

# Curriculum Vitae

**Chol Lee**

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## EDUCATION

- 1984-1988      Ph.D in Department of Marketing & International Business, The University of  
Texas at Austin, U.S.A
- 1979-1981      MBA, Graduate School of Business, Seoul National University, Seoul, Korea.
- 1975-1979      B.A. in English Literature, Seoul National University, Seoul, Korea.

## PROFESSIONAL APPOINTMENT

- 2001.3. - Present      Full Professor, College of Business Administration  
Sogang University, Seoul, Korea
2010. 3. – 2012. 2.      Director, Institute of Management Research, Sogang University
- 2010.1.- 2011.1.      President of KAIB (Korean Academy of International Business)
- 2007.1.-2007.12.      Visiting Professor, McDough School of Business,  
Georgetown University, Washington DC. USA.
- 1996.1.- 2002.1      Editorial Board, Journal of International Business Studies(JIBS)
- 1996.6. - 1996.8.      Visiting Professor. College of Business Administration  
University of Hawaii at Manoa, HI, USA.
- 1995.5.-1997.5.      Editor, International Business Journal published by Korean Academy of  
International Business
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- 1995.8. - 1996.5.      Visiting Professor, College of Business Administration  
Michigan state University, Lansing, MI, USA
- 1988.9. - 2001.2.      Assistant, Associate, Full Professor, College of Business.  
Hongik University, Seoul, Korea.

## **RESEARCH PUBLICATIONS**

### **A. Publications and Presentations in English since 2000**

- “Determinants of Technology Transfer Performances of Korean Parent Firms to Their Foreign Subsidiaries: An Integrated Approach”, 2014 Academy of International Business Annual Conference, Vancouver, Canada, 2014. 6.
- “Global brands and made-in labels”, 2013 Academy of International Business Annual Conference, Istanbul, Turkey, 2013. 7.
- “Korean international joint ventures: how the exchange climate affects tacit knowledge transfer from foreign parents”, *International Marketing Review*, 29(2), 151 - 174, 2012. 6.
- "Relational capital, Knowledge Transfer and Performance in International Joint Ventures in Korea," J. Mahlich and W. Pascha (eds), *Korean Science and Technology in an International Perspective*, Springer-Verlag, Berlin, 2011. 11.
- “Organizational culture Differences and the Transfer of Knowledge from Foreign Parents to their IJVs”, 2011 AOM Annual Conference, San Antonio, USA, 2011. 8
- "Influence of Behavioral Attributes on Tacit Knowledge Acquisition and Its Effect on Performance of International Joint Ventures", 2011 AIB Annual Conference, Nagoya, Japan, 2011. 6.
- “Performance Benefits of Cross-border Transfer of Explicit and Tacit Knowledge to International Joint Ventures”, 2010 AIB Annual Conference, Rio de Janeiro, Brazil, 2010. 6.

"The Relationship between Behavioral Attributes and Knowledge Transfer and the Role of Cultural Distance in IJVs", AIB 2009 Annual Conference, San Diego, USA, 2009. 6.

"A Theoretical Model of SMEs Alliance", 2009 International Conference for Small Business World Conference, Seoul, 2009. 7.

"The Relationship between Behavioral Attributes and Knowledge Transfer and the Role of Cultural Distance in IJVs", Academy of International Business 2009 Annual Conference, San Diego, USA, 2009. 6.

"The Effects of Government Export Promotion Programs on Export Performance", presented at 2008 AIB Annual Conference, Milan, Italy.

"Determinants of Export Channel Integration to China and its Relationship with Export Performance: The Case of Korean Firms", presented at 2006 AIB Annual Conference, Beijing, China, 2006. 6.

"Determinants of the Use of Export Marketing Assistance Programs and Their Effects on Export Performances of Korean Firms", Presented at 2005 AIB Annual Conference, Quebec City, Canada, 2005. 7.

"The Marketing Strategy-Performance Relationship In an Export-Driven Economy: A Korean Illustration", International Marketing Review, 21(3), 2004. 6.

The Characteristics and Performance of Small and Medium-Sized Multinational Enterprises in Korea" Journal of International Entrepreneurship, 1(1), 2003. 12.

Customer-Oriented Marketing of e-Business: Application to Fashion Business<sup>3</sup>, International Journal of Costume Culture, 2000, Seoul.

## B. Publications and Presentations in Korean since 2000

An Improvement of Labor Management of Overseas Korean Firms to Strengthening Corporate Social Responsibility, Research Report, Ministry of Employment and Labor, 2014. 12.

“Effects of Korea-USA and Korea-EU FTAs on Technology Transfer to Korea”, International Business Journal, 25(3), 2014.8.

“Factors Affecting International Technology Transfer of Korean Firms to Their Overseas Subsidiaries”, International Business Journal, 25(2), 2014. 5.

“An Integrative Model of Determinants of Export Performances of Korean Firms”, International Business Journal, 24(1), 2013. 3. (Best Paper Published Award on 2013 Annual Conference of Korean Academy of International Business)

“Effects of Government Overseas Marketing Assistance Programs on Export Performances”, Journal of International Trade, 38, 2013. 2.

“Relationships among Dynamic Capabilities, Competitive Advantages and International Performances”, International Business Journal, 23(1), 2012. 3.

“Effects of Global Consumer Culture Positioning in TV Ads on Product Evaluations and Attitude toward Advertising”, International Business Journal, 22(4), 2011. 12.

“Effects of Behavioral Characteristics on Transfer of Tacit and Implicit Knowledges in International Joint Ventures”, Journal of International Trade, 35(5), 2010. 12.

“Comparison of Determinants of FDI Performances between Korean and Taiwan Footwear Industries”, International Business Journal, 21(4), 2010. 12.

“Entry and Expansion Strategies of Nongsim Noodle for China”, International Business Review, 14(3), 2010. 9.

- "Factors Associated with the Use of Government Export Promotion Programs", *Journal of Korean Management Science*, 34(4), 2009. 12.
- "The Relationship between International Competitiveness of Automobile Part industry and Export Performance, *Journal of International Trade*, 33(4), 2008. 8.
- "The Effects of Brand Globality and Manufacturing Country Image on Consumer Attitude and Purchase Intention, *Journal of Management*, 2007. 10.
- "Comparative Analysis of Korean Automobile Part Industry with Japanese Competitors", *Journal of International Trade*, 11(3), 259, 2006. 12. with Jung, Tae-Young, Choi, Soon-Gyu, Ahn, Se-Young,
- "Korean Firms' Responses about Korean Government's Export Promotion Programs", *Sogang Management Review*, 17(1), 225, 2006. 12.
- "Identifying Determinants of Integration of Export Channel to China of Korean Manufacturers", *International Business Journal, Korean Academy of International Business*, 16(4), 2005. 12.
- "Current Status of Korean Component and Material Industries and Strategy to Increase International Competitiveness", *Sogang Journal of Business*, 16(1), 2005. 8.
- "Determinants of the Awareness and Use of Export Marketing Assistance Programs and Their Effects on Export Performances of Korean Firms", Presented at 2005 KAIB Annual Conference, Daejon City, Korea, 2005. 2.
- "Analysis of Competitive Power of Korean Semiconductor Industry and Industry Cluster Strategy", *Sogang Journal of Business*, 15(2), 2004.12.
- "Case Analysis of Korean Small and Medium-sized Firm Entry Strategy to China", *Sogang Journal of Business*, 14(2), 2004. 2.

- "Current Status of Korean Software Industry Foreign Market Entry and Its International Marketing Strategy", *Journal of Venture Research*, 2(1), 2004. 2.
- "An Analysis of Internationalization of Korean Ventures: Case of Markany", *Journal of Venture Research*, 1(1), 2003. 6.
- "An Analysis of Entry Strategy of Korean Firm into Indonesia: The Case of Daesang Corporation in Korea", *Journal of Management Education*, 6(2), 2003. 2.
- "Current Status of Korean Software Industry Internationalization and Its Global Strategy", *Journal of Sogang Business*, 13(2), 2002. 12.
- "The Uses and Characteristics of Global Positioning Advertising: The Case of TV Ads", *Journal of Consumer Research*, *Korean Association of Consumer Research*, 13(4), 2002. 12.
- "Global Sourcing Strategy of LG Electronics", *Journal of Management Education*, 5(2), 2002. 2.
- "The Relationship between International Marketing competence and Firm-specific Factors in Korean Firms", *International Business Journal*, 13(1), 2002, *Korean Association of International Business: Seoul, Korea*
- "The Effects of Export Marketing Mix Strategies on Export Performance", *International Business Journal*, 12(2), 2001, *Korean Association of International Business: Seoul, Korea*.
- "Determinants of Performance of Korean Affiliates of Small and Medium-Size Multinational Enterprises", *International Business Journal*, 12(1), 2001, *Korean Association of International Business: Seoul, Korea*.
- "Customer-oriented Marketing of Internet Business", *ITBI*, 6(1), 2000, Seoul

## **Books**

Global Business (2012, Seoul)

Customer-centered Marketing (2006, Seoul)

International Marketing in a Global Age (2006, Seoul)

Everything will be new by looking through customer's eye (1999, Seoul)

International Marketing (1999, Seoul)

Customer-driven Management and Marketing (1996, Seoul)

International Business in Global Ages (1995, Seoul)

Modern Management (1995, Seoul)