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I Educational background

Seoul National University
(Ph.D. in Business Administration)

I Major careers

- Dean, College of Business, Hallym University
- Executive Director, Office of Planning, Hallym University
- Director, Department of Business Administration, Hallym University
- Manager, Daehong Communications

■ Publications

- The carryover effect of customer satisfaction on service quality focused on moderating effect of customer trust and cooperative orientation. Services Marketing Quarterly, 38(4), 239-252. [2017]
- Segregation vs aggregation in the loyalty program: The role of perceived uncertainty. European Journal of Marketing, 47(8), 1238-1255. [2013]
- The relationship between employee satisfaction and customer satisfaction. Journal of Services Marketing.[2012]