



## Lee, Chol

이 철

Chair Professor, aSSIST, Seoul, Korea (2021~)

Graduate School of Business, Sogang University, Seoul, Korea (2001-2021)

### RESEARCH AREAS

International Marketing, Cross-Cultural Consumer Behavior, Global Business Strategy, Global Brand, Customer Satisfaction, Social Venture

### TEACHING AREAS

Global Marketing  
Global Business  
Business Coaching

### EDUCATION

(1988) Ph.D. The University of Texas at Austin

(1981) MBA Graduate School of Business, Seoul National University

(1979) BA. Department of English Literature, Seoul National University

### EXPERIENCE

- Visiting Professor at the Michigan State University, University of Hawaii and The Georgetown University in USA
- President of Korean Academy of International Business

### SOCIAL RESPONSIBILITY

- President of Advanced Management Forum
- Board of director of Social Enterprise Network
- Outside director at Hyundai Heavy Industry

### **PUBLISHED JOURNALS**

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Journal of Marketing, Journal of International Business Studies, International Marketing Review, International Journal of Research in Marketing, Journal of International Consumer Marketing, International Journal of Entrepreneurship, International Business Research

### **AUTHORED BOOKS**

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Global Business, Global Marketing, Customer-centered Marketing, Customer-oriented Management and Marketing, Everything is new in eyes of customers