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Professor, Seoul National University, 2005 – present.
Assistant Professor, California State University, Fullerton, 2002 – 2005.
Advertising Account Executive, Cheil Worldwide Inc.(제일기획), 1989 – 1993.

EDUCATION

Ph.D., The Anderson School, University of California, Los Angeles (UCLA), 2002.
MBA, The Wharton School, University of Pennsylvania (UPenn), 1995.
B.S., Korea Advanced Institute of Science and Technology (KAIST), 1989.

RESEARCH INTERESTS

Strategic Management
Technology & Innovation Management
Entrepreneurship & Hi-tech Industries
Corporate Venture Capital

PUBLICATIONS

International

with S. Joseph Yoon and Gil S. Jo, 'Exploratory Innovation through Gaining Knowledge from Alliance Portfolio: Interplay between Network Structure and Knowledge Composition', International Journal of Innovation Management, 26(7), pp. 2250053, 2022.

with Doohee Chung, Marco Jinhwan Kim, 'Influence of alliance portfolio diversity on innovation performance: the role of internal capabilities of value creation', *Review of Managerial Science*, 13(5), pp. 1093-1120, 2019.

with John Han, Klaus Marhold and S. Ryan Shin, 'Human Resources in Technological M&As: Target Firm Inventors' post-M&A Organizational Context.' *Academy of Management Proceedings*, 2018, p. 13784

with Simon U. Lee and Gunno Park, 'The double-edged effects of the corporate venture capital unit's structural autonomy on corporate investors' explorative and exploitative innovation', *Journal of Business Research*, 88, pp. 141-149, 2018.

with Chigu Kim and Chul Lee, 'Determinants of Firm's Innovation-Related External Knowledge Search Strategy: The Role of Potential Absorptive Capacity and Appropriability Regime', *International Journal of Innovation Management*, 22(4), 2018.

with Doohee Chung and Theresa S. Cho, 'The linkage between TMT knowledge diversity and firm-level innovation: the role of organizational search scope and managerial discretion', *International Journal of Technology Management*, 78(3), pp. 208-233, 2018.

with John Han and Klaus Marhold, 'Technological M&A for Core Technology Change: A Feasible Strategy for Incumbent Firms to Overcome the Challenges in the Steel Industry', *Berg- und Hüttenmännische Monatshefte*, 162(9), pp. 397–399, 2017.

with S. Joseph Yoon and Klaus Marhold, 'Linking the Firm's Knowledge Network and Subsequent Exploratory Innovation', *Innovation: Organization & Management*, 19(4), pp. 463-482, 2017.

with S. Shin, John Han and Klaus Marhold, 'Reconfiguring the Firm's Core Technological Portfolio through Open Innovation: Focusing on Technological M&A', *Journal of Knowledge Management (Special Issue)*, 21(3), pp. 571-591, 2017.

with Chul Lee, Gunno Park and Klaus Marhold, 'Top management team's innovation-related characteristics and the firm's explorative R&D: an analysis based on patent data', *Scientometrics*, 111(2), pp.639-663, 2017.

with Klaus Marhold and Marco Kim, 'The Effects of Alliance Portfolio Diversity on Innovation Performance: A Study of Partner and Alliance Characteristics in the Bio-Pharmaceutical Industry', *International Journal of Innovation Management*, 21(1), 2017.

with Sunny Hahn, ‘Complementary or Conflicitory?: The Effects of Composition of the Syndicate on Venture Capital-backed IPOs in the U.S. Stock Market’, *Economia e Politiaca Industriale* (Special Issue), 44(1), pp. 77-102, 2017.

with Klaus Marhold, ‘The Effects of Internal Technological Diversity and External Uncertainty on Technological Alliance Portfolio Diversity’, *Industry and Innovation*, 24(2), pp. 122-142, 2017.

with Bangsil Esther Lee, ‘Power of Peripheral Innovations - A Case Study of Amorepacific's Cushion’, *Research Technology Management*, 59(4), pp. 21-29, 2016. **(Lead Article)**

with John Han and Gil S. Jo, ‘Is High Quality Knowledge Always Beneficial? Knowledge Overlap and Innovation Performance in Technological M&As’, *Journal of Management and Organization*, 35, pp. 1-21, 2016.

with Chul Lee and Gunno Park, ‘The Impact of Convergence between Science and Technology on Innovation’, *Journal of Technology Transfer*, 41(4), pp. 508-530, 2016.

with Gil S. Jo and Gunno Park, ‘Unraveling the Link between Technological M&A and Innovation Performance Using the Concept of Relative Absorptive Capacity’, *Asian Journal of Technology Innovation*, 24(1), pp. 55-76, 2016.

with Seunghwan Song and Marco Kim, ‘The Effects of Ambidextrous Alliances on Product Innovation’ *Journal of Global Scholars of Marketing Science*, 26(1), pp. 4-18, 2016. (An earlier version received Korean Scholars of Marketing Science Doctoral Colloquium ‘Premier’ Award)

with Simon U. Lee, ‘Technological Diversification through Corporate Venture Capital Investments: Creating Various Options to Strengthen Dynamic Capabilities’, *Industry and Innovation*, 22(5), pp. 349-374, 2015. **(Lead Article)**

with Marco Kim and Gunno Park, ‘Two-sided Effects of Embeddedness in Alliance Portfolios’, *International Journal of Innovation Management*, 19(4), 2015.

with Ki H. Kang and Gil S. Jo, ‘External Technology Acquisition: A Double-edged Sword’, *Asian Journal of Technology Innovation*, 23(1), pp.35-52, 2015. **(AJTI's Most Read Article of All Time & an earlier version received the International Associations for Management of Technology (IAMOT) Best Student Paper Award)**

with Gunno Park and Marco Kim, ‘Competitive Embeddedness: The Impact of Competitive Relations among a Firm’s Current Alliance Partners on its New Alliance Formations’, *International Business Review*, 24(2), pp.196-208, 2015.

with Ki H. Kang, 'Do External Knowledge Sourcing Modes Matter for Service Innovation? Empirical Evidence from South Korean Service Firms', *Journal of Product Innovation Management*, 31(1), pp.176-191, 2014.

with Gunno Park, 'Alliance Addiction: Do Alliance Create Real Benefits?', *Creativity and Innovation Management*, 22(1), pp.53-66, 2013 (***Selected CIM's 2013 Tudor Rickards and Susan Moger Best Paper Award runner-up paper***).

with Gunno Park, 'Entry Conditions, Firm Strategies and Their Relationships to the Innovation Performance of an Emerging Green Industry: The Case of the Solar Cell Industry', *Asian Journal of Technology Innovation*, 18(2), pp.21-42, 2010. (***AJTI's Most Read Article of All Time & an earlier version received Korean Academy of Marketing Science Best Conference Paper Award***)

with Ki H. Kang, 'Does Partner Type Matter in R&D Collaboration for Product Innovation?', *Technology Analysis & Strategic Management*, 22(8), pp.945-959, 2010.

With Mooweon Rhee and Ki H. Kang, 'Revisiting Knowledge Transfer: Effects of Knowledge Characteristics on Organizational Effort for Knowledge Transfer', *Expert Systems with Applications*, 37(12), pp.8155-8160, 2010.

with Allan Afuah, 'Profiting from Innovations: The Role of New Game Strategies in the Case of Lipitor of the US Pharmaceutical Industry', *R&D Management*, 40(2), pp.124-137, 2010.

with Gunno Park, 'The Effects of Teacher Firms' Characteristics and Student Firms' Absorptive Capacity on Firm Performance in Technology Alliances', *International Journal of Innovation Management*, 13(3), pp.393-409, 2009.

with Ki H. Kang, 'How Do Firms Source External Knowledge for Innovation? Analysing Effects of Different Knowledge Sourcing Methods', *International Journal of Innovation Management*, 13(1), pp.1-17, 2009.

with Marvin Lieberman, 'How to Measure Company Productivity Using Value-Added: A Focus on Pohang Steel (POSCO)', *Asia Pacific Journal of Management*, 25(2), pp.209-224, 2008.

'Testing Impact of Knowledge Characteristics and Relationship Ties on Project Performance', *Journal of Knowledge Management*, 11(3), pp.126-144, 2007.

Domestic

with 정유라, 이철, ‘본사의 혁신 성과에 대한 해외 연구개발 지사의 기여: 사회적 배태성과 지식 소화성의 조절 효과’, *연세경영연구*, 57(2), pp.141-175, 2020.

with 정은준, 이철, ‘생물다양성의 보전과 기업의 지속가능한 성장을 위한 경영전략 연구’, *한국혁신학회지*, 12(1), pp.51-74, 2017.

with 김이창, 이상욱, ‘하이테크 기업의 원활한 지식 이전을 위한 제휴네트워크 구조 및 파트너 기업 특성’, *연세경영연구*, 53(2), pp.303-341, 2016
(*연세경영연구誌* 우수논문상 수상).

with 윤석준, 조길수, ‘제휴 포트폴리오가 기업성과에 미치는 영향에 대한 연구: 자원과 교섭력의 상호작용 관점에서’, *국제경영연구*, 26(2), pp.63-97, 2015.

with 강기현, 최승철, ‘기업의 제휴 집약도와 지식기반이 혁신성과에 미치는 영향’, *전략경영연구*, 18(1), pp.31-55, 2015.

with 조슬아, 강기현, ‘교수의 연구역량과 연구비 수혜가 대학스핀오프 기업 형성 속도에 미치는 영향’, *기술혁신연구*, 19(2), pp.99-128, 2011 (*기술혁신연구誌* 우수논문상 수상).

with 조승우, 양희동, 이주성, ‘MS/MBA 복수학위과정의 해외 운영 현황 및 국내 도입 가능성에 대한 연구’, *경영교육연구*, 12(1), pp.161-179, 2008.

‘Privatization: A Transitional Analysis using Property Rights Theory and Political Market Theory’, *경영학연구*, 33(6), pp.1689-1709, 2004.

CONFERENCE PRESENTATIONS

International

with Simon U. Lee, Gunno Park, and Klaus Marhold, Managerial Attention and CVC Portfolio Diversification: Investigating Organizational Determinants. Academy of Management Annual Meeting, Boston, 2019.

with S. Shin, John Han, and Klaus Marhold, Effects of Incumbent Firms M&A activity on the Entrepreneurial Ecosystem: The Interplay of Government Sponsorship and Innovativeness of Startups. Academy of Management Annual Meeting, Boston, 2019.

with John Han, Klaus Marhold, and S. Shin, Human Resources in Technological M&As: Target Firm Inventors' post- M&A Organizational Context. Academy of

Management Annual Meeting, Chicago, 2018 (***Best paper status in the Technology and Innovation Management Division***).

with S. Shin and John Han, 'Establishing a co-prospering venture ecosystem in Industry 4.0: Focusing on the role of incumbent firms' technological M&As', The International Schumpeter Society Conference, Seoul, 2018.

with John Han, S. Shin and Klaus Marhold, 'Realizing core technological portfolio change through technological M&A', IAMOT, Vienna, 2017.

with Sunny Hahn, 'Strategic Determinants of Partner Selection in Syndicates: Using the Corporate Venture Capitals', SMS Special Conference, Hong Kong, 2016.

with Bangsil Esther Lee, 'The Hidden Potential of Peripheral Innovation', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2016 (***Doctoral Dissertation Competition Honorable Mention for Bangsil Esther Lee, a Ph.D. candidate***).

with S. Shin, John Han, and Klaus Marhold, 'Reconfiguring the Firm's Core Technological Portfolio through Open Innovation: Focusing on Technological M&A', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2016.

with S. Shin, John Han, and Klaus Marhold, 'Reconfiguring the Firm's Core Technological Portfolio through Technological M&A: Focusing on the Target Firm's Knowledge Characteristics', International Conference on Innovation Studies, Beijing, 2016.

with Klaus Marhold, 'Research on the Diversity of R&D Alliance Portfolios: Determinants and Effects on Innovation Performance', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2015 (***Doctoral Dissertation Competition Premier Award for Klaus Marhold, a Ph.D. candidate***).

with John Han, 'Inventor Retention: The Key to Acquire Target Firms' Knowledge through Technological M&As', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2015.

with Doogie Chung, 'The Influence of TMT Knowledge Specificity and Search Behavior on Firm Innovation: A Contingency Perspective', Academy of Management Annual Meeting, Vancouver, British Columbia, 2015.

with Marco Jinhwan Kim, S. Hwan Song and Klaus Marhold, 'Increasing the Innovation Effectiveness of Exploratory Alliances: An Empirical Study on Korean Manufacturing Firms', Asia Academy of Management Conference, Hong Kong, 2015.

with Sunny Hahn, 'Corporate Venture Capital Syndicate Investment and Partner Selection', Korean Scholars of Marketing Science International Conference, Seoul, 2014.

with Gil S. Jo, 'Impacts of Knowledge Base on Post-M&A Innovation Performance', Asia Association of Learning, Innovation, and Co-evolution Studies International Conference, Daegu, 2014 (***Best Student Paper Award for Gil S. Jo, a Ph.D. candidate***).

with Marco Kim, 'Exploration and Exploitation in Alliance Portfolios Based on Network Structure', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2013 (***Best Conference Paper Award***).

with Simon U. Lee, 'The Advantage of Corporate Venture Capital Investment in the Investor's Technological Diversity', Korean Scholars of Marketing Science Spring International Conference, Seoul, 2013.

with Gunno Park and Marco Kim, 'The Influence of Competitive Relations among Current Partners on Firm's New Alliance Formation', Asia Academy of Management Conference, Seoul, 2012.

with Klaus Marhold, 'Leveraging Innovation Resources: The Firm's International Experience and Entry Mode Choice', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2012 (***Best Conference Paper Award***).

'Online Teaching as a Tool for Global Engineering Education: From the Experience of the Global Education Center for Engineers (GECE)', Annual Colloquium on International Engineering Education, Newport, RI, 2012 (***Invited***).

with Sunny Hahn, 'Balancing the Value-Added through Syndication in Venture Capital Investments', Asia Pacific Innovation Conference, Seoul, 2012.

with Martin Hong, 'The Effect of Knowledge Speed of Technology Catch-up', Global Marketing Conference, Seoul, 2012.

with Gunno Park and Marco Jinhwan Kim, 'Competitive Embeddedness in Alliance Portfolio and its Effect on Alliance Formation', Global Marketing Conference, Seoul, 2012.

with Gil S. Jo and Gunno Park, 'The Impact of Technological M&A on Innovation Performance: Evidence from the Biopharmaceutical Industry', Global Marketing Conference, Seoul, 2012.

with Martin Hong and Marco Kim, 'The Effect of Laggards' Ambidextrous Learning on Improving the Speed of Technological Catch-up', International Schumpeter Society Conference, Brisbane, 2012.

'Global Education Center for Engineers (GECE): Training Engineers for a Globalizing World', Annual Colloquium on International Engineering Education, Provo, UT, 2011 (*Invited*).

with Marco Kim and Gunno Park, 'Competitive Embeddedness: The Impact of Competition among Partners on Firm's New Alliance Formation in Alliance Portfolio', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2011.

with Younghoon Yun, 'Different Sources of Knowledge and Role of R&D Departments on Product Innovation', Korean Scholars of Marketing Science Spring International Conference, Seoul, 2011.

with Ki H. Kang, 'External Technology Sourcing & Internal R&D Capabilities: Complements vs. Substitutes for Technology Innovation', International Associations for Management of Technology, Miami, 2011 (*Best Student Paper Award for Ki Kang, a Ph.D. candidate*).

with Gunno Park, 'Alliance Addiction: Do Alliances Create Real Benefits?', International Associations for Management of Technology, Miami, 2011.

with Gunno Park, 'Trends in Green Technology and Innovation Worldwide', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2010 (*Invited*).

with Ki H. Kang, 'External Technology Sourcing & Internal R&D Capabilities: Complements vs. Substitutes for Technology Innovation', Korean Scholars of Marketing Science Fall International Conference, Seoul, 2010.

with Ki H. Kang, 'The Role of Transfer Modes for Utilizing External Sources in Service Innovation', Global Marketing Conference, Tokyo, 2010.

with Gunno Park, 'Entry Conditions, Firm Strategies, and its Relationships on Innovation Performance in Emerging Green Industry', Korean Scholars of Marketing Science Spring International Conference, Seoul, 2010 (*Best Conference Paper Award*).

with Gunno Park, 'Effects of Entry Conditions on Green Technology Innovation Performance: Solar Cell Industry Worldwide', Academy of Management Annual Meeting, Chicago, 2009.

with Ki H. Kang, ‘How Do Firms Source External Knowledge for Innovation?: Analyzing Effects of Different Knowledge Sourcing Methods’, Asia Academy of Management, Taipei, 2008.

‘R&D-Location Effect in University-Industry Collaboration: A Strategic Approach’, EuroMOT2008, Nice, 2008 (*Plenary Session*).

‘Beyond Imitation and Complementary Assets: The Role of New Game Strategies and Positioning for Firms to Profit from Innovations’, Korean Scholars of Marketing Science international Conference, Seoul, 2008.

with Allan Afuah, ‘Profiting from Innovations: The Role of New Game Strategies in a Firm’, Academy of Management Annual Meeting, Philadelphia, 2007.

with Allan Afuah, ‘How Can Innovating Firms Profit from its Innovation?: The Role of New Game Strategies’, Asia Academy of Management Conference, Tokyo, 2006.

‘The Knowledge Advantage: Testing the Impact of Knowledge Characteristics and Relationship Ties on Project Performance’, Annual Western Academy of Management Conference, Palm Springs, 2003.

‘Your Initial Knowledge or Tireless Networking?: A Computational Model of Human Capital and Social Capital in Knowledge Accumulation’, Annual Meeting of the American Sociological Association, Chicago, 1999.

‘Privatization: A Transitional Analysis of Property Rights Theory and Political Market Theory in the Steel Industry’, International Federation of Scholarly Associations of Management Conference, Madrid, 1998.

Domestic

with H. Kong and J. Lee, ‘Organizational Search and R&D Investment: The Moderating Roles of Pay Policy at TMT Group, Pay Dispersion and Long-Term Incentive’, 한국경영학회, 융합학술대회, August, 2020.

with G. Kim and S. Shin, ‘Social network, knowledge network, and R&D researchers’ exploratory innovation in technological merger’, 기술경영경제학회, 동계학술대회, February 2019.

with G. Kim and S. Shin, ‘Creating novel technology through tech M&A: The role of social Intraform collaboration network and knowledge network’, 한국전략경영학회, 추계학술대회, November 2018.

with Miona Aleksic, S. Shin, and Klaus Marhold, 'Entrepreneurs' pre-venture experience and the performance of their technology-based ventures: the moderating role of motivation and venture innovativeness', 한국전략경영학회, 춘계학술대회, May 2018.

with S. Shin, John Han and Klaus Marhold, 'Overlapped inventors in technological M&As: the role of their retention on the firm's post-M&A innovation rates and impact', 한국경영학회, 경영관련통합학술대회, 2017.

with Hanbeen Lee, 'Enhancing the value of innovation using new knowledge: From the perspective of knowledge network', 한국경영학회, 경영관련통합학술대회, 2017.

with Young. S. Ham, 'How the target inventor's knowledge network characteristics affect the post-M&A innovation performance', 한국경영학회, 경영관련통합학술대회, 2017.

with Simon U. Lee, Gunno Park and Klaus Marhold, 'Organizational Determinants of Corporate Venture Capital's Portfolio Diversification: The Roles of TMT Homogeneity, Organizational Slack, and Structural Autonomy', 한국전략경영학회, 춘계학술대회, 2017.

with Simon U. Lee, Gunno Park and Klaus Marhold, 'Obstacles to Corporate Venture Capital's Technological Portfolio Diversity: Moderating Role of Structural Autonomy on CV Unit', 기술경영경제학회, 하계통합학술대회, 2016.

with Chul Lee and Klaus Marhold, 'Top Management Team Characteristics, Organizational Slack and the Direction of the Organization's R&D Activity', 한국전략경영학회, 춘계학술대회, 2016.

with S. Shin and John Han, 'Uncovering the Firm Characteristics of Technological M&A Success: What Makes Acquirer Firms Benefit from Unrelated Knowledge?', 기술경영경제학회, 동계학술대회, 2016.

with E. Jung, '조직 구성원의 조직 내 인사이드가 조직 학습에 미치는 영향 연구', 기술경영경제학회, 추계학술대회, 2015.

with Klaus Marhold, 'Internal and External Determinants of Alliance Portfolio Diversity', 기술경영경제학회, 하계학술대회, 2015.

with Sunny Hahn, 'Strategic Determinants of Corporate Venture Capital Partner Selection and their Impact on Syndicate Formation', 한국전략경영학회, 춘계학술대회, 2015.

with John Han and Gil S. Jo, 'Reinterpretation of the Effects of Technological Overlap in Technological M&A', 기술경영경제학회, 동계학술대회, 2015.

with Gil S. Jo, 'Alliance Portfolios and Firm Performance: Based on the Effects of Resources and Bargaining Power', 한국전략경영학회, 추계학술대회, 2014.

with Chul Lee and Klaus Marhold, '전략적 제휴와 특허 인용 네트워크의 동시적 분석', 한국경영과학회, 경영관련통합학술대회, 2013.

with Chul Lee, 'Research on the Impact of Knowledge Relationship on the Innovation Performance of Strategic Alliances: Focusing on the High-Tech Industry', 기술경영경제학회, 추계학술대회, 2012.

with Gil S. Jo and Gunno Park, 'Understanding the Rationale of Strategic Technological M&A: the Effect of Inter-firm Difference', 한국전략경영학회, 추계학술대회, 2012.

with Kyan Quac and Gunno Park, 'External Technological Knowledge Sourcing through Knowledge Search and Transfer Stage: Focus on M&A and Alliance', 한국전략경영학회, 하계통합학술대회, 2011.

with Seungchul Choi and Ki H. Kang, 'How Do Knowledge Breadth and Depth Moderate Alliance Intensity on Innovation Performance?', 기술경영경제학회, 하계통합학술대회, 2011.

With Gunno Park, 'Impact of Alliance Experience on Future Alliance Formations and Internal R&D Capabilities', 한국전략경영학회, 춘계학술대회, 2011.

with Jinseok Hwang, 'What is Important to Increase Open Platform Adoption?: Model from 2X2 Game Reflecting Network Externalities', 기술경영경제학회, 동계학술대회, 2011.

with Gil S. Jo, 'Does Human Resources Allocation Matter in Post-Merger and Acquisition Innovative Performance?', 기술경영경제학회, 동계학술대회, 2011.

with Ki H. Kang, 'Dynamic Knowledge Transfer Through Dyadic R&D Networks', 한국전략경영학회, 하계통합학술대회, 2010.

with Gunno Park, 'Effects of Initial Conditions on Firm Growth: Solar Cell Industry', 한국전략경영학회, 하계통합학술대회, 2009.

with Ki H. Kang, 'R&D Collaboration Partner Selection and Technology Innovation Performance', 한국전략경영학회, 춘계학술대회, 2009.

with Gunno Park, ‘The Effects of Partner Characteristics and Absorptive Capacity on Innovation Performance in Technology Alliance’, 대한산업공학회 & 한국경영과학회, 춘계공동학술대회, 2008.

with Ki H. Kang, ‘Open Innovation 관점에서 바라본 기업의 기술혁신 영향요인에 대한 연구’, 한국전략경영학회, 춘계학술대회, 2008.

‘Beyond Imitability and Complementary Assets: The Role of New Game Strategy in the Positioning of Firms to Profit from Innovation’, 한국전략경영학회, 춘계학술대회, 2006.

KEYNOTES, INVITED LECTURES AND SEMINARS

- Keynote Speech, Developing Teaching / Research Statements “Be That Innovator”, Asian Deans' Forum 2018, The Rising Stars: Women in Engineering Workshop at HKUST, Hong Kong, 2018.
- ‘기업 전략과 사회적 책임’, WCCP(World Class Convergence Program), 서울대학교 융합최고전략과정 강의, May, 2018.
- ‘Industry 4.0: 여성의 도전과제’, 여성연구소 간담회, 서울대학교, October, 2018.
- ‘기술경영과 경영전략’, 전기정보공학부 전기전자세미나 (4과 세미나), 서울대학교, 2015.
- ‘Three Keywords in Technology Strategy in the 21st Century’, 5th International Society for Professional Innovation Management Innovation Symposium, Seoul, 2012.
- ‘Three Keywords for Technology Strategy’, 산업안전 최고전략과정, 서울대학교, May, 2012.
- 기술경영경제정책 협동과정(TEMPEP) 졸업식 연설, 서울대학교, February 2012.
- ‘애플 vs. 소니: 같은 꿈 다른 풀이’, 지식융합과 미래과학기술과 사회(STS) 연구단 제 2회 융합 워크숍, 서울대학교, January 2012.
- ‘전략과 석유산업: 5-Forces and Value Chain Analysis’, 자원개발아카데미, 서울대학교, December 2011.
- ‘Tools in Strategy’, 2nd KISTEP-SNU Education Program, 서울대학교, October 2011.
- ‘Tools in Strategy’, 한국농식품정보과학회 이브닝아카데미, 서울대학교, August 2011.

- ‘Strategies for Oil Industry with Respect to 5-Forces Analysis’, Korea Energy Board, Seoul, 2010.
- ‘Technology Management in Energy Industries: with Emphasis on 5-Forces Analysis’, 사이버랩 구축 보고회, 글로벌공학교육센터, 서울대학교, 2010.
- ‘전략과 석유산업: 5-Forces 중심으로’, 서울대학교 자원개발아카데미, 2010.
- ‘학부생 연구 참여’, 서울대학교 자유전공학부 하계 학사협의회, 2009.
- ‘경영과 전략’, Advanced Industrial Strategy Program, 서울대학교, 2009.
- ‘기술과 전략’, Advanced Industrial Strategy Program, 서울대학교, 2009.
- ‘Strategy and Innovation Management’, 외교관 한국어언어문화연수 프로그램, 서울대학교 행정대학원, 2007.
- ‘MS Engineering/MBA and Professional MEng/MBA 프로그램의 해외현황 및 국내 도입 가능성과 사례’, 한국경영학회 춘계심포지엄, 2007.
- ‘The Role of Strategy in Diplomacy’, 서울대학교 행정대학원, 2007.
- ‘2008년도 예산 기금 안의 특징과 과제’, 한국정책 지식센터 & 한국행정연구소, 2007.
- ‘What is Strategic Management?: Understanding and Application of Strategy on Innovation and Science’, 서울대학교 화학생물공학부, 2006.
- ‘Strategy and Innovation: Role of New Game Strategies in Positioning of Innovation’, KAIST, 2006.

TEACHING

- 기업혁신을 위한 전략과 실행, 서울대학교, 2015 – present.
- 기술경영전략사례연구, 서울대학교, 2014 – present.
- 기술경영전략론, 서울대학교, 2005 – present.
- 기술전략분석론, 서울대학교, 2009 – present.
- 지식경영전략, 서울대학교, 2006 – present.
- 기술경영조직관리론, 서울대학교, 2004 – 2005.
- Seminar in Strategic Management, 서울대학교, 2004 – 2005.
- 글로벌기술전략론, 서울대학교 2006.
- 지식경영론, 서울대학교 2006 – 2007.
- 기술혁신론, 서울대학교, 2008.
- 신기술세미나, 서울대학교, 2008.
- 대학원논문연구, 서울대학교, 2004 – present.

- MBA Core Strategy, California State University Fullerton (CSUF), 2002 – 2005.
- Capstone Strategy, California State University Fullerton (CSUF), 2002 – 2005.
- Capstone Strategy, California State University Northridge (CSUN), 2002.
- Capstone Strategy, University of Southern California (USC), 2001

SERVICE

Academic

- 한국중소기업학회 부회장, 2024 – 2025
- 한국모빌리티학회 학술지 Mobility Research 초대 편집위원회 위원, 2020 – present.
- 서울대학교 공과대학 교수협의회 이사, 2020 – 2022.
- 서울대학교 기획위원회 위원, 2020 – 2022.
- 한국경영학회 경영학연구 편집위원회 편집위원(경영전략), 2019 – present.
- 한국전략경영학회, 신진학자상 선정위원회 위원, 2019.
- 한국전략경영학회, 부회장 & 하계학술위원장, 2017 – 2020.
- 서울대학교 기술경영경제정책 대학원, 코디네이터 교수, 2017.
- Invited Advisor, Harvard Business Review (HBR) Advisory Council, 2016 – present.
- 한국전략경영학회 상임이사, 2015 – 2016.
- 한국마케팅과학회 상임이사 (Technology & Marketing Strategy Special Interest Group Chair), 2015 – present.
- 디자인브랜드경영학회 이사, 2015 – 2018.
- 기술경영경제학회 이사, 2010 – present.
- 한국경영과학회지 편집위원 2008 – present.
- 한국문화경제학회 이사, 2014 – present.
- Journal of Global Scholars of Marketing Science (JGSMS) 편집위원, 2014 – 2018.
- 한국공학한림원 국제협력위원회 위원, 2015 – 2018.
- International Journal of Management Science (IJMS) 편집위원, 2008 – 2012.
- Journal of Global Scholars of Marketing Science (JGSMS) 심사위원, 2009 – 2012.
- 서울대학교 공과대학 서울공대지 부편집장, 2010 – 2012.
- 산업통상자원부 부품소재발전위원회 위원, 2014 – 2017.
- 서울대학교 공과대학 교수협의회 이사, 2015 – 2018.

- 서울대학교 공과대학 교수협의회 이사, 2012 – 2013.
- 서울대학교 자유전공학부 전공선택심의위원회 위원, 2010 – present.
- Asian Academy of Management (AAoM), Journal of Management and Organization (JMO), Industry and Innovation (I&I), Creativity and Innovation Management (CIM), Technology Analysis and Strategic Management (TASM), International Journal of Technology Management (IJTM), Asian Journal of Technology Innovation (AJTI), Swiss National Science Foundation (SNFS) 등 다수의 국제 학술지 심사위원.
- Journal of Strategic Management (JSM), 한국OR학회지 (JKORMS), 기경학회지 (JTI), 연세경영연구(YBR) 등 다수의 국내 학술지 심사위원.

Professional

- S-OIL 사외이사, 2025 –
- 현대모비스 이사, 2021 – present.
- 중소기업벤처기업부 자율사업조정협의회 위원, 2020 – present.
- 서울대학교 공과대학 기획위원회 2020 – present.
- 서울대학교 대학교원임용 양성평등추진위원회 2019 – 2021
- 서울대학교 자유전공학부 전공선택심의위원회 2010 – 2022
- 축사, 서울대학교 기술경영경제정책 대학원과정 졸업식 February 2020
- 중소기업 혁신 네트워크 포럼 분과위원회 위원, 2020 – present
- 대통령직속 소재·부품·장비 경쟁력위원회 민간위원, 2019 – 2020.
- 국방부 전력 소요검증위원회 민간위원, 2019 – 2021.
- 동반성장위원회 적합업종실무 위원, 2019 – present.
- 서울대학교 교원인사위원회 위원, 2019 – present.
- 서울대학교 대학교원임용양성평등추진위원회 위원, 2019 – present.
- OCI 사외이사, 2019 – 2025.
- National Representative, AIEA-NBER Conference, Kuala Lumpur, August 2018.
- 서울대학교 공과대학 교수협의회 이사, 2020 – 2022.
- 서울대학교 여교수회, 대의원, 2017 – present.
- 세계일보 ‘사이언스 리뷰’ 필진, 2016 – 2017.
- 한국공과대학장협의회 좌장, August 2016
- 과천발전자문위원회 자문위원, 2011 – 2014.
- 한국공항공사 임원추천위원회 민간위원, 2014.

- 한국산업기술진흥협회 장영실 기술혁신상 전문분과위원회 심사위원 (KOITA), 2014.
- 현대제철 스틸포럼 자문위원, 2011 – 2013.
- 동아일보 기업가정신센터 자문위원, 2010 – 2013.
- Korea Energy Board, member, 2010-2013
- 대통령직속 녹색성장위원회 민간위원, 2011 – 2013.
- 교육과학기술부지정 글로벌공학교육센터 국제협력실장, 2010 – 2013.
- 서울대학교 공과대학 학사협의회 위원, 2012.
- 서울대학교 최고산업전략과정(AIP) 논문 심사위원, 2011.
- 서울대학교 자유전공학부 학사협의회 위원, 2010.
- 한국연구재단 연구자네트워킹 지원사업 심사위원, 2010.
- 제 1회 머니투데이 MBA Case Competition 심사위원, 2010.
- 서울대 공대 TEMEP Workshop 의장, 2006 – 2010.
- 한국마케팅과학회 이사, 2008 – 2009.
- 서울대학교 공과대학 서울공대지 편집위원, 2008 – 2009.
- 매일경제신문 사설 ‘매경시평’ 필진, 2009.
- 글로벌센터 실무위원회 대외협력실장, 2009.
- 글로벌센터 건축위원회 참여교수, 2009.
- 인수장학회 봉사교수, 2009.
- 글로벌센터 준비위원회 실무위원, 2008.
- 제 1회 한국경영학회 문화콘텐츠 해외 진출 전략 공모전 심사위원, 2007.
- 한국전력 그룹사 경영평가 위원, 2008.
- 한국전력 발전소 경영성과 평가 위원, 2007.
- 서울대학교 미래설계위원회 위원, 2005 – 2006.
- Ad hoc Reviewer, Research Policy Special Issue, Asian Academy of Management , Strategic Management Society, Academy of Management, 2006.
- Selected Committe, 2004 Annual Instructional Innovation Award, California state University, Fullerton, 2004.
- Selected Committe, Richard A. Goodman Award for Excellence in Strategic Planning, The Association for Strategic Planning, Los Angeles, USA, 2001 – 2002.
- 제일기획 AE (Account Executive; 광고기획자), 1989 – 1993.
- GE Singapore 인턴, 1985 여름

Conference Chair and Discussant

- 좌장, 한국전략경영학회, 춘계학술대회, 고려대학교, 서울, April 2023.
- 좌장, 제 29회 SJE 국제 심포지움, 서울대학교, 서울, October 2022.
- 좌장, 한국전략경영학회, 춘계학술대회, 한양대학교, 서울, April 2022.
- 패널리스트, 기업가정신학회 학술대회, 서울, December 2020.
- 좌장, 한국중소기업학회 추계학술대회, 서울, November 2020.
- 패널리스트, 대한민국 균형발전 정책박람회, 청주대학교 경상대학, November 2020.
- 패널리스트, 교수협의회 코로나 관련 심포지움: 코로나 시대의 캠퍼스 생활, 서울, September 2020.
- 패널리스트, 한국중소기업학회 경영관련 융합학술대회, 인천 송도 컨벤시아, August 2020.
- 토론 패널리스트, 제1회 중소기업 기술혁신 포럼, 서울 웨스틴호텔, July 2020.
- 약정 토론자, 한국중소기업학회와 대한민국 국회의 중소기업 정책 세미나: 중소벤처기업 혁신성장을 위한 생태계 전략, 국회 의원회관 제1세미나실, December 2019.
- 좌장, 2019글로벌혁신성장포럼 (GIGF), 서울 JW Marriott Hotel, November 2019.
- 토론, 한국전략경영학회 경영관련통합학술대회, 정선, August 2019.
- Track Chair and Session Chair, Industry 4.0 and Innovation Strategy Track, Global Fashion Management Conference (GFMC), Paris, July 2019.
- 좌장, 2019 춘계 TEMEP & 한국혁신학회 공동 워크숍, 서울, May 2019.
- 패널리스트, 좌장, 한국전략경영학회 춘계학술대회, 서울, April 2019.
- 토론, 한국전략경영학회 추계학술대회, 서울, November 2018.
- Innovation and Strategy Session Chair & Track Chair, Innovation and Strategy, Global Marketing Conference (GMC), Tokyo, July 2018 .
- Track Chair, Technology Innovation Management, Global Marketing Conference (GMC), Vienna, May 2017.
- Session Chair, SMS Special Conference, Hong Kong, December 2016.
- Track Chair, Korean Scholars of Marketing Science Fall International Conference, Seoul, November 2016.
- Session Chair, Korean Scholars of Marketing Science Fall International Conference, Seoul, November 2016.
- 토론, 한국전략경영학회 경영관련통합학술대회, 부산, August 2016.
- 사회, 제 4회 한-아세안 엔지니어링 포럼, 한국공학한림원, 서울, Seoul, July 2016.
- 토론, 한국전략경영학회 춘계학술대회, 서울, April 2016.
- 좌장, 한국공과대학학장협의회 토론회, 플라자 호텔, 서울, January 2016.

- Discussant, Korean Scholars of Marketing Science Fall International Conference, Seoul, November 2015
- 토론, “Institutions, Innovation and Capitalism” 2014년 숨페터상 공동수상자 강연, 서울, October 2015.
- 토론, 한국공학한림원 & Australian Academy of Technological Science and Engineering (ATSE) 주최 The 5th Australia Korea Innovation Workshop, Seoul, October 2015.
- Discussant, Korean Scholars of Marketing Science Fall International Conference, Seoul, November 2014.
- Session Chair, Pre- Asia Association of Learning, Innovation, and Co-evolution Studies International Symposium, Seoul, September 2014.
- Discussant, AIEA-NBER Conference, Daejeon, Korea, August 2014.
- Session Chair, Korean Scholars of Marketing Science Fall International Conference, Seoul, December 2012.
- Local Organizing Committee, Asia Pacific Innovation Conference, Seoul, October 2012
- Session Chair, Global Marketing Conference, Seoul, July 2012.
- 사회, 국가과학기술위원회 주최 ‘노벨상 수상자와 젊은 과학자들과의 만남’, 한양대학교, 서울, April 2012.
- 좌장, 기술경영경제학회 동계학술대회, 용평, August 2011.
- Session Chair, 20th International Conference on Management of Technology, Miami, FL, April 2011.
- 토론, 제 13차 대통령직속 녹색성장위원회 및 제 4차 이행점검 결과 보고대회, 서울 정부중앙청사, 서울, December 2011.
- 토론, 제3기 대통령직속 녹색성장위원회 민간위원 워크숍, 곤지암, November 2011.
- 토론, 제 12차 대통령직속 녹색성장위원회 및 제 2차 이행점검 결과 보고대회, 청와대, 서울, October 2011.
- 좌장, 기술경영경제학회 동계학술대회, 용평, February 2011.
- Discussant, Korean Scholars of Marketing Science Fall International Conference, Seoul, November 2010.
- 좌장, 연구중심대학 학부교육의 지향과 과제 국제 심포지엄, 서울대학교, 서울, June 2010.
- Discussant, Korean Scholars of Marketing Science Spring International Conference, Seoul, May 2010
- 토론, 한국인사조직학회 춘계학술대회, 서울, April 2010.
- 토론, 한국인사조직학회 경영통합학술대회, 용평, August 2009.

- 토론, 한국전략경영학회 경영관련통합학술대회, 용평, August 2009.
- Session Chair, 18th International Conference on Management of Technology, Orlando, April 2009.
- 토론, Karen Pak Laub 변호사 초청세미나 “Strategic Enhancement of U.S. Patent Portfolio by Korean Companies”, JW Marriott Hotel, October 2008.
- 사회 및 토론, “An Insider’s Guide to Getting Published in Research Journals” workshop, 서울대학교, 서울, 2008.
- 토론, 제 2회 글로벌서울포럼 국제회의 “Strategy for the City of Seoul: Culturenomics”, 대한민국학술원 & 서울특별시, 신라호텔, 서울, 2008.
- Discussant, 2008 Asia Pacific Journal of Management Conference, Kaohsiung, December 2008.
- Session Chair, SNU ITPP-ICU ITTP-Nile University International Workshop on ICT Policy Management: A New Paradigm in the Globalization Era, Nile University, Giza, June 2008.
- Session Chair, SNU ITPP-ICU ITTP International Conference on Ubiquitous Collaboration Towards Knowledge Society, Ramada Plaza Hotel, Tunis, June 2008.
- 토론, 한국정책지식센터 제 349회 『정책&지식』 포럼, 서울대학교, 서울, October 2007.
- Session Chair, International Workshop on ICT Development: Human Resources and Technology Outlook, Hanoi, February 2007.
- Session Chair, 5th Asia Academy of Management Conference, Tokyo, December 2006.
- Session Chair, Western Organization Management Teaching Conference, Graziadio School of Business, Pepperdine University, Malibu, February 2004.
- Session Chair, 44th Annual Western Academy of Management Conference, Palm Springs, April 2003.

PROJECTS

- 서울대학교 여성 교원의 대표성 및 지위 변화: 여교수회 설립 이후(1989-2019)의 변화를 중심으로, 대학발전 정책과제 연구, 서울대학교, 2019.
- 4차 산업 혁명 시대의 기술 변화에 대응하기 위한 혁신기술 분석과 동화 전략: 딥러닝을 활용한 지식 요소 분석, 한국연구재단, 2018-2019.
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