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서창적

Sogang University, College of Business Administration

RESEARCH AREAS

Service Quality
Quality of Management
Operations Strategy

TEACHING AREAS

Operations Management
Service Management
Quality Management

EDUCATION

Ph.D. in Business Administration, The University of Texas at Austin
Master in Business Administration, Sogang University
Bachelor in Physics, Sogang University

EXPERIENCE

President, The Society of Korea Production and Operations Management
President, The Society of Korea Service Management
Referee, National quality award, Korea Service Grand Prix
Consulting, SKC, KT

PUBLISHED JOURNALS

“Buyers’ switching intentions in a manufacturing supply chain: a migration theory perspective,”
INTERNATIONAL JOURNAL OF OPERATIONS PRODUCTION MANAGEMENT, 38(12), 2246-2265.

“An Empirical Study on the Manufacturing Firm’s Strategic Choice for Sustainability in SMEs,”
SUSTAINABILITY, 10(2), 1-23.

“Are Managers Making the Right Choice? IT Investment for Smart Work,” Journal of Cases on Information

PUBLISHED JOURNALS

Technology, 19(2), 44-54.

“A Case Study on Consumer Centered Management(CCM) at CNCITY Energy: Focused on Activities of Improvement through VOC,” Journal of Korea Service Management Society, 20(4), 145-160.

“The Effects of Hierarchical Organizational Culture of a Service Company on Service Orientation,” Journal of Korea Service Management Society, 20(3), 77-102.

“The Effects of Internal Communication on Employee Engagement, Customer Orientation and Customer Engagement in Service Corporation,” Journal of Korea Service Management Society, 20(2), 283-302

“Buyer’s Supplier Switching Model due to Introduction of Smart Factory,” Journal of The Korean Production and Operations Management Society, 30(1), 17-37.