2 Num. 1 (2005).
- H. C. Moon, Y. H. Ko, “The competitiveness of POSCO with the application of ser-M paradigm” *Proceeding of 2003 Dynamic Management Symposium at Hanyang University* (2003).
- D. S. Cho, Y. H. Ko et al., “Cluster analysis of country groups and policy implications for enhancing national competitiveness”, *Proceeding of 2002 Conference of Strategic Management Society* (2002).
- D. S. Cho, Y. H. Ko, “Reinterpretation on environment-based view” *Proceeding of 2002 Conference of Strategic Management Society* (2002).
- Y. H. Ko., “Post Merger Integration Process of Volvo Construction Equipment Korea” *Working paper, SNU* (2001).
- Y. H. Ko., “Strategic innovation of Hanssem through design management”, *Working paper, SNU* (2001).
- Y. H. Ko., “Discrepancy in performance between CEO characteristics and competitive strategy in Korean company”, *Working paper, SNU* (2001).
- Y.H. Ko., “Comparative studies for integration process of foreign company in Korea - case studies of CMHA(Clark Material Handling Asia) and VCEK(Volvo Construction Equipment Korea)”, *Working paper, SNU* (2001).
- D. S. Cho, Y.H. Ko., “The Competitiveness of Korea Entertainment Industry” , *Working paper, SNU* (2001).

BOOK PUBLICATIONS

- Y.H.Ko et al., “Strategic Management of Intellectual Property”, The Korea Invention Promotion Association(KIPA) (2011).
- Y.H.Ko et al., “Textbook in Intellectual Property Ability Test(IPAT)”, The Korea Invention Promotion Association(KIPA) (2010).
- C.H.Kim, S.P.Park & Y.H.Ko, “Intellectual Property Management Cases”, Korean Intellectual Property Office (2010)
- C.H.Kim, S.P.Park & Y.H.Ko, “Intellectual Property Management”, Korean Intellectual Property Office (2009).
- D. S. Cho, H. C. Moon, Y. H. Ko et al., “IPS National Competitiveness Report” IPS (1998-2004, Annual publication).