



Lee, Yeon W

이 연 우

Adjunct Professor, aSSIST

RESEARCH AREAS

Co-creation/innovation process,
Business ecosystem, Diversification strategy,
Value chain convergence,
Media and entertainment industry

TEACHING AREAS

Strategic Management, Business Environment,
Global Business Strategy,
Conceptual Development Research,
Seminar for Comparative Case Analysis

EDUCATION

(2013.3–2018.2) Ph.D. in International Studies (International Business)
Graduate School of International Studies, Seoul National University, Korea.
(2009.9–2013.2) Master of International Studies (Japan Area Studies)
Graduate School of International Studies, Seoul National University, Korea.
(2003.3–2007.2) B.A. in International Studies
International Studies, Ewha Womans University, Korea

EXPERIENCE

(2017.9–present) Lecturer at Graduate School of International Studies, Seoul National University
(2009.9–2011.3) Research Associate, Asian Institute for Energy, Environment and Sustainability

PUBLISHED JOURNALS

Lee, Y.W. (forthcoming, 2018 November). “Synergistic Co-operations in the Cosmetic Industry: Learning and Convergence between Firm and Social Media”. *Kritika Kultura*. (A&HCI Indexed)

Lee, Y.W. (forthcoming, early 2019). “Enhancing Sustainable Competitiveness of Firm’s Sustainability Practices: A Case Study of Shared Value at Samsung”. *Strategic Change: Briefings in Entrepreneurial Finance*. (SCOPUS Indexed)

PUBLISHED JOURNALS

Lee, Y.W. (2018). Cooperation-based Sustainable Competitiveness: Convergence Strategy in Firm's Value Chain Activities. *Review of International and Area Studies*, 27(2): 55-75. (in Korean). (KCI indexed)

Lee, Y.W. (2016). Chapter 5. FDI Impacts on Country: From Negative to Positive Perspective. In: Moon, H.C. *Foreign Direct Investment: A Global Perspective*. Singapore: World Scientific.

Lee, Y.W. (2015). Motivations for Social Partnership and Clusters by MNCs: Conceptual Model Using the Diamond Approach. *Journal of International Business and Economy*, 16(2): 97-118.

Moon, H.C., Lee, Y.W., and Yin, W. (2015). A New Approach to Analyzing the Growth Strategy of Business Groups in Developing Countries: The Case Study of India's Tata Group. *International Journal of Global Business and Competitiveness*, 10(1): 1-15.

Moon, H.C. and Lee, Y.W. (2014). Corporate Social Responsibility: Peter Drucker, Michael Porter and Beyond. *Journal of Creativity and Innovation*, 7(2): 45-74. (KCI indexed)