



## Hwuy-Chang Moon

문 휘 창

Professor Emeritus, GSIS, Seoul National University  
Chairman, The Institute for Policy & Strategy on National Competitiveness (IPSNC)

### RESEARCH AREAS

International business strategy  
national competitiveness

### TEACHING AREAS

The Strategy for Korea's  
Economic Success, The Art of Strategy (Sun  
Tzu, Michael Porter and Beyond), International  
Business Competitiveness, Global Business  
Strategy, Foreign Direct Investment, Cross-Cultural  
Management

### EDUCATION

He earned a B.A. in English from Hankuk University of Foreign Studies. After completing his master's program at the College of Business Administration, Seoul National University, he earned a Ph.D. in Business Administration specializing in International Business from the University of Washington.

### EXPERIENCE

Professor Moon has taught as a full-time or invited professor at the University of Washington, the University of the Pacific, State University of New York at Stony Brook, Helsinki School of Economics, Keio University, Hitotsubashi University, and Stanford University. Aside from his academic role, he has also conducted many research or consulting projects for multinational corporations (e.g., Samsung Electronics Co.), public corporations (e.g., Invest Korea of KOTRA), international organizations (e.g., UNCTAD of the United Nations), and governments (e.g., Korea, Malaysia, Dubai, Azerbaijan, Guangdong Province of China, and India). On national competitiveness, he has delivered special presentations at annual meetings organized by the Global Federation of Competitiveness Councils (GFCC), headquartered in Washington D.C. For interviews and debates on the international economy and business, he has been invited by international newspapers and media, including the New York Times, NHK World TV, and Reuters.

## PUBLICATIONS AND RESEARCH ACTIVITIES

He has published numerous journal articles and books on topics covering international business strategy, cross-cultural management, foreign direct investment, and economic development in East Asia with a focus on Korea. His recent books include *The Strategy for Korea's Economic Success* (2016, Oxford University Press) and *The Art of Strategy: Sun Tzu, Michael Porter, and Beyond* (2018, Cambridge University Press). In recognition of his contributions and achievements, he received the Academic Research Award from Seoul National University. Currently, Professor Moon is the Editor-in-Chief of the *Journal of International Business and Economy*, an international academic journal.

## RECENT PUBLICATIONS

- Moon, Hwy-Chang and Wenyan Yin, "How Chinese Filmmakers Effectively Respond to Chinese Government Policy for Enhancing Their Competitiveness," *Global Policy* (SSCI-Indexed), forthcoming.
- Lee, Yeon W. and Hwy-Chang Moon, "An Integrated Approach to the Global Strategy of Entertainment Firm: Motivation, Process, and Management," *European Journal of International Management* (SSCI-indexed), forthcoming, DOI: 10.1504/EJIM.2020.10021393.
- Moon, Hwy-Chang and Wenyan Yin. "Industry Drivers of MNCs' Externalization Choice: A Conceptual Framework and Application to Korea-China Film Co-productions," *Journal of Business and Industrial Marketing* (SSCI-Indexed), 2020, <https://doi.org/10.1108/JBIM-11-2018-0343>.
- Moon, Hwy-Chang and Wenyan Yin, "The Changing Patterns of North Korea's International Film Co-Productions Since the 1980s: A Global Value Chain Approach," *European Journal of Korean Studies* (SCOPUS-Indexed), 2020, 19(2): 83-108.
- Moon, Hwy-Chang and Wenyan Yin, "Enhancing Inter-Korean Economic Cooperation through International Cluster: Implications for the Kaesong Industrial Complex," *UNISCI* (SCOPUS-Indexed), 2020, 52: 115-123.
- Yin, Wenyan, Hwy-Chang Moon, and Yeon W. Lee, "The Success Factors of Korean Global Start-ups in the Digital Sectors through Internationalization," *International Journal of Global Business and Competitiveness*, 2019, 14(1): 42-53.
- Moon, Hwy-Chang, "Increasing Opportunity and Value in Cultural Industries: A Comparative Analysis of the Successful Clusters and Implications for Hallyu," *Kritika Kultura* (A&HCI-indexed), 2019, 32: 308-333.
- Parc, Jimmyn and Hwy-Chang Moon, "Accumulated and Accumulable Cultures: The Case of Public and Private Initiatives toward K-Pop," *Kritika Kultura* (A&HCI-indexed), 2019, 32: 429-452.
- Moon, Hwy-Chang and Jimmyn Parc, "Shifting Corporate Social Responsibility to Corporate Social Opportunity through Creating Shared Value," *Strategic Change* (SCOPUS-indexed), 2019, 28:115-122. DOI: 10.1002/jsc.2252.
- Moon, Hwy-Chang, *The Art of Strategy: Sun Tzu, Michael Porter and Beyond*, Cambridge University Press, UK, July 2018.
- Moon, Hwy-Chang, "The Strategy for Korea's Economic Success: Innovative Growth and Lessons from Silicon Valley," *Review of International Area Studies* (KCI-indexed), 2017, 26(3): 1-33. (in Korean)
- Moon, Hwy-Chang, *The Strategy for Korea's Economic Success*, Oxford University Press, US, May 2016.
- Moon, Hwy-Chang, *Foreign Direct Investment: A Global Perspective*, World Scientific Publishing, Singapore, February 2016.

## RECENT PUBLICATIONS

- Cho, Dong-Sung, Hwy-Chang Moon, and Wenyan Yin, "Enhancing National Competitiveness through National Cooperation: The Case of South Korea and Dubai," *Competitiveness Review* (SCOPUS-indexed), Emerald Group Publishing Ltd., U.K., 2016, 26(5): 482-499.
- Parc, Jimmyn, Patrick Messerlin, and Hwy-Chang Moon, "The Secret to the Success of K-pop: The Benefits of Well-Balanced Copyrights", in Bryan Christiansen and Fatmanur Kasarci, *Corporate Espionage, Geopolitics, and Diplomacy Issues in International Business*, IGI Global (SCOPUS-indexed): Hershey, PA, 2016, pp. 130-148.

This list only includes recent publications. Additional information, including publications prior to 2016, conference presentations, and consulting projects, is available upon request and on my website ([www.hwychangmoon.com](http://www.hwychangmoon.com)).