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Hanyang University, College of Business Administration,  
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#### EDUCATION:

Doctor of Philosophy in Business Admin., The University of Michigan (1986)

Specialization: International Business / Marketing.

Master of Business Administration, New York University (1981).

Bachelor of Business Administration, Seoul National University (1979).

#### EXPERIENCES:

Professor of International Business and Marketing, Hanyang University (Sep. 1992 to present): have taught international marketing and related courses.

Assistant Professor of International Business and Marketing, Wayne State University, USA (Sep. 1987 - Aug. 1989); taught marketing and international marketing courses.

Visiting Professor at Sungkyunkwan University (joint MBA program with Indiana University, USA, 2019), National Sun Yat-Sen University, Taiwan (2019). City University of Hong Kong (2015), University Technology Malaya (2015), Ritsumeikan APU, Japan (2015), SolBridge International University (2015), University of Central Oklahoma, USA (2015), Nagoya University of Commerce and Business, Japan (2008), University of Hawaii at Manoa, USA (2001), and University of Mannheim, Germany (1999); taught Global Marketing and Asian Business and Marketing.

President, Korean Academy of International Business (2006)

Resident Consultant for United Nations Industrial Development Organization and Korea International Cooperation Agency: worked with Nigeria (1991), Costa Rica (1992), Maldives (1996), and Paraguay (1997); and developed programs for export marketing and foreign investment promotion.

Research Consultant: conducted research on industrial development policy and sector development plan, and submitted consulting reports for Libya (2013) and Ethiopia (2013)

Taught public officers from China, Taiwan, ASEAN countries, Bangladesh, and others on numerous occasions (1993-2013) on subjects related to Korean experiences in export promotion, FDI promotion, and industrial development.

Consulted private as well as public sectors on issues related to internationalization strategy of the Korean industry, export promotion policy, export marketing, and foreign direct investment (Samsung Electronics, Hyundai Motors, Ministry of Trade and Industry: also served as an outside director for Korea Trade and Investment Promotion Agency (KOTRA) and Korea Ginseng Corp., a member of Presidential Council on Brand Korea, and Chairman of Committee for Globalizing

Provisional Brands at Ministry of Public Administration and Security.  
Research Fellow, Korea Institute for Industrial Economics and Trade (Aug. 1989 to  
Sep. 1992):.

INTERNATIONAL ACADEMIC PUBLICATIONS (SSCI and Scopus)

- Han, C. M. and Nam. H. (2019), "How Inter-country Similarities Moderate Consumer Perceptions of Out-group Countries: An Asian Perspective," *International Marketing Review*. (SSCI)
- Mandler, T., Bartsch, F., and \_\_\_\_\_ (forthcoming), "Building credible Brands in (Post) Globalizing Markets: The Role of Brand Globalness and Localness," *Journal of International Business Studies*. (SSCI)
- \_\_\_\_\_, Kim, K., and Nam, H. (2019), "Can Corporate Philanthropy Change Consumers' Perceptions of Japanese Multinationals and Reduce Animosity Toward Them?," *Asia Pacific Journal of Marketing and Logistics*. (SSCI)
- \_\_\_\_\_ and Guo, C. (2018), "How Consumer Ethnocentrism (CET), Ethnocentric Marketing, and Consumer Individualism Affect Ethnocentric Behavior in China," *Journal of Global Marketing*, DOI: 10.1080/08911762.2018.1437649 (Scopus)
- \_\_\_\_\_ and Won, S. B. (2018), "Cross-country differences in consumer cosmopolitanism and ethnocentrism," *Journal of Consumer Behaviour*, 17, 52-66. (SSCI)
- \_\_\_\_\_ (2017), "Individualism, collectivism, and consumer animosity in emerging Asia: evidence from Korea," *Journal of Consumer Marketing*, 34(4), 359-370. (Scopus)
- \_\_\_\_\_ (2017), "Cosmopolitanism and ethnocentrism among young consumers in emerging Asia: Chinese vs Koreans towards Japanese brands," *Asia Pacific Journal of Marketing and Logistics*, 29(2), 330-346. (SSCI)
- \_\_\_\_\_ (2016), "Can CSR by MNEs enhance home country image? An empirical investigation with Asian MNEs in Vietnam," *International Journal of Business Governance and Ethics*, 11(3), 183-199. (Scopus)
- \_\_\_\_\_ (2016), "Global identity strategy and its efficacy for Asian brands: Is Toyota global or Japanese to consumers?," *Asia Pacific Journal of Marketing and Logistics*, 28(5), 862-877. (Scopus)
- \_\_\_\_\_ and Khvoynitskaya, P. (2015), "Multiple Collective Identities of Far-Eastern Russians and Their Choice of Asian versus European Brands," *Journal of International Consumer Marketing*, 27: 403-413. (Scopus)
- \_\_\_\_\_ (2015), "Consumer Expectations of Corporate Social Responsibilities towards Foreign Multinationals in Korea," *Emerging Markets Trade and Finance*, 51:1-13. (SSCI)
- \_\_\_\_\_ and Kim, J. (2003), "Korean Marketing in China: An Exploratory Analysis of Strategy – Performance Relationships," *Journal of International Marketing*, American Marketing Association. (SSCI)
- \_\_\_\_\_ (2002), "Korea's Direct Investments in China: Technology, Experience, and Ownership Factors in Performance," *Asia-Pacific Journal of Management*, Kluwer. (SSCI)

- \_\_\_\_\_, B. W. Lee and K. K. Noh (1994), "The Choice of a Survey Mode in Country Image Studies," *Journal of Business Research*, 29, 2, February, 151-162. (SSCI)
- \_\_\_\_\_ (1990), "Testing the Role of Country Image in Consumer Choice Behavior," *European Journal of Marketing*, 24, 6, 24-40. (SSCI) (430 citations)
- \_\_\_\_\_ (1989), "Country Image-Halo or Summary Construct?," *Journal of Marketing Research*, 26(May), 222-229. (SSCI) (1,874 citations)
- \_\_\_\_\_ and Vern Terpstra (1988), "Country-of-Origin Effects for Uni-National and Bi-National Products," *Journal of International Business Studies*, 19(Summer), 235-45. (SSCI) (1,450 citations)
- \_\_\_\_\_ (1988), "The Role of Consumer Patriotism in the Choice of Domestic vs. Foreign Products," *Journal of Advertising Research*, 28 (June/July), 25-32. (SSCI) (672 citations)
- \_\_\_\_\_ and T. L. Brewer (1987), "Foreign Direct Investment by Korean Firms : Analysis with FDI Theories," *Asia-Pacific Journal of Management*, 4, 2(January), 90-102. (SSCI)

#### OTHER ACADEMIC PUBLICATIONS:

Published numerous articles on top-ranked Korean journals including *Korean Management Review*, *International Business Journal*, and *Korea Marketing Review*. (Details will be provided upon request.)

Also published many proceeding papers at international academic conferences.

#### MONOGRAPHS:

*Korean-Wave Brands: Globalization Theory and Execution*, 2017, Han Kyung Sa.

*Globalizing Brand Korea: Theory and Practice*, 2016, Hanyang University Press.

*Globalization and Place Brands: Can Countries and Cities be Branded?*, 2011, Hanyang University Press.

*Key Success Factors in Global Brand Strategy*, 2009, Hanyang University Press.

*Global Marketing Strategy: A Korean Perspective*, 1998, Maekyung Publications.

And many others.

PERSONAL: Born June 7, 1955; Married.