



Paik, Gwon Ho

백 권 호

Chair Professor, aSSIST

RESEARCH AREAS

Chinese Economy
Management
Corporate Research

TEACHING AREAS

Chinese Economy
Management
Corporate Research
International Management

EDUCATION

(1993) Seoul National University, Graduate School of Business Administration (Doctor of Business Administration)
(1983) Seoul National University, Graduate School of Business Administration (Master of Business Administration)
(1977) Hankuk University of Foreign Studies, Department of Chinese Studies (Bachelor of Chinese language)

EXPERIENCE

(2005 ~ 2020) Professor, Yeungnam University Business School
(1995 ~ 2004) Professor, Department of Chinese Studies, College of International Studies
(Chinese Economics and Management), Keimyung University
(2008 ~ 2015) President in Korean Academy of International Business, The Northeast Asia Economic Association of Korea,
and Korean Academy of International Business Management, and The Korean Association for Contemporary
Chinese Studies
(2005 ~ 2009) President of China Forum in SKT Research Institute for Management
(2000 ~ 2006) Advisory Professor in China Forum of Federation of Korean Industries (FKI)
(1992 ~ 1995) Chief in China Department in Korea Institute for International Economic Policy
(1989 ~ 1992) Head of China Investment Advisory Office in International Private Economic Council of Korea (IPECK), and others

PUBLISHED JOURNALS

[Paper]

- An Exploratory Study on the Social Creativity Environment of Chinese Enterprises, 2017.
- 상하이자동차의 글로벌 경쟁력 연구: 메커니즘을 중심으로, 2013
- An Empirical Studies of Management Strategy and Performance of Korean Firms in Chinese Domestic Markets: Competitive Advantage of Local R&D, Co-author, 2011.
- A Study on the strategic role of foreign subsidiaries: The case of Korean firms in China, 2009.
- Foreign Direct Investment of Chinese Firms and It's Prospects, 2006.
- A Study on Relationship between 'Wenzhou Model' and Socialist Economy System, 2003.
- A Study on the Organizational Commitment of Local Workers of Korean Firms in China, 2002.

[Research performance]

- 중국내 한국계 외자 기업의 경영 현지화, Coauthor, 지식마당, 2004
- 중국대륙을 휩쓴 오색배람, 편저, 다섯수레, 1996.