



Yin, Wenyan

윤 문 연

Assistant Professor, aSSIST
Lecturer, Graduate School of International Studies,
Seoul National University

RESEARCH AREAS

Foreign Direct Investment
Global Value Chain
Global Business Strategy
National Competitiveness
Korean, Chinese
Other East Asian Economy and Business

TEACHING AREAS

Foreign Direct Investment
International Business Strategy and
Competitiveness

EDUCATION

(2012.9-2017.8) Graduate School of International Studies, Seoul National University, Korea, Ph.D.
(2005.9-2008.8) Graduate School of International Studies, Seoul National University, Korea, M.A.
(2001.9-2005.6) Insurance, College of Economics, Nankai University, Tianjin, China, B.A.

EXPERIENCE

(2017.11-present) Adjunct professor, Seoul School of Integrated Sciences & Technologies (aSSIST)
(2020.3-present) Lecturer, Graduate School of International Studies, Seoul National University
(2016-present) Consultant, United Nations on Trade and Development (UNCTAD), United Nations
(2019.3, 2019.10) Visiting Scholar, Beijing Normal University Business School
(2017.9-2019.2) Lecturer, Graduate School of International Studies, Seoul National University
(2015.3-2018.6) Editorial Coordinator, Journal of International Business and Economy
(2008.8-2011.12) Researcher, Department of Competitiveness, the Institute for Industrial Policy Studies, Seoul, Korea

PUBLISHED JOURNALS

- Moon, Hwy-Chang and Wenyan Yin. forthcoming. “How Chinese Filmmakers Effectively Respond to Chinese Government Policy for Enhancing Their Competitiveness”, *Global Policy*. (SSCI Indexed)
- Moon, Hwy-Chang and Wenyan Yin. 2020. “Industry Drivers of MNCs’ Externalization Choice: A Conceptual Framework and Application to Korea-China Film Co-productions”, *Journal of Business and Industrial Marketing*. <https://doi.org/10.1108/JBIM-11-2018-0343> (SSCI Indexed)
- Moon, Hwy-Chang and Wenyan Yin. 2020. “The Changing Patterns of North Korea’s International Film Co-Productions Since the 1980s: A Global Value Chain Approach”, *European Journal of Korean Studies*, 19(2): 83-108. (SCOPUS Indexed)
- Moon, Hwy-Chang and Wenyan Yin. 2020. “Enhancing Inter-Korean Economic Cooperation through International Cluster: Implications for the Kaesong Industrial Complex”, *UNISCI*, 52: 115-123. (SCOPUS Indexed)
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- Yin, Wenyan, Hwy-Chang Moon, and Yeon W. Lee. 2019. “The Success Factors of Korean Global Start-Ups in the Digital Sectors Through Internationalization”, *International Journal of Global Business and Competitiveness*, 14(1): 42-53.
- Yin, Wenyan. 2019. “A New Model for Globalization in the Film Industry: Lessons from China-Hollywood Film Co-production”, *Kritika Kultura*, 32: 117-140. (A&HCI Indexed)
- Yin, Wenyan. 2018. “An integration of different approaches for global value chains,” *Review of international and area studies*, 27(2): 37-54. (in Korean) (KCI Indexed)
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- Cho, Dong-Sung, Hwy-Chang Moon, and Wenyan Yin. 2016 “Enhancing national competitiveness through national cooperation: The case of South Korea and Dubai,” *Competitiveness Review*, 26(5): 482-499. (SCOPUS Indexed)
- Moon, Hwy-Chang and Wenyan Yin. 2015. The top Korean multinationals: Changes and continued growth of foreign investment, in *Emerging Market Global Players (EMGP) Project*, Columbia Center on Sustainable Investment (CCSI), Columbia University, New York.
- Moon, Hwy-Chang, Yeon W. Lee, and Wenyan Yin. 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.
- Yin, Wenyan. 2015. “Motivations of Chinese outward foreign direct investment: An organizing framework and empirical investigation,” *Journal of International Business and Economy*, 16(1): 82-106.
- Moon, Hwy-Chang, Young-kyun Hur, Wenyan Yin, and Clive Helm. 2014. “Extending Porter’s generic strategies: From three to eight,” *European Journal of International Management*, 8(2): 205-225. (SSCI Indexed)
- Moon, Hwy-Chang, Jimmyn Parc, So Hyun Yim, and Wenyan Yin. 2013. “Enhancing performability through domestic and international clustering: A case study of Samsung Electronics Corporation (SEC),” *International Journal of Performability Engineering*, 9(1): 75-84. (SCOPUS Indexed)
- Moon, Hwy-Chang, Jimmyn Parc, and Wenyan Yin. 2012. “Types of nation’s operating system and a new economic development model: A case study of Korea’s economic development,” *Review of International Area Studies*, 21(2): 1-30. (In Korean). (KCI Indexed)

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Moon, Hwy-Chang, Jin-Sup Jung, Wenyan Yin, and Jimmyn Parc. 2007. "The sources of competitiveness of a leisure city: Case analysis of some successful leisure cities and implications for Chuncheon," *Journal of Leisure Studies*, 5(2): 24-39. (In Korean).