



## Rhee, Dong Kee

이 동 기

Chair Professor, ASSIST

### RESEARCH AREAS

Competitive Strategy  
Corporate Strategy  
Global Strategy  
Corporate Governance  
Family Business

### TEACHING AREAS

Global Strategy  
Competitive Strategy in the age of AI  
Strategic Management of Family Businesses

### EDUCATION

Dong Kee Rhee completed his undergraduate studies at Seoul National University and received a doctoral degree in International Business from Stern School of Business at New York University.

### EXPERIENCE

- (Aug 1993 ~ Aug 2022) Professor, Strategy and International Business Area  
College of Business Administration, Seoul National University, Korea.
- (Jan 1999 ~ Jan 2001) Associate Dean for Student and International Affairs.  
College of Business Administration, Seoul National University, Korea.
- (Feb 2009 ~ Jan 2011) Associate Dean for Academic Affairs,  
College of Business Administration, Seoul National University, Korea.
- (Feb 2017 ~ Jan 2019) Director, The Institute of Management Research,  
College of Business Administration, Seoul National University, Korea.
- (Apr 2017 ~ Jan 2019) Director, Research Institute for Korean Middle-Market Companies.

### RECENT PUBLICATIONS

- Late-Mover Differentiation Strategies in the FinTech Industry : A Case Study Research on IRUDA, Korea Business Review, 2022 (Co-authored with Inyoung Lee)

## RECENT PUBLICATIONS

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- Stock Market Reactions to CEO Succession in Family-Controlled Firms, Korea Management Review, Vol 50, No.4, 2021 (Co-authored with Jinah Ryu, Sun Hyun Park)
- The Role of Home Country Institutional Effects on the Relationship between Internationalization and Performance : A Focus on Chinese Firms, International Business Review, Vol 19, No. 4, 2015.12 (Co-authored with Shen Jia)