



•Field Marketing

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•Title Professor

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| Educational background

Bachelor, Master, Doctor major in Marketing at College of Business Administration, Korea University

| Major careers

- Visiting professor, Auckland University of Technology
- Vice president of the Korean Society of Consumer Studies
- Director of the Korea Advertising Society and editor of the Korean Journal of Advertising
- Executive director and editor of the Korean Marketing Management Association
- Director and editor of the Korean Distribution Association
- Director of the Korean Association for Advertising and Public Relations
- Australasian Marketing Journal review board member
- Asian Journal of Communication (ssci grade) review board member
- (Past) member of the National Innovation Brand
- (Past) advisory professor of the brand of the National Emergency Management Agency
- (Past) senior researcher of the Marketing Research Center, Daehong Communications