Yonsei School of Business

1915 2025

2025

ANNUAL REPORT

2025 ANNUAL REPORT

Yonsei University School of Business has led Creative Leadership centered on three core values: Creativity, Integrity, and Global Perspective. We continue to embrace challenges through future-oriented curricula and diverse support activities, opening new eras through education that creates sustainable social value and pioneering research.

YONSEI UNIVERSITY SCHOOL OF BUSINESS

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YSB OVERVIEW

Facts & Figures

Yonsei School of Business continued to make remarkable progress and growth in both quality and scale. The figures that represent Yonsei School of Business in 2025 reflect its spirit of innovation and challenge—pioneering new paths amid changing times and expanding its influence across the globe.

Students | Undergraduates, Masters, Doctorates, MBA, AMP

Students	3,288
Freshmen	939
Graduates	974

Courses

Courses	243
English Courses % ▲ Undergraduate	39.34

Faculty * As of March 2025

Faculty	145
Full-time	62
Emeritus	30
Adjunct·Advisory	11
Visiting	46
Research	3

Publications * As of January-December 2025

Publications ▲ Undergraduate, MBA	123

International

Global Partner Schools **76**

Exchange Students **605**

▲ Undergraduate, MBA IN / OUT

Business School Accreditations

Accreditations **4**

▲ 2025 EQUIS Accreditation Acquired for 5 Years

Global **3**

AACSB ACCREDITED AMBA ACCREDITED EQUIS ACCREDITED

Korea **1**

World Rankings

QS No. **82**

▲ Full-time MBA (Global MBA), EMBA

QS No. **34**

▲ Business & Management

QS No. **51**

▲ Accounting & Finance

THE No. **84**

▲ Business & Economics

Scholarships

| Undergraduates, Masters, Doctorates, MBA

Annual Scholarships
KRW billion **7.68**

Donors **278**

Funds Raised
KRW billion **1.04**

From The Dean

Beyond the 110th Anniversary, Leading Innovation in Education and Research for the AI Era Together with Our Alumni

We extend our deepest gratitude for your unwavering interest in and support for Yonsei School of Business.

The year 2025 was a particularly meaningful one, marking the 140th anniversary of Yonsei University, the 110th anniversary of the Department of Commerce at Chosun Christian College, and the 60th anniversary of the Graduate School of Business. Building on this historic foundation, Yonsei School of Business has continued to strengthen its competitiveness in education and research, advancing toward its vision of becoming a world-class Business School.

As a result, Yonsei School of Business ranked No. 1 in Korea and No. 34 globally in the Business & Management Studies category of the QS World University Rankings, while its Global MBA program ranked No. 1 in Korea and No. 82 globally. In the Financial Times rankings, the Executive MBA program also achieved outstanding results, ranking No. 1 in Korea and No. 49 globally. In addition, Yonsei School of Business received EQUIS reaccreditation for five years for the third time, further solidifying its status as the only Business School in Korea to hold all three major international accreditations: AACSB, EQUIS, and AMBA.

In the academic field, Yonsei School of Business carried forward its research tradition and laid the groundwork for future scholarly advancement through the "22nd Anniversary Ceremony of the Chohun Academic Award." In addition, the Yonsei Venture, Innovation & Startup Platform (YVIP), relaunched after the pandemic, is further strengthening the school's capacity for innovation by connecting education, research, and global networks with a focus on AI and entrepreneurship.

Yonsei School of Business has also continued to provide practical support to improve the student learning environment, including the expansion of CPA study facilities. These achievements are meaningful results made possible by the warm support and deep affection of our alumni for their alma mater.

All of these accomplishments were possible thanks to your continued interest and support. Moving forward, Yonsei School of Business will continue to advance as a leading Business School beyond Asia and onto the global stage, driven by educational innovation for the age of artificial intelligence and a strong commitment to social responsibility. At the same time, we will communicate more closely with our alumni and broader community to build a shared future in which the school, its alumni, and society grow together.

Through this annual report, we are pleased to share the major achievements and vision of Yonsei School of Business, as well as the diverse stories of its members. We ask for your continued interest and guidance in the years ahead.

Once again, we sincerely thank you for your support of Yonsei School of Business, and we wish you all good health and continued success.

Thank you.

Daesik Hur
Dean of Yonsei School of Business / Graduate School of Business

Leadership

* As of Mar 1, 2026

YONSEI UNIVERSITY SCHOOL OF BUSINESS / GRADUATE SCHOOL OF BUSINESS

Daesik Hur Dean

Jooyoung Kwak Associate Dean for MBA
Seungjae Park Associate Dean for Faculty · Academic Affairs

Jaeyoung Lee Chair of Marketing Division
Jihyun Kim Chair of Management Division
Jaehoon Han Chair of Finance Division
Doocheol Moon Chair of Accounting Division
Soonhong Min Chair of O.D.I. Division

Wonsang Ryu MS / Ph.D. Program Chair
Daegon Cho Associate Dean for Planning · International Affairs

Soonhong Min Director for AMP
Seungbum Soh Director for Corporate MBA
Jiyoon Lee Director for Finance MBA
Il Lim Director for Executive MBA Cohort 17
Seunghwan Jung Director for Global MBA
Soonkyoo Choe Director for GBI MBA
Youngsok Bang Director for Advanced MBA
Jaiyeol Son Director for Police MBA

SANGNAM INSTITUTE OF MANAGEMENT

Sebum Park Dean
Sumi Jung Associate Dean

YONSEI BUSINESS RESEARCH INSTITUTE

Daehee Yoon Director
Jiyoon Lee Deputy Director

History

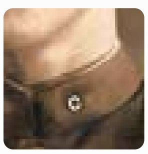
Yonsei University School of Business has always aspired to be the best, befitting its reputation as the first of its kind. Since its founding in 1915, more than 43,100 alumni of Yonsei University School of Business have played a vital role in Korea's modernization, leading economic development and helping shape the era of democratization. Today, Yonsei School of Business seeks to continue moving forward on the global stage, contributing to the sustainable development of the human community.

1915
Establishment of Commerce Department at Chosun Christian College

1950
- Renamed the School of Commerce as the College of Commerce and Economics
- Introduction of the University of Washington Business Administration Project Eight Years Later

1917
Establishment of Yonhui College

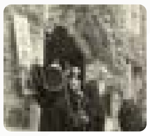
1919
First Class of 10 Commerce Students Graduated



1946
Official Recognition of Yonhui University as a Comprehensive University

*Selected 180 commercial students

1957
Yonsei and Severance Merged to form Yonsei University



1958
Establishment of Department of Business Administration

1965
Establishment of Graduate School of Business Master's and Research Programs

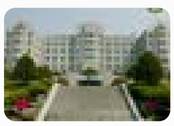
1968
Merge of Commerce and Business Administration Departments

1969
Construction of Baekyang Hall

1976
Launch of the Advanced Management Program (AMP) at the Graduate School of Business

1987
Alumnus Lee Han-yeol Participated in the Democratization Movement

1996
Construction of Sanggyong Hall (Daewoo Hall)



1998
Establishment of Korea's First Full-time Global MBA

1999

Opened Sangnam Institute of Management

2003
Establishment of School of Business

2006
Establishment of Graduate School of Business

2008
Acquired AACSB and KABEA Accreditations

2010
Financial Times (FT) Corporate MBA entered Korea's First Top 100 MBA in the World

2011 - 2012
- The Economist Global MBA entered Korea's First Top 100 MBA in the World
- Earned EQUIS Certification

2015

- **100th Anniversary of Yonsei University School of Business**
  Completion of the First Independent Business School Building
- **Korea's First LEED-Certified Eco-Friendly University Building**

2020

Selected for the BK21 FOUR Project

2021

Establishment of AI-Business Concentration Major

2025

- 110th Anniversary of Yonsei School of Business
- Earned EQUIS Re-accreditation for Five Years
- Quacquarelli Symonds (QS)
  Business & Management
  World Rank No. 34
  Accounting & Finance
  World Rank No. 51
  Full-time MBA (Global MBA)
  World Rank No. 82
- Times Higher Education (THE)
  Business & Economics
  World Rank No. 84

2017

- Signed Agreement with **Amorepacific** for the Yonsei Venture, Innovation and Startup Program
- Implementation of Entrepreneurship Concentration Major

2018

Times Higher Education (THE)
Global MBA entered Global Rankings for the First Time in Korea

2023

- Establishment of Advanced MBA
- Establishment of Police MBA
- Re-selected in BK21 FOUR Project, Education Research Institute of Professional Business Workforce for Social Value Activation of the School of Business
- AACSB-KABEA Re-accreditation for the next Five Years

2024

- AMBA (UK) Accreditation Acquired
- Signed Dual MBA Degree Agreement with Tsinghua University

Vision & Mission

VISION

To be Asia's leading business school in global impact and collaboration

MISSION

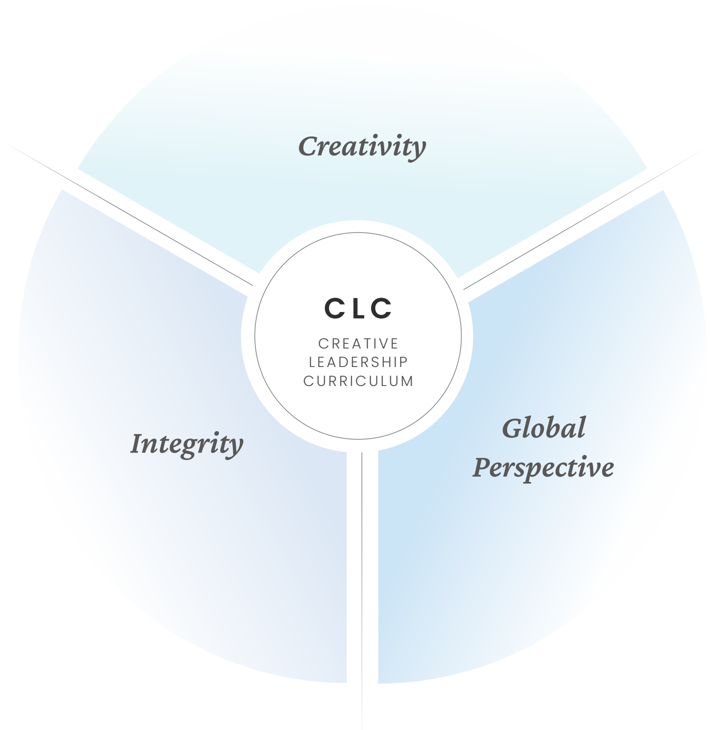
To nurture, empower, and connect business leaders to make a significant societal impact through innovative research and education

CORE VALUES

Increasing students' Initiative and Engagement

Creative Leadership Curriculum

- *Creativity*
- *Integrity*
- *Global Perspective*



World Rankings

HIGHLIGHTS 2025

QS WORLD UNIVERSITY RANKINGS

Business and Management

Korea No. 1 **World** No. 34

On March 12, the QS World University Rankings by Subject 2025 were announced. Yonsei University School of Business ranked No. 1 in Korea in the Business & Management field for the second consecutive year. In particular, the School achieved a significant milestone by rising 20 places in the global rankings, from 54th last year to 34th this year. In addition, the Accounting & Finance field showed notable growth, climbing 14 places from the previous year to rank 51st globally.

QS is a UK-based global higher education evaluation organization. The QS World University Rankings by Subject are published across five broad subject areas—Arts & Humanities, Social Sciences & Management, Natural Sciences, Engineering & Technology, and Life Sciences & Medicine—as well as 55 specific subject areas. The rankings are based on five indicators: Academic Reputation, Employer Reputation, Citations per Paper, H-index, which measures faculty productivity and impact, and International Research Network, or IRN. The indicators and their weightings vary by subject.

Subject	Organization	2022	2023	2024	2025
Business & Economics	THE Times Higher Education	No. 78	No. 44	No. 47	No. 84
Business & Management	QS Quacquarelli Symonds	No. 54	No. 43	No. 54	No. 34
Accounting & Finance	QS Quacquarelli Symonds	No. 85	No. 64	No. 65	No. 51
Marketing	QS Quacquarelli Symonds				
Full-time MBA (Global MBA)	QS Quacquarelli Symonds	No. 141-150	No. 121-130	No. 101-110	No. 82
Executive MBA	FT Financial Times	No. 29		No. 49	

New Faculty

* Based on appointments from **Fall 2025 ~ Spring 2026 Semester**

Hello. I am Wonchang Choi, newly appointed to the Finance area at Yonsei University School of Business. My research focuses on financial economics, with particular interests in asset pricing theory, portfolio theory, and macro-finance.

My research examines how capital moves and is allocated within financial markets and the economy, and how constraints in that process affect asset prices and the real economy. Recently, I have been conducting quantitative analyses on how frictions that prevent capital from moving smoothly—such as transaction costs, information asymmetry, and illiquidity—lead to distortions in asset prices.

I am also interested in investors' asset allocation decisions and portfolio rebalancing. In particular, I study how transaction costs and market frictions influence optimal portfolio choice and the speed of rebalancing. Furthermore, I aim to extend this perspective from the level of financial markets to the level of the real economy, exploring how capital reallocation and productivity change when capital does not move sufficiently into sectors with higher productivity.

At YSB, I look forward to conducting research and engaging in discussions with students on these topics, sharing perspectives that connect financial markets and the real economy, and contributing steadily to both research and education.

Wonchang Choi Assistant Professor | Finance

Appointed in Fall 2025

Hello. I am Seungyeon Jeong, newly appointed in Spring 2026. It is a great honor to join Yonsei University School of Business and the Finance faculty with a specialization in insurance. I feel both deep gratitude and a strong sense of responsibility. Insurance plays an essential role in risk management for individuals and businesses as a key pillar of the financial industry. It also performs important functions across the broader financial sector, including asset management, investment, guarantees, and risk management. I believe that deepening our understanding of insurance and expanding the scope of activities within the field of finance will make a meaningful contribution.

In particular, to contribute to the education and research of Yonsei University School of Business as it strives for global excellence, I will provide students with high-quality education through rigorous academic inquiry. I will also do my best to contribute to the school through academic achievements. Thank you.

Seungyeon Jeong Assistant Professor | Finance

Appointed in Spring 2026

PART 2

EDUCATION

DEG
PROG

Innovative

Undergraduate

2,400 students with diverse backgrounds and a promising future

5 main fields

- **Marketing** (Marketing and International Business)
- **Management**
- **Finance** (Finance and Insurance)
- **Accounting**
- **ODI** (Operations, Decisions and Information)

MS / Ph.D.

250 students

- Incentives provided for academic activities such as presentations at international conferences or publications in renowned journals
- All doctoral students receive financial support in the form of stipends and/or scholarships

MBA

Distinctive MBA Programs, customized to students

MBA Program

- **Corporate MBA** (Part-time Evening MBA / Duration: 2 years)
- **Finance MBA** (Part-time Evening MBA / Duration: 2 years)
- **Executive MBA** (Part-time Weekend MBA / Duration: 2 years)
- **Global MBA** (Full-time English Only / Duration: 1.5 years)
- **GBI MBA** (Corporate-sponsored MBA / Duration: 1.5 years)
- **Advanced MBA** (Corporate-sponsored MBA / Duration: 2 years)
- **Police MBA** (Police Agency-sponsored MBA / Duration: 2 years)

AMP

Korea's First AMP, Established in 1976

- Delivers the latest management theories and practical applications to senior executives in various fields by inviting top professors and experts
- Provides executives with opportunities to develop the leadership skills needed to guide organizations with broad perspective and foresight, enabling them to present new visions for their companies with competitive insight
- Over 5,000 alumni of the program make significant contributions as top global leaders in various sectors of society

REE
RAMS

Curriculum

Yonsei School of Business operates a total of five major fields and three specialized subfields, which function effectively as independent departments. Each field and subfield has its own dedicated faculty and separate master's and doctoral programs, enabling in-depth academic exploration. The five major fields are Marketing, Management, Finance, Accounting, and ODI. International Business is one specialized subfield with Marketing, while ODI itself comprises three components: Operations Management, Decision Sciences, and Information Systems..

DEG
PROG

Innovative

Marketing

The field of marketing serves to connect companies with consumers and maintain relationships through product promotion and advertising, and it is considered one of the most trend-driven and practical disciplines within business administration. In today's rapidly changing global environment, the marketing field aims to function as a global research hub bridging academia and industry. It conducts in-depth research on advancements in cutting-edge technologies such as digital transformation, artificial intelligence, and big data, as well as changes in consumer behavior, while expanding the scope of study through an interdisciplinary approach that integrates economics, psychology, engineering, design, and brand strategy, enabling students to develop creative problem-solving skills and innovative thinking.

International Business

The International Business field aims to nurture talents capable of proactively responding to global business challenges in the rapidly changing international political and economic landscape. With the recent rise in geopolitical risks, the importance of international business has become even more prominent, and the program seeks to establish a Korean global management model through in-depth research on the globalization strategies and history of Korean companies. In addition, the program leads education and research on global issues such as strategies of multinational corporations, responses to market environments, and sustainable development. At the undergraduate level, it offers a wide range of courses aligned with current demands, including Global Business Environment, International Business, and Understanding and Strategies for Emerging Markets.

Management

The management field aims to contribute to effective organizational management by exploring the psychological, social, and economic characteristics related to organizational phenomena. Management is broadly divided into Micro and Macro Management.

Micro Management encompasses Organizational Behavior and Human Resource Management, focusing on the psychological and social factors of individuals, leaders, and teams within organizations at a micro level. It investigates how individuals and organizations interact and how these relationships affect organizational phenomena and performance. Topics such as labor-management relations, negotiation, and leadership studies also fall under Micro Management.

Macro Management includes Organizational Theory and Strategic Management, examining organizations as the unit of analysis to understand their relationships with other organizations of the external environment and to study strategies for organizational change and goal achievement. Areas such as venture management (entrepreneurship), innovation, and technology management are also part of Macro Management.

Finance

The field of Finance focuses on key areas such as corporate funding and capital management, investment decision-making, and methods for evaluating and analyzing corporate value. It aims to cultivate financial experts who can play leading roles in the global financial market and corporate settings. In response to the rapidly changing economic environment and the development of advanced analytical technologies like artificial intelligence, the field seeks to deepen and expand financial theories.

Accounting

The field of Accounting is a discipline that studies the process of producing essential accounting information for smooth trading in capital markets and efficient corporate operations, as well as the use of this information in strategic decision-making. Within the field of accounting, the main subfields include financial accounting, managerial accounting, tax accounting, and auditing.

Financial accounting focuses on corporate accounting standards that must be followed to ensure the reliability of financial information and apply it to investment decisions. Managerial accounting supports strategic internal decision-making within companies by performing functions such as product cost calculation, providing performance evaluation information, and establishing budgets and plans. It covers both theory and practice for designing and operating cost systems, performance evaluation systems, and managerial compensation systems.

ODI

Operations Management (OM)

The operations field is an academic field that encompasses both theory and practice related to the design of new products and services, production and service delivery processes, procurement, logistics, and the entire supply chain. It focuses on cultivating professionals who can efficiently manage global supply chains and design sustainable operational strategies by effectively analyzing and utilizing data based on AI and data analytics capabilities.

To this end, the program offers a variety of advanced courses centered on the core subject of Operations Management, including in-depth courses on supply chain and logistics, service operations, operations and service innovation, as well as operations-specialized courses linked with AI applications and data analysis. The importance of the Operations field has become even more pronounced as global supply chain risks have grown. In the Course Theory and Practice of Global Manufacturing Enterprises, students learn about and discuss the strategic competitiveness companies must possess in today's rapidly changing global environment. Various analytics-focused courses also provide students with practical skills in data analysis and application.

Management Science (MS)

The field of Management Science analyzes and solves various problems that arise in business settings using mathematical, quantitative, and scientific methods. With the rapid advancement of technologies such as machine learning, artificial intelligence, and advanced statistical modeling, the role of management science has expanded beyond simply building models to include forecasting the future and developing optimized strategies in complex environments.

Traditionally, management science has focused on developing effective decision-making models through optimization, simulation, and statistical analysis. Based on this foundation, the program aims to cultivate talents equipped with sophisticated and practical problem-solving skills by integrating the latest technologies.

To this end, the undergraduate curriculum offers core courses such as Business Mathematics, Business Simulation, and Uncertainty and Optimal Decision-Making, enabling students to develop both quantitative analysis capabilities and practical decision-making skills.

Information Systems (IS)

The Management Information Systems field aims to cultivate professionals who can drive innovation in business and society through digital technologies and data-driven capabilities. It focuses on training students to lead digital transformation in industrial settings and to make data-driven decisions, while strengthening education in business analytics and AI.

To achieve this, the program offers 'Management Information System' as a required course and provides a variety of elective courses that bridge theory and practice, including 'Business Analytics Based on Generative AI', 'Machine Learning for Business Analytics', and 'Personalized Recommendation System'.

REE

RAMS

Curriculum

Bachelor of Business Administration

Business Administration Degree Programs

The Department of Business Administration at the School of Business offers an Advanced Major in Entrepreneurship and an Advanced Interdisciplinary Major in AI Business to provide creative and interdisciplinary education that meets the demands of the times.

Entrepreneurship Concentration Major

The Entrepreneurship Concentration Major has been offered since 2018 to provide students interested in entrepreneurship with a more systematic and practical education. Its goal is to help students develop an entrepreneurial mindset and grow into leaders who create new business value through hands-on startup education. Through courses that include participation in startup competitions and projects aimed at addressing social issues, students can learn the essential stages of launching a business and gain practical experience.

Open to Business Administration majors and double majors, the program allows students to anticipate the various challenges that may arise during the entrepreneurial process and develop the skills needed to overcome them. The College of Business Administration plans to further strengthen its support for students pursuing entrepreneurial ventures by fostering innovative thinking and problem-solving capabilities in response to the rapidly changing business environment.

Graduation Requirements

Eligibility	BBA first and second majors for students admitted since 2016
Requirements	**YVIP Curriculum** · Opportunity & Ideation · New Product Development & Technology Venture · Entrepreneurship & Social Venture · Innovation Management **Extracurricular Activities** · Participation in entrepreneurship competitions · At least one real-world social problem-solving course **Entrepreneurship Concentration Major** 60 credits Complete 48 major credits plus 12 additional credits

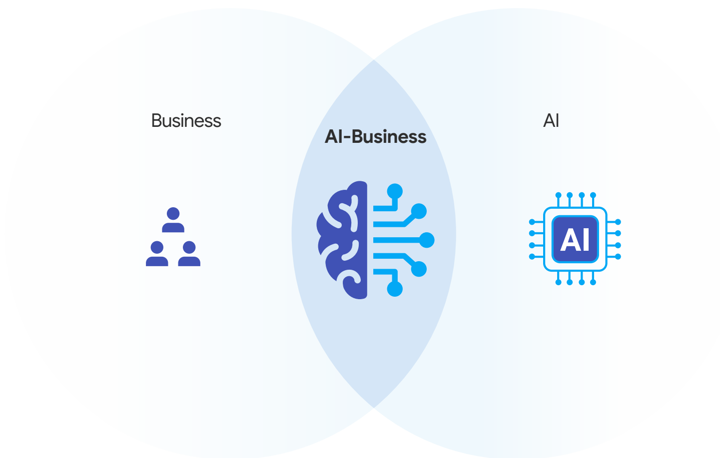
Freshmen Orientation Program

AI-Business Concentration Major

To cultivate professionals who can integrate artificial intelligence, a core technology of the Fourth Industrial Revolution, with Business, Yonsei School of Business operates the AI-Business Concentration Major in collaboration with the College of Computing. This intensive major aims to develop talent capable of understanding AI technologies and applying them to the planning, utilization, and evaluation of Business models. The Department of Business Administration has actively participated in this AI convergence program from its early stages and has contributed to nurturing interdisciplinary talent. By 2025, more than 100 students had been selected, and the curriculum integrating AI and Business administration had been operated in a stable manner.

The AI-Business Concentration Major combines core technical courses offered by the College of Computing, such as AI programming, algorithms, data science, and natural language processing, with project-based Business courses designed to solve management problems.

Through this curriculum, students learn broadly how AI technologies can be applied to business and develop practical and interdisciplinary competencies required in data-driven decision-making and digital transformation. Yonsei School of Business will continue to strengthen its educational competitiveness for the era of digital transformation.



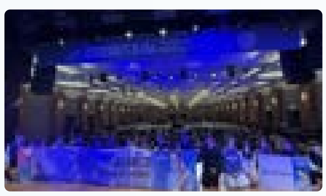
Graduation Requirements

Core AI Courses	· AI Programming · AI Algorithms · Introduction to AI and Applications · Introduction to Deep Learning and Applications · Introduction to Data Science	15 credits from five courses
Required Courses	· Introduction to Computing Research · Business Analytics Based on Generative AI · AI and Operations Analytics	3 credits from three courses

Yonsei University School of Business held the 2025 Freshmen Orientation Program for two nights and three days from February 18 to 20 at Splas Resom. The event was organized to help first-year students meet new classmates at the beginning of their university life and build a sense of belonging as members of Yonsei School of Business.

A total of 275 freshmen and 111 current students participated. Through a variety of programs led together with upperclassmen, the freshmen had the opportunity to deepen their expectations for university life and broaden exchanges with senior students.

During the program, class-based recreational activities, club performances, and cheering sessions were held. The class recreation programs helped students naturally get to know one another and build friendships, while the club performances and cheering activities energized the atmosphere and strengthened their sense of identity and solidarity as Yonseians.



Associate Dean for Faculty and Academic Affairs Jong Hwan Kim accompanied the students, providing guidance and helping ensure that all activities proceeded smoothly and safely.

The 2025 Freshmen Orientation Program was a meaningful opportunity for new students to take their first step into university life with confidence and to form bonds within their new community. Yonsei University School of Business will continue to support students so that they can successfully adapt to university life and grow through diverse experiences.

Startup Space IGLOO

In early 2020, Yonsei University School of Business expanded its startup space on the second floor of the Business Building, Room 209, and named the space Igloo and Igloo Lounge. The school provides this space free of charge to prospective entrepreneurs or startup teams that include at least one Yonsei University School of Business student, actively supporting startup incubation activities so that students can develop their business ideas and items into concrete ventures.

Startup Teams Selected for Igloo Residency in Fall 2025

Team	Startup Item
Studio Dasimulgyul Co., Ltd.	Development of a Replaceable-Head Toothbrush Made from Eco-Friendly Biomass-Based Advanced Materials
Retune AI	AI solutions combining voice actors and voice models for next-generation dubbing
Ajito	An integrated platform for idol fans and artists
FLAT Inc.	A social media-based platform for discovering fashion talent
Refilla	Development of the world's only marine-biodegradable certified bioplastic
Subguard	A SaaS quality-control solution for subtitle management in broadcasting and OTT production sites

Outstanding Startup Team: (FLAT Inc.)

FLAT Inc.'s Koot is a business social networking service for the fashion and beauty content industry. It connects brands and freelancers more efficiently.

The platform's key functions include image-based portfolios, comp cards, recruiting posts, and community boards. Its main users are fashion and beauty brand or production managers in B2B markets, as well as models, photographers, stylists, and other freelancers in B2C markets.

Through outbound marketing alone, Koot secured approximately 3,000 cumulative users and around 300 monthly active users. In the second half of 2025, it recorded a service conversion rate of 43.8% and a portfolio completion rate of 41.3%. In addition, the team achieved multiple accomplishments in 2025, including collaboration with the Seoul Metropolitan Government and the Senior Model Association, completion of the Y-Compass program with highest honors, and participation as a student representative in France's VivaTech Global Program.

HD Hyundai Talent Development MOU Program

Yonsei School of Business provides opportunities for company visits and recruitment-linked internships each semester through an MOU program with HD Hyundai for talent development. During the company visit, students tour HD Hyundai's headquarters, experience its corporate culture, meet alumni mentors, and receive practical advice on career paths. Students who pass the recruitment screening process may participate in an internship and later join HD Hyundai as employees.

HD Hyundai GRC Company Visit

On June 24, a company visit and career mentoring program was held at HD Hyundai Global R&D Center (GRC) in Pangyo, Gyeonggi-do. The program was organized for Yonsei University School of Business undergraduate students in their third year or above, selected on a first-come, first-served basis.

Participants departed from Yonsei University's main auditorium and visited HD Hyundai GRC. The program began with welcoming remarks by HD Hyundai executives and continued with an office tour, mentor introductions, ice-breaking sessions, group lunches and tea time, and a company tour.



The mentoring session that followed gave students the opportunity to hear about practical work experience and receive advice on career preparation. Students also received information about HD Hyundai's vision, welfare system, and recruitment-linked internship program.

Through this program, students were able to experience the workplace of a leading company firsthand and gain valuable career information by communicating with alumni mentors. The program received very high student satisfaction, scoring 4.95 out of 5.0, confirming that it was a highly useful program for students.

Yonsei University School of Business will continue to collaborate with HD Hyundai to provide students with a wide range of field experiences and networking opportunities.

Y-Startup Cohort 3

Student-Led Practical Startup Program

Y-Startup Cohort 3, jointly organized by YVIP and the student startup accelerator Ventures, was successfully operated for six weeks from January 10 to February 14, 2026. The program was held every Saturday from 1:00 p.m. to 4:00 p.m. at Yonsei University School of Business. Among 60 applicants, 32 undergraduate and graduate students were selected and participated in 12 teams.

The program recorded an overall satisfaction score of 8.71 out of 10. A total of 58.8% of participating teams responded that they intended to continue developing their teams and business ideas after the program, demonstrating the potential for actual startup creation.

In self-assessed learning outcomes, participants reported high scores in areas such as interest in entrepreneurship, understanding of problem definition and hypothesis design and validation, acquisition of practical experience, and improved problem-solving ability. Some teams also achieved early traction and market validation, including weekly active users of 360 to 397, securing around 100 users and beta testers, and generating actual pre-orders.


The participants came from a wide range of colleges, including the College of Commerce and Economics, School of Business, College of Engineering, Underwood International College, College of Computing, College of Social Sciences, College of Human Ecology, and College of Dentistry. This enabled interdisciplinary team formation.

Participant feedback highlighted lectures by current entrepreneurs, close mentoring by peer mentors, and the experience of building products during an overnight hackathon at Asan Nanum Foundation as key strengths of the program. One participant noted that the close support of the organizers and mentors helped push ideas into actual execution, and that creating and validating an MVP during the vacation period was highly motivating.

YVIP and Ventures plan to continue operating Y-Startup 4th Cohort, strengthen community activities, select teams for the early-stage startup acceleration Boost Program, and connect participants with follow-up YVIP programs based on the infrastructure of Yonsei University School of Business. The goal is to build a Yonsei startup ecosystem that goes beyond simple education and produces students who actually launch and grow startups.

Undergraduate

Academic Honors and Class MVP

Spring 2025

Highest Honors

Cedric Niklas Becker
Nayun Koo
Ohsoo Kwon
Woorim Kwon
Taeyoung Kwon
Kyeongeun Kim
Nayoung Kim
Nahyung Kim
Dongyub Kim
Donghyun Kim
Minjae Kim
Sungyoon Kim
Soyun Kim
Sooyun Kim
Sujin Kim
Sion Kim
Yoonhee Kim
Hanbi Kim
Donghyun Nam
Yujin Noh
Hyejoon Moon
Gaeun Park
Gyunam Park
Minju Park
Sungjae Park
Yerin Park
Joohyung Park
Jimin Park
Jinhyoung Paek
Sunhee Shin
Yubin Shin
Jungin Shin
Joonseo Yang
Joonseo Yang
Jaemin Yuhm
Chihyun Won
Ahri Yoo
Doyoung Yoon
Joonsang Yoon
Sungjin Lee
Sejung Lee
Yoonsung Lee
Jingyu Lee
Chaemin Lee
Hyunseo Lee
Kunyoung Lim
Seoyoung Jang
Jinhyung Jang
Wonjae Juhn
Dahee Jung
Yoonjin Jung
She-eun Cho
Yejin Cho
Shehwan Joo
Hyunwoo Ji
Bukun Choi
Seungrim Choi
Hanbyeol Choi
Junghun Han
Suah Ham
Yewon Hwang

Honors

Arman Auken
DACHUAN LI
MEAR Charlotte Magatte
Minjoo Kim
Woojin Kim
Changhyun Kim
Hojun Lee

Excellence

NGUYEN HONG BAO THOA
Joonseo Kah
Jihyo Kang
Minjung Koh
Yebin Koh
Minchan Kwaw
Sunghoon Koo
Seungchan Koo
Jiyoon Koo
Hyukmin Kwon
Kyeongmin Kim
Minseo Kim
Minseok Kim
Minjae Kim
Sangwoo Kim
Sowon Kim
Soobin Kim
Shiwon Kim
Jae-ih Kim
Joonyoung Kim
Taewoo Kim
Taehyun Kim
Hyewon Kim
Hyorin Kim
Yejin Nah
Seunghoon Nam
Miri Noh
Soomin Moh
Jiwoo Moon
Jihyun Min
Seohyun Park
Sungwoo Park
Sungho Park
Soyeon Park
Joon Park
Jiyoung Park
Hyemin Park
Sehan Bang
Joonhyuk Seo
Jiyoung Ahn
Huiwon Ahn
Kawon Uhm
Eunji Oh
Jiwon Oh
Seoyeon Yoon
Soyoung Yoon
Yejun Yoon
Junha Yoon
Huijae Yoon
Dongyoon Lee
Minhyung Lee
Seoyoon Lee
Soyeon Lee
Ahjung Lee
Yerim Lee
Yechan Lee
Woojin Lee
Jungyoon Lee
Hana Lee
Hyunjong Lee
Hyojung Lee
Kangyeul Lim
Hyunji Lim
Seo-eun Jang
Sehoon Jang
Sojung Jang
Heeseung Jang
Siwoo Juhn
Sangwok Jung
Seo-eun Jung
Yoon Jung
Joonhyuk Jung
Hayoon Jung
Minyoung Cho
Yoonseo Cho
Sooyoung Cha
Soo-oh Choi
Ihn-seo Choi
Jiyoung Han
Chaehee Han
Jibum Hyun
Badah Hong
Bohah Hong
Sungjin Hong
Jiwon Hong
Joonwoo Hwang
Jimin Hwang

Class MVP

Taeyoung Kwon
Minjae Kim
Yerin Kim
Eunsoo Kim
Jinhyeon Kim
Hyungbin Kim
Yejin Nah
Jisoo Min
Sungwoo Park
Sejoon Park
Chankyung Park
Joonhyun Bae
Jihoo Shim
Doyoung Yoon
Kun-il Lee
Nojin Lee
Bomin Lee
Sungjin Lee
Seunghee Lee
Yoonsung Lee
Jinhyung Jang
Minseo Juhn
Dahee Jung
Yoonho Jung
Minyoung Cho
Ah-hyeon Cho
Hajung Cho
Sangyoon Choi

Award Criteria

Highest Honors Students with a GPA of 4.0 or above on a 4.3 scale, and within the top 1% by year and college **Honors** Students with a GPA of 3.75 or above on a 4.3 scale, and within the top 3% by year and college Excellence Students with a GPA of 3.75 or above on a 4.3 scale, and within the top 10% by year and college **Class MVP** Students recommended by full-time faculty members of Yonsei University School of Business for achieving outstanding performance in class. This applies to Business Administration students, including double majors.

Fall 2025

Highest Honors

Jisoo Kang
Hyewon Koh
Nayeon Koo
Jiyoon Koo
Soonha Kwon
Ohsoo Kwon
Taeyoung Kwon
Hyukmin Kwon
Kunhee Kim
Dongwook Kim
Minha Kim
Sangwoo Kim
Seojin Kim
Sujin Kim
Sion Kim
Wankyoo Kim
Wooyeol Kim
Yoonseo Kim
Yoonhee Kim
Joohyun Kim
Taewoo Kim
Taeyoon Kim
Yoojin Noh
Sebin Ryoo
Sungjae Park
Sehoon Park
Youngjae Park
Youngjoon Park
Joon Park
Hyunjoon Sohn
Il Song
Jiwoon Song
Yunjin Shin
Seungyoon Woo
Seungjoo Yoo
Namhun Lee
Dabin Lee
Dasol Lee
Dasol Lee
Sangwon Lee
Seoyeon Lee
Seowoo Lee
Seowon Lee
Seoyoon Lee
Songkyum Lee
Ahjung Lee
Ye-eun Lee
Yechan Lee
Jeongmin Lee
Jongkyoo Lee
Joonhyub Lee
Hyunseo Lee
Hodong Lee
Kyujeong Lim
Dan-ah Lim
Sarang Lim
Jinhyeong Jang
Yuna Jung
Yoonjin Jung
Jaemin Jung
Ye-in Cho
Yehyun Cho
Hyunwoo Ji
Bukun Choi
Youngwoo Choi
Joonwoo Choi
Ahreum Heo
Eunsoo Heo
Jibum Hyun
Ahreum Hong

Jiwoo Hwang

Honors

Ye-in Kim
Eunhoo Kim
Jaehyun Kim
Yoojung Nah
Joowon Park
Seunghyeon Shin
Sukyoung Yuhm
Seunghoon Lee
Hojun Lee

Excellence

Jake Anthony Ronaldson
Hyunmo Kang
Yebin Koh
Seungchang Koo
Minsoo Kwon
Ah-hyeon Kwon
Taeyoon Ki
Kyeung-eun Kim
Damin Kim
Dongyoub Kim
Mijin Kim
Minjeong Kim
Minji Kim
Seoyoung Kim
Soyeon Kim
Soohyun Kim
Yeonwoo Kim
Yongmin Kim
Jinseok Kim
Hyewon Kim
Hyokyeong Kim
Hyojeong Kim
Yejin Nah
Donghyeon Nam
Yerin Nam
Miri Noh
Yoonjeong Noh
Jaebin Ryoo
Hyeong-ohn Mah
Seongyeol Moon
Seongwoo Park
Seongho Park
Soojin Park
Jungjae Park
Jaeha Park
Jonghyeok Park
Joonseo Park
Chanhyeong Park
Chaewoo Park
Ga-eun Seo
Seung-eun Sung
Jeongho Soh
Seoyoon Shin
Ye-kyoh Shin
Woohyun Shin
Soomin Shim
Minwook Uhm
Jaemin Yuhm
Hyejeong Yoon
Dayae Lee
Doyoub Lee
Dongyoon Lee
Seongjin Lee
She-eun Lee
Yewon Lee
Yoorahn Lee
Yoohyeon Lee
Jaekyeong Lee
Hayoon Lee
Hahoon Lee
Hyerin Lim
Heewook Lim
Heesun Jang
Hee-seung Jang
Dahee Jung
Hyojeoung Jung
Hyerim Cho
Seongjoon Joo
Shihwan Joo
Yerang Ji
In-seo Choi
Youngseon Tahk
Seonwoo Han
Jiyoung Han
Wooseok Hong
Yoonsoo Hwang

Class MVP

Cedric Niklas Becker
CHOI, CATHERINE MINSUH
OSADCHEV, Gleb
Hyeon Koh
Donghyeon Kwon
Bokyoung Kwon
Taeyoung Kwon
Daesung Kim
Sangjoon Kim
Sejoon Kim
Sion Kim
Wankyoo Kim
Janghyeon Kim
Jae-ih Kim
Jihyeon Kim
Taeyoon Kim
Tae-eun Kim
Joonsang Noh
Hyejin Noh
Minjoo Park
Joowon Park
Byeongchan Seo
Jimin Seo
Hyemin Song
Chaehyeon Shin
Yerin Shim
Joonhyeok Oh
Dohyeon Yoo
Jaehoon Yoo
Sangwon Lee
Seohyeon Lee
Yoonji Lee
Choongman Lee
Taekyeong Lee
Hakyoung Lee
Haseung Lee
Hyeunseo Lee
Sarang Lee
Jihyeon Junh
Minyoung Cho
Seongwoo Cho
Hyunwoo Ji
Euihyun Han
Chaehyeon Hong

Students Excluded from Recognition

①Registered for fewer than 15 credits during the semester ②Took S/U-graded courses that are not counted toward the minimum ③Exceeded the regular semester limit ④Received an NP grade during the semester ⑤Withdrew from any course during the semester

Career Information Session for Successful CPA Exam Candidates

Yonsei University School of Business held the 2025 Career Information Session for CPA Exam Passers at Choi Young Hall, Baekyangro Lounge, at 6:30 p.m. on Monday, September 29. A total of 65 students who passed the CPA exam that year attended the event. The session was a meaningful occasion to celebrate their success and explore future career paths.

CPA(Certified Public Accountant) Exam

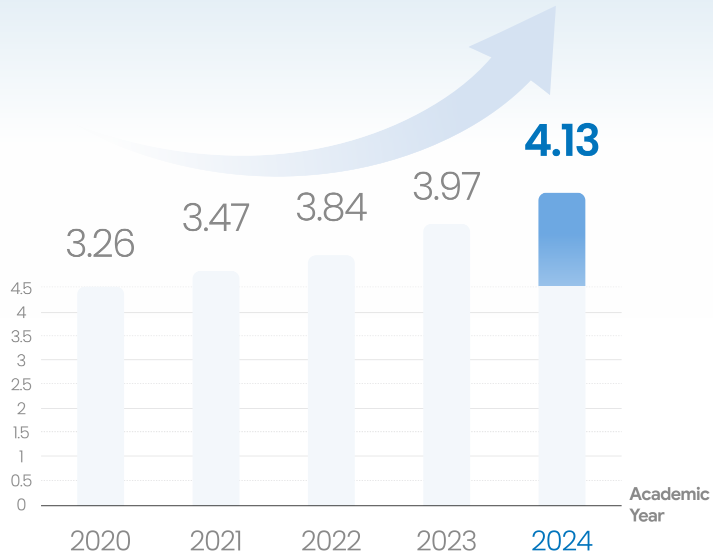
The CPA, or Certified Public Accountant, is a representative professional qualification examination that comprehensively evaluates accounting expertise in areas such as accounting, finance, taxation, auditing, business strategy, and ethics.

Although systems and procedures vary by country, the CPA is generally recognized as a qualification that verifies financial analysis skills and understanding of corporate management based on professional education and practical experience. It is widely regarded as a credential with strong professional and international credibility in accounting, finance, consulting, and corporate management.

The event began with opening remarks by Dean Daesik Hur. It was followed by an introduction of accounting faculty members and a lecture on career paths as certified public accountants. Partner Han Seok Kim delivered a lecture focusing on career development and professional expertise in accounting firms, while Professor Daehee Yoon emphasized CPA career planning based on academic foundations and the role of CPAs in global markets.

A Q&A session allowed successful candidates to communicate directly with senior professionals and faculty members and receive practical advice. During the dinner, the candidates freely exchanged views with faculty members and shared their visions for future careers.

This session went beyond simply celebrating exam success. It served as a meaningful opportunity to help successful candidates grow into professionals with expertise and ethical awareness as CPAs.



Overall Satisfaction	Department Satisfaction
4.13	4.04

Satisfaction by Dimension

Curriculum Management	4.06	General Education Curriculum	4.06	Educational Environment and Student Support	4.15
Employment and Entrepreneurship Support Services	4.01	University Image	4.31	Overall Satisfaction with the University	4.10
Major Curriculum	4.20	Faculty-Student Relations	3.83	Activities and Participation	3.84
Administrative Services	4.07	Overall Department Satisfaction	4.27	*Respondents 237	

[N=3,499 / Unit: Point(5points)]

Overall Satisfaction of Business Administration Students

Educational Satisfaction Survey

Five Consecutive Years of Rising Satisfaction as of Academic Year 2024

According to Yonsei University's annual Educational Consumer Satisfaction Survey, satisfaction among enrolled students in the Department of Business Administration exceeded the university-wide average and received positive evaluations in 2024.

The survey analyzes satisfaction levels among educational consumers across multiple areas and identifies areas for improvement in university education. The results are used as basic data for improving the quality of education and administrative services, addressing dissatisfaction factors, and strengthening university competitiveness.

In the 2024 survey, satisfaction scores for Yonsei University School of Business students rose compared to the previous year across all major survey categories. In particular, the major curriculum category recorded the highest satisfaction score at 4.2. The administrative services category showed the largest increase compared to 2023.

The overall satisfaction score for the Department of Business Administration was 4.04, ranking seventh among Yonsei University's 19 colleges. In the categories of major curriculum and overall department satisfaction, the department ranked third, showing strong performance.

The analysis found that curriculum quality, graduate school and employment support, and administrative services were relative strengths. Teaching methods and evaluation also showed high satisfaction, and no top-priority improvement items were identified.

However, relatively lower satisfaction was recorded in areas such as participation in departmental activities, willingness to contribute to departmental development, and faculty interest in advising. This appears to reflect the structural characteristics of Yonsei School of Business, which operates as a large single-college, single-department system, making it relatively more difficult to form close relationships among students and between faculty and students.

Based on these results, Yonsei University School of Business plans to further improve educational satisfaction by encouraging student participation in activities and increasing faculty engagement in academic, career, and campus-life advising.

Career Development Center

Global MBA

Career Development Program

Spring 2025

During the Spring 2025 semester, the Graduate School of Business operated a Career Development Program for Global MBA students. The program was organized in collaboration with Manpower Korea, a global human resources company, to provide practical guidance for strengthening the employment capabilities of GMBA students.

The program consisted of four sessions for international students seeking employment in Korea and for students interested in career development.

Date	Program
Apr 11	Orientation and understanding the Korean job market for international students
May 2	Resume and cover letter preparation
May 16	Employment visas, Korean corporate culture, and networking
May 20	Mock interview practice and feedback

The first session, the orientation program, was held on April 11. GMBA students who participated found the program highly valuable, especially because it was prepared by the school to support the career development of international students. Many students expressed strong interest in the fourth session, the mock interview practice and feedback, noting that it would provide valuable experience in interview situations that are otherwise difficult to encounter.

Discussion on Collaborative Career Course for International Students

Manpower Korea

To strengthen career development education for students in the Global MBA program, Yonsei University Graduate School of Business has partnered with Manpower Korea Inc., a global workforce solutions company, to jointly operate a course for international students.

The consultation held on August 28 was attended by Daesik Hur, Dean of Yonsei University Graduate School of Business; Jooyoung Kwak, Associate Dean; and Seung Hwan Jung, Program Director of the Global MBA, as well as Okjin Kim, CEO of Manpower Korea Inc.; Donghyun Yoon, Executive Vice President; and Byungho Jeon, Senior Vice President. The participants discussed specific measures for cooperation.

Based on the achievements of the GMBA extracurricular career development program, which was operated on a pilot basis during the first semester of 2025, the collaboration was expanded into a regular course in the second semester.

In particular, by connecting with companies operated by Yonsei School of Business alumni and providing international students in the Global MBA program with professional and systematic career management opportunities, the initiative actively supported their employment and career exploration in Korea.

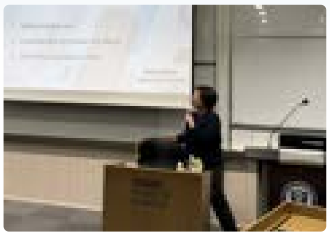
Yonsei University Graduate School of Business and Manpower Korea Inc. stated, “As international students’ demand for and interest in employment in Korea continue to grow, we will continue our collaboration to create mutually beneficial opportunities for both international students and companies.”

Internship Field Training: Interview with Marisa Kropp

Global MBA student Marisa Kropp from Germany completed a summer internship at Manpower Korea. Through the internship, she gained hands-on experience in Korean corporate culture and practical work, taking a step closer to her future career.

Newly Established Career Development Courses

Fall 2025




Beginning in the Fall 2025 semester, the Graduate School of Business newly established the course Global MBA Career Development. The course was offered to 50 Global MBA students, with four professional consultants from Manpower Korea participating as instructors.

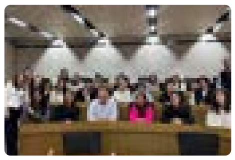
The course consisted of eight sessions covering topics such as understanding the Korean job market, global resume writing, LinkedIn branding, interview strategies, and the domestic recruiting ecosystem. It also included company visits and individual career plan presentations, helping students prepare effectively for both domestic and international career opportunities.

Hyundai Engineering & Construction Special Recruitment Session

March 6

Introduction to Hyundai Engineering & Construction's hiring process and opportunities.

Career Development Special Lecture

April 2

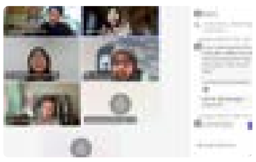
Special lecture by Bernard Shim, Global Product Manager at Caterpillar, a global construction equipment manufacturer.

Global Talent Fair

May 19–20

Opportunities for international students residing in Korea to explore a variety of job openings.

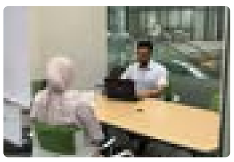
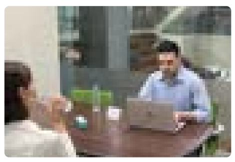
Online Lecture on LinkedIn Strategy



May 30

Online special lecture by Director Won Ji Kim from LinkedIn Talent & Learning Solutions.

Mock Interviews

June 20

Practical mock interview sessions with professional interviewers at HR manager level or above.

Company Visit

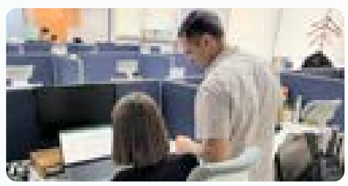
November 14

Visit to GC Biopharma affiliate Innobio

As a Business Development and Marketing Associate in Manpower Korea's Search & Consulting division, Marisa focused on identifying companies in Korea that use German and researching how Manpower could contribute to their recruitment needs. She led business development activities through customized outreach using LinkedIn and email, as well as cold calls to potential clients.

Her marketing work centered on creating LinkedIn content. She planned posts for the company account while also sharing her experience as an international intern through a personal series titled Intern Diaries. This functioned as a storytelling campaign that strengthened both Manpower's brand and her own personal branding.

Marisa shared that she had many concerns when she first joined because she was a foreigner and was not fluent in Korean. However, smooth communication with her foreign supervisor greatly helped her initial adaptation, and she also actively communicated with Korean colleagues to overcome

cultural differences.

To junior students, she advised, "The process of finding an internship is not easy, but never give up." She also recommended learning basic Korean expressions, business manners, and dress codes in advance. She added, "You do not have to be perfect. Most Korean employees have realistic expectations for foreign interns and are kind and helpful."

Finally, Marisa expressed gratitude for the career support program of Yonsei School of Business and Graduate School of Business, which provided her with practical field experience. She hoped that the program would continue so that more students could gain similar opportunities.

Yonsei Venture, Innovation, and Startup Program

YVIP

Yonsei University School of Business resumed the Yonsei Venture, Innovation, and Startup Program (YVIP), jointly operated with Amorepacific Group, after a period of suspension, and began pursuing a new strategic direction centered on artificial intelligence. At the steering committee meeting held on July 22, plans were shared to restart the YVIP program after its suspension since 2021 and to pursue projects focused on education, research, and networking in line with the latest technology trends. Six members attended the meeting, including Dean Daesik Hur, Steering Committee Chair Moo Won Rhee, Associate Dean for Faculty and Academic Affairs Seung Jae Park, and Amorepacific CVC Team Leader Tae Hyung Kim, to discuss strategic directions.

Yonsei Venture, Innovation, and Startup Program

AI-Based Research and Educational Reform

YVIP's core strategy consists of five areas: Research, Education, Networking, Practice, and Incubation. In particular, the program plans to promote practical AI-based research in each academic area and strengthen course development and faculty training on the convergence of AI and business. The need for curriculum reform tailored to students was also discussed, together with an analysis of the outcomes of the existing Entrepreneurship Concentration Major and AI Business Convergence Intensive Major. On the education side, discussions included the revival of the S2U program, expanded use of generative AI tools in classes, and stronger practice-based links between students and faculty. Faculty training for practice-oriented education and benchmarking of leading overseas cases, including Wharton and Stanford, were also reviewed.

Global Networking and External Collaboration

On December 8, the 4th YVIP Global Conference was held under the theme AI & The Future of Business. World-renowned scholars from Stanford, Michigan, Virginia, and Columbia participated and shared diverse perspectives on the AI era.
The conference marked the full-scale revival of YVIP's global network.
In addition, a series of programs such as alumni-centered Global CEO Talks and YVIP Colloquiums were held. Speakers included Chairman Sang Heon Kim of DN Group and CEOs from Scatter Lab and Wrtn Technologies, providing opportunities for YSB students to exchange ideas and grow as next-generation leaders who will shape the AI era.
Yonsei University School of Business plans to continue strengthening its global network and expanding external cooperation through various YVIP programs.

Realizing Practical Business Education Through AI

The YVIP Steering Committee stated that "YVIP is a platform that can bring practical change to business education," adding that Yonsei University School of Business will take the initiative in setting directions aligned with the AI era and do its utmost to ensure that students receive education connected to the field.
The restart of YVIP reflects Yonsei University School of Business's commitment to leading future industries based on creativity and innovation.

6th YVIP Global CEO Talk Lecture

The Path of Manufacturing Built Through Challenge

Sang Heon Kim, Chairman of DN Group

Yonsei University School of Business invited Chairman Sang Heon Kim of DN Group to deliver the 6th YVIP Global CEO Talk at Yongjae Hall on November 18. Chairman Kim gave a lecture titled The Journey of Manufacturing Innovation.
The lecture was part of YVIP, Yonsei University School of Business's startup and innovation knowledge platform sponsored by Amorepacific. Since 2017, the YVIP Global CEO Talk has invited innovative leaders from around the world to share the values of entrepreneurship and leadership with students.
The program aims to inspire students aspiring to become future entrepreneurs and help them broaden their perspectives by indirectly experiencing global leaders' responses to changing times. Previous speakers have included Amorepacific Group Chairman Suh Kyung Bae, JoongAng Holdings Chairman Hong Seok Hyun, Elsevier Chairman Youngsuk Chi, Nokia Chairman Risto Siilasmaa, and Dyson founder Sir James Dyson.

21st **YVIP Colloquium**

The Future of Beauty Innovation Opened by AI

Hyo Jung Joo, Executive Director, Amorepacific

At the 21st YVIP Colloquium held on September 24 at Yongjae Hall, Hyo Jung Joo, Head of the Digital Strategy Division at Amorepacific and CEO of its subsidiary Pacific Tech, delivered a lecture as the invited speaker.

The colloquium, part of the YVIP program sponsored by Amorepacific since 2017, provides students with insights into the latest innovation trends in industry and expands their entrepreneurial and innovative thinking.

The 21st YVIP Colloquium offered students the opportunity to see firsthand how Amorepacific, a leading K-beauty company, is using AI to reimagine the future.

Joo's lecture went beyond a simple introduction to technology, offering deep insight into how AI is transforming people's beauty experiences and corporate operations. The lecture received strong responses from attendees.

22nd **YVIP Colloquium**

Future of Generative AI in the Era of AI Transformation

Se Young Lee, Founder & CEO, Wrtn Technologies

On October 29, Yonsei University School of Business held the 22nd YVIP Colloquium at Yongjae Hall under the theme The Era of AX: Finding the Path to Successful AI Transformation. The event invited Se Young Lee, Founder and CEO of Wrtn Technologies, a leading Korean generative AI company, to discuss the impact of AI technologies on companies and society and the future direction of change.

Questions were also raised about the startup process. Asked how a non-technical founder could develop an AI-based service, Lee explained that the company initially built the product with a developer who joined without pay. He emphasized that internalizing technology, rather than relying on outsourcing, is a key driver of long-term competitiveness.

Lee added that anyone can use AI tools to perform high-level work and that even non-technical founders can launch technology startups if they are supported by raw talent and strong execution. He concluded by expressing his ambition to make Wrtn's products the first AI solutions that many companies encounter.

23rd **YVIP Colloquium**

A New Entertainment Paradigm Created by AI

Jong Yoon Kim, CEO, Scatter Lab

On November 19, Yonsei University School of Business held the 23rd YVIP Colloquium at Yongjae Hall. Jong Yoon Kim, co-founder and CEO of Scatter Lab, which developed the AI-based interactive entertainment service Zeta, was invited to speak under the theme The Future of AI Entertainment as Seen Through Zeta.

Kim emphasized that Zeta is not merely an AI chat service, but "a new form of entertainment in which users and creators build narratives together." He explained that users' imagination and creativity function as core elements of gameplay and content experience, and that AI technology is opening an era of hyper-personalized content platforms where users create their own narratives beyond the traditional model of consuming finished texts.

By presenting real user log examples and explaining the differences between general users and super users, Kim showed how interaction with AI is transforming content from an era of "reading stories" to an era of "creating stories together." He also noted that Zeta is expected to have educational effects, such as improving users' imaginative abilities, activating play, and strengthening individual creativity.

Kim predicted that AI will significantly lower the barriers to content creation and build an ecosystem that respects more diverse and niche preferences. He added that the entertainment industry is moving beyond the first generation centered on broadcasting and OTT platforms toward a third-generation, AI-based hyper-personalized platform model.

Inbound

471	43	255	173
Total	School of Business	International	International

Outbound

103	13	1	89
Total	School of Business	International	International

Exchange·Visiting | **Undergraduate**

- 01 Netherlands IN 33 OUT 7
- 02 Norway IN 1
- 03 Portugal IN 1
- 04 Denmark IN 5 OUT 1
- 05 Germany IN 23 OUT 8
- 06 Belgium IN 3 OUT 1
- 07 Sweden IN 10 OUT 1
- 08 Switzerland IN 14 OUT 1
- 09 Spain IN 6 OUT 1
- 10 Georgia IN 2
- 11 Ireland IN 4
- 12 United Kingdom IN 6 OUT 11
- 13 Austria IN 7 OUT 3
- 14 Italy IN 4
- 15 France IN 25 OUT 4
- 16 Finland IN 1 OUT 1
- 17 Poland IN 1 OUT 1
- 18 Taiwan IN 9
- 19 Vietnam IN 6
- 21 Malaysia IN 1
- 22 Singapore IN 7 OUT 2
- 23 Australia IN 9 OUT 2
- 24 New Zealand IN 1
- 26 Japan IN 2 OUT 4
- 27 China IN 1
- 28 Hong Kong IN 7
- 29 United States IN 247 OUT 53
- 30 Canada IN 25 OUT 3
- 31 Chile IN 2
- 32 Mexico IN 6

Exchange·Visiting | **MBA**

- 04 Denmark IN 1
- 05 Germany IN 23 OUT 8
- 07 Sweden IN 2 OUT 1
- 09 Spain IN 2 OUT 1
- 14 Italy IN 1
- 15 France IN 6 OUT 3
- 16 Finland IN 1
- 25 India IN 6
- 26 Japan OUT 2
- 27 China OUT 1
- 29 United States OUT 2
- 31 Canada OUT 2
- 32 Mexico IN 1

EDHEC Global Manager Certificate Program

15 France
EDHEC Business School
Period Mar 4 ~ Jun 23, 2025
Students 30

GLOBAL EXCHANGE **PROGRAM**

Partner Universities | **Undergraduate**

01 Netherlands
Nyenrode Business University IN

03 Portugal
Nova School of Business & Economics IN

18 Taiwan
National Taiwan University IN
National Chengchi University IN

04 Denmark
Copenhagen Business School IN

05 Germany
University of Münster IN OUT
University of Mannheim IN OUT
WHU - Otto Beisheim School of Management IN

07 Sweden
Jonkoping International Business School IN

08 Switzerland
University of St. Gallen IN

09 Spain
ESADE School of Business IN OUT
University of Navarra IN

15 France
ESSEC Business School IN OUT
Audencia IN
IESEG School of Management
Lille Catholic University IN
Dauphine University IN

16 Finland
Aalto University IN

19 Vietnam
Vietnam National University, Hanoi IN

22 Singapore
National University of Singapore IN OUT

26 Japan
Doshisha University IN

29 United States
University of South Carolina IN OUT
University of Washington IN OUT

30 Canada
University of British Columbia IN OUT
HEC Montréal IN OUT
Queen's University IN
University of Victoria IN
University of Ottawa IN

31 Chile
University of Chile IN

Partner Universities | **MBA**

04 Denmark
Copenhagen Business School IN

05 Germany
Eberhard-Karls-Universität Tübingen IN
Georg-August-University Göttingen IN
University of Münster IN

07 Sweden
University of Gothenburg
(School of Business, Economics and Law) IN

08 Switzerland
University of Zurich IN

09 Spain
Esade Business School OUT

14 Italy
Politecnico di Milano (Polimi) IN

15 France
ESSEC Business School IN OUT
ESCP Business School IN OUT
IESEG School of Management IN OUT

16 Finland
Aalto University IN

25 India
Indian School of Business IN

26 Japan
Waseda Business School (WBS) OUT

27 China
CKGSB (Cheung Kong
Graduate School of Business) IN
China Europe International Business School
(CEIBS) OUT

29 United States
Duke University, Fuqua School of Business OUT

30 Canada
University of British Columbia,
Sauder School of Business OUT

32 Mexico
IPADE Business School IN

GLOBAL STUDY PROGRAM

GSP

The Graduate School of Business operates the Global Study Program (GSP) to help MBA students deepen their understanding of the global business environment and develop the strategic leadership required in Asia and on the international stage.
Based on collaborative networks with globally renowned universities, the program continuously provides MBA students with world-class, field-based learning opportunities.

University of Zurich

ESADE Business School

University of California, Irvine

University of Washington, Foster School of Business

HES-SO

University of California, San Diego

7

Chulalongkorn University

8

National University of Singapore

9

University of New South Wales

Summer 2025

1 **University of Zurich**
Jul 2 ~ 4, 2025 | Executive MBA | 53 students

2 **ESADE Business School**
Jul 14 ~ 16, 2025 | Advanced MBA | 35 students

3 **University of California, Irvine**
Jul 11 ~ 24, 2025 | Global Business Innovation MBA | 16 students

4 **University of California, San Diego**
Jul 23 ~ 25, 2025 | Executive MBA | 28 students

5 **University of Washington, Foster School of Business**
Jul 29 ~ 31, 2025 | Corporate · Finance MBA | 50 students

6 **HES-SO**
Aug 13 ~ 15, 2025 | C · F · G · A MBA | 23 students

Winter 2026

7 **Chulalongkorn University**
Jan 2 ~ 4, 2026 | Corporate · Global · Advanced MBA | 37 students

8 **National University of Singapore**
Jan 7 ~ 9, 2026 | Executive MBA | 44 students

9 **University of New South Wales**
Jan 27 ~ 29, 2026 | Corporate · Global MBA | 23 students

Third Consecutive Five-Year EQUIS Re-accreditation

Yonsei University School of Business obtained its third consecutive five-year reaccreditation from EQUIS, or the EFMD Quality Improvement System, granted by the European Foundation for Management Development.

This reaccreditation follows the school's initial EQUIS accreditation in 2012, the first of its kind in Korea, and subsequent reaccreditations in 2015 and 2020. It is a major achievement that once again demonstrates Yonsei University School of Business's outstanding educational quality and international standing.

EQUIS is a globally recognized accreditation system that rigorously evaluates ten categories, including educational vision, strategy and governance, faculty, educational facilities, internationalization, and student capabilities. Along with AACSB in the United States and AMBA in the United Kingdom, EQUIS is one of the three major global business school accreditations. Only 228 schools worldwide currently hold EQUIS accreditation. Major accredited institutions include Oxford University, Peking University, and the National University of Singapore.

EQUIS(EFMD Quality Improvement System)

EQUIS, operated by the European Foundation for Management Development, is a global business school accreditation system that comprehensively evaluates university operations, including education, research, internationalization, industry collaboration, and ethical management. It is granted only to outstanding business education institutions that meet rigorous international standards and is regarded as a leading international accreditation that recognizes global competitiveness and educational quality.

Yonsei University School of Business submitted its accreditation application in early 2024 and prepared review documents at the end of the year. It then underwent a three-day on-site review in April 2025. The review team consisted of four global business education experts, led by Professor Michael Frenkel of WHU – Otto Beisheim School of Management. Other members included Professor Finbarr Murphy of the University of Limerick, Professor Jun Yu of the University of Macau, and CEO James Lockhart of Lockhart Executive Development Limited.

The review team conducted in-depth interviews with university leadership, faculty leaders, full-time faculty members, staff, students, alumni, and corporate stakeholders across 14 sessions, thoroughly examining the school's operations and achievements. Following this process, Yonsei School of Business received confirmation of its third five-year EQUIS reaccreditation from the EQUIS Accreditation Board on June 26, 2025, Korea time.

Through this achievement, Yonsei University School of Business has solidified its status as Korea's only "Triple Crown" business school holding all three major international accreditations—AACSB, EQUIS, and AMBA—and has once again proven itself as a world-class business education institution.

4th YVIP Global Conference

Celebrating the 110th Anniversary of Yonsei School of Business

110 1915 2025 Yonsei School of Business

AI & The Future of Business

In celebration of the 110th anniversary of Yonsei University School of Business, the school held the 4th YVIP Global Conference on Monday, December 8, 2025, at Yongjae Hall under the theme AI & The Future of Business. The conference brought together world-renowned scholars in management, marketing, and information systems to discuss the business paradigm shifts that AI will bring.

The event began with welcoming remarks and opening addresses by President Dong Sup Yoon, Dean Daesik Hur, YVIP Steering Committee Chair Moo Won Rhee, and Conference Chair Daehee Yoon.

President Dong Sup Yoon emphasized the major turning point that AI will bring to industry and society, stating that “in the AI era, companies must prepare frameworks for how to adapt and how to create new value.”


Professor Kathleen Eisenhardt
Stanford University


Professor Suprateek Sarker
Virginia University


Professor Gita Johar
Columbia University


Professor Michael Jensen
Michigan University

Dean Daesik Hur highlighted the academic significance of the conference in the context of YSB’s 110-year history, noting that “AI is at the center of a transformation that is redefining every academic field in business.”

Following the keynote lectures, a panel discussion was held under the theme Questioning the Future of AI and Business. The panel featured four speakers: Kathleen Eisenhardt of Stanford University, Suprateek Sarker of the University of Virginia, Gita Johar of Columbia University, and Michael Jensen of the University of Michigan.

The discussion addressed topics including organizational strategies for adopting AI, AI ethics and accountability, challenges in applying AI across industries, and the role of education and research.

The conference concluded with closing remarks emphasizing once again the role of business scholarship in the AI era and affirming YSB’s commitment to leading the AI transformation as a global leader in research and education.

Yonsei University School of Business plans to continue strengthening AI-based business research and industry collaboration and to grow into a knowledge platform that leads the future business ecosystem.

Global News

Visit from The University of Manchester

On June 3, Dr. Alan Wu, Executive Director of Asia Programmes at Alliance Manchester Business School, visited Yonsei University School of Business and held a meeting. The visit served as an important opportunity to strengthen international cooperation between the two schools.

Alliance Manchester Business School holds the three major international accreditations—AACSB, EQUIS, and AMBA—and offers degree programs across a wide range of business fields, including business administration, marketing, strategy, and human resource management. It is highly regarded globally.

Through this meeting, the two schools plan to strengthen cooperation in global business education and research and expand international opportunities for students.

Visit from Saga University

On Monday, September 22, a delegation from the Faculty of Economics at Saga University in Japan visited Yonsei University School of Business. The visit was arranged by Professor Soonhong Min, Deputy Director of the Global ESG and Business Ethics Research Center at the Yonsei Business Research Institute.

From Saga University, Professor Hiroshi Haneishi, Professor Ryunosuke Sonoda, and Professor Chen Kyunghyun Min attended. In the morning, they met at the BMW Conference Room with Dean Daesik Hur, Associate Dean for Planning and International Affairs Daegon Cho, and Professor Soonhong Min. Dean Hur gave a brief introduction to YSB, followed by a Q&A session.

Later, with guidance from the university's student ambassadors "Inyeon" under the Office of Communications and Associate Dean Daegon Cho, the delegation toured the campus and the Business Building, gaining a strong impression of Yonsei University's scale and advanced facilities. At lunch, faculty members from Yonsei Business and Professor Seung Wan Kang of Gachon University joined the delegation for further exchange and discussion.

In the afternoon, the visit concluded with a meeting organized by the Yonsei Business Research Institute's Global ESG and Business Ethics Research Center and a meeting with the Vice President for Academic Affairs. The visit provided a meaningful opportunity to explore possibilities for academic and international exchange between the two universities.

Visit from Tsinghua PBCSF

On May 28, a delegation from Tsinghua University PBC School of Finance visited Yonsei University School of Business and held an important meeting to strengthen academic and research cooperation between the two institutions. The visit aimed to explore new research cooperation in the field of finance and expand faculty and student exchanges.

The main purpose of the visit was to expand collaboration through joint research and education between the two universities. Tsinghua PBCSF operates various degree programs specializing in finance and sought to create synergy in education and research through cooperation with Yonsei University.

The meeting is expected to serve as an important opportunity to deepen cooperation between the two schools and raise the level of research and education in finance. Both institutions are expected to expand their international impact through continued cooperation and become leading partners in global business education.

Visit from Xiang Bing of CKGSB and Renewal of MBA Dual-Degree Agreement

On Monday afternoon, September 22, Xiang Bing, founding dean of China Europe International Business School / Cheung Kong Graduate School of Business, and Associate Dean Alan visited Yonsei Graduate School of Business. The visit was arranged to sign the renewed MBA dual-degree agreement discussed in May and to introduce CKGSB's global "UNICORN" program.

On this day, CKGSB and Yonsei MBA officially renewed the MBA dual-degree agreement first signed in 2021. Xiang Bing also shared that he would attend the opening seminar of SURF 2025 INCHEON, a major startup event representing Incheon, the following day.

He also introduced various global unicorn development programs operated by CKGSB and upcoming major events, expressing strong interest in developing a unicorn program involving Korea, China, and Japan.

The meeting concluded with the signing of the agreement, and the two schools are expected to continue expanding exchange and cooperation through the dual-degree program.

Visit from Aalto University School of Business

Aalto University

On Wednesday, September 3, Dean Timo Korkeamäki and Jonna Söderholm, Head of External Relations at Aalto University School of Business, visited Yonsei University School of Business for the first time in approximately two years. They met with Dean Daesik Hur, Associate Dean for Faculty and Academic Affairs Seungjae Park, and Graduate Program Director Won Sang Ryu to reaffirm the partnership between the two schools and discuss future cooperation in undergraduate and graduate education, student mobility, and faculty exchange.

During the meeting, Dean Korkeamäki introduced the Aalto Founder School, a newly launched entrepreneurship education platform led by Finnish entrepreneur Marten Mickos. Open to students across all disciplines, the program offers entrepreneurship courses, customized minor programs, and the Founder Talks lecture series featuring leading entrepreneurs. Through these initiatives, Aalto seeks to strengthen Finland's startup ecosystem and cultivate innovative leaders for the global market.

The two schools explored various opportunities for cooperation in entrepreneurship education, including master's and doctoral student exchanges, short-term visiting programs, and faculty exchanges. Both institutions agreed to maintain close communication and expand practical collaboration, with the visit providing a meaningful foundation for deeper global cooperation and the sharing of educational resources and visions.

Visit from the University of Michigan Ross School of Business Delegation

MICHIGAN ROSS

On the afternoon of Thursday, July 24, a delegation from the Stephen M. Ross School of Business at the University of Michigan visited Yonsei University School of Business.

The delegation included Carolyn Yoon, Associate Dean for Community and Global Initiatives; Jessica Oldford, Managing Director of Global Initiatives; and Laura Haas, Director of Global Student Experience, all of whom oversee key areas of international affairs.

From Yonsei University School of Business, Dean Daesik Hur, Associate Dean Joo Young Kwak, and Associate Dean for Faculty and Academic Affairs Seungjae Park attended the meeting. The participants discussed various forms of international cooperation at both the undergraduate and graduate levels with the Ross School of Business.

The University of Michigan Ross School of Business operates highly systematic and extensive global programs and expressed strong interest and commitment to expanding practical cooperation with Yonsei University. The meeting is expected to further strengthen strategic and sustainable exchange between the two schools.

GMC Farewell Event

On Thursday, June 19, Yonsei University School of Business held the 2025 GMC Farewell Event in Room B101 of the Business Building, marking the conclusion of the journey at Yonsei University for students in the Global Manager Certificate(GMC) double-degree program with EDHEC Business School.

The farewell event was organized to encourage GMC students who had studied at Yonsei University over the past semester and to reflect on the time they had spent together. Professor Jong Min Lee, the faculty director of the GMC program, and Emeritus Professor Hun Joon Park, who taught the Business Negotiations course, attended the event and shared meaningful memories with the students.

All participants in the GMC program were students enrolled at EDHEC Business School in France. Through the program, they completed five business major courses and one Korean language course at Yonsei University School of Business.

With the completion of the official program, the students returned to their home country carrying with them not only academic growth but also valuable experiences of cultural exchange gained during their time at Yonsei.

PART 3

FACULTY & RESEARCH

Faculty

* As of Mar 1, 2026

Full-time Professor

Marketing

Marketing

Donghoon Kim	Ph.D. (Columbia University, 1989)
Byungkyu Kim	Ph.D. (University of Pennsylvania, 2010)
Youngchan Kim	Ph.D. (University of Michigan, 1995)
Sebum Park	Ph.D. (Northwestern University, 2004)
Changhee Park	Ph.D. (Cornell University, 2012)
Jungah Sun	Ph.D. (Columbia University, 2024)
Seoungwoo Lee	Ph.D. (University of Maryland, 2017)
Jaeyoung Lee	Ph.D. (University of Pennsylvania, 2014)
Sueryung Chang	Ph.D. (New York University, 2012)
Youjung Jun	Ph.D. (Columbia University, 2021)
Jeonghye Choi	Ph.D. (University of Pennsylvania, 2010)

International Business

Jooyoung Kwak	Ph.D. (MIT, 2008)
Yongseok Park	Ph.D. (Rutgers, The State University of New Jersey, 2000)
Jongmin Lee	Ph.D. (University of Reading, 2016)
Soonkyoo Choe	Ph.D. (University of Illinois at Urbana-Champaign, 1997)
Fabian FROESE	Ph.D. (Waseda University, 2009 / University of St. Gallen, 2007)

Management

Bokyung Kim	Ph.D. (University of Michigan, 2011)
Jihyun Kim	Ph.D. (New York University, 2011)
Hyuntak Roh	Ph.D. (University of Illinois, 2010)
Boram Do	Ph.D. (Boston College, 2016)
Wonsang Ryu	Ph.D. (Purdue University, 2016)
Kyungmin Park	Ph.D. (INSEAD, 2005)
Hongseok Oh	Ph.D. (Pennsylvania State University, 2000)
Kiyoung Lee	Ph.D. (University of Minnesota, 2014)
Mooweon Rhee	Ph.D. (Stanford University, 2003)
Jiman Lee	Ph.D. (London School of Economics, 1998)
Houk Lee	Ph.D. (Texas A&M University, 2002)
Eunmi Chang	Ph.D. (University of Maryland, 1993)
Dongil Jung	Ph.D. (State University of New York at Binghamton, 1997)

Finance

Sungjune Pyun	Ph.D. (University of Southern California, 2017)
Jhinyoung Shin	Ph.D. (Carnegie Mellon University, 1993)
Hyunhan Shin	Ph.D. (Ohio State University, 1995)
Junkyung Auh	Ph.D. (Columbia University, 2014)
Youngho Eom	Ph.D. (New York University, 1996)
Jiyoon Lee	Ph.D. (University of Illinois at Urbana-Champaign, 2015)
Seungyeon Jeong	Ph.D. (Bayes Business School, London, 2023)
Wonchang Choi	Ph.D. (Washington Univ. in St. Louis, 2024)
Jaehoon Hahn	Ph.D. (Columbia University, 2003)

Accounting

Andres Guiral	Ph.D. (University of Alcala, 2003)
Jonghwan Kim	Ph.D. (University of Southern California, 2013)
Doocheol Moon	Ph.D. (Baruch College, City University of New York, 2001)
Daehee Yoon	Ph.D. (Yale University, 2008)
Sumi Jung	Ph.D. (University of Minnesota, 2015)
Wonwook Choi	Ph.D. (Columbia University, 1993)

O.D.I.

Operations Management

Soonhong Min	Ph.D. (University of Tennessee, 2001)
Seungjae Park	Ph.D. (University of Texas at Austin, 2014)
Sungjoo Bae	Ph.D. (MIT, 2009)
Seunghwan Jung	Ph.D. (Washington University, 2017)
Sunmee Choi	Ph.D. (Cornell University, 2001)
Daesik Hur	Ph.D. (Indiana University, 2001)

Management Science

Seongmoon Kim	Ph.D. (University of Michigan, 2003)
Jinwoo Kim	Ph.D. (Carnegie Mellon University, 1993)
Hakjin Kim	Ph.D. (Carnegie Mellon University, 2001)
Sunju Park	Ph.D. (University of Michigan, 1999)
Seungbum Soh	Ph.D. (Northwestern University, 2014)
Yerim Chung	Ph.D. (University of Paris 1, 2010)

Information Systems

Seunghyun Kim	Ph.D. (Carnegie Mellon University, 2008)
Youngsok Bang	Ph.D. (McGill University, 2015)
Jaiyeol Son	Ph.D. (Georgia Institute of Technology, 2001)
Kunshin Im	Ph.D. (University of South Carolina, 2000)
Il Lim	Ph.D. (University of Southern California, 2001)
Daegon Cho	Ph.D. (Carnegie Mellon University,2013)

Emeritus · Retired Professor

Kyoohak Kyung	Ph.D. (Oec HSG St.Gallen, 1979)
Bonil Ku	Ph.D. (Columbia University,1988)
Kuhyuk Kwon	Ph.D. (University of Texas at Austin, 1991)
Keeyoung Kim	Ph.D. (Washington University, 1975)
Injoon Kim	Ph.D. (Columbia University, 1985)
Jeongdong Kim	Ph.D. (University of Pennsylvania, 1994)
Joonseuk Kim	D.B.A. (Indiana University, 1982)
Jeehong Kim	Ph.D. (University of California,Berkeley, 1987)
Taehyun Kim	Ph.D. (Indiana University, 1986)
Sangyong Park	Ph.D. (New York University, 1984)
Youngryeol Park	Ph.D. (University of Illinois at Urbana-Champaign, 1993)
Hunjoon Park	Ph.D. (Ohio State University, 1990)
Heungsoo Park	Ph.D. (University of Pittsburgh, 1988)
Kilsoo Suh	Ph.D. (Indiana University, 1989)
Sungkyu Sohn	Ph.D. (Northwestern University, 1992)
Youngsoo Shin	Ph.D. (Northwestern University, 1978)
Hyuckseung Yang	Ph.D. (University of Minnesota, 1998)
Kangheum Yon	Ph.D. (University of Pennsylvania, 1990)
Sejo Oh	Ph.D. (University of Cincinnati, 1987)
Sechul Oh	Ph.D. (Northwestern University, 1975)
Sejoon Yoon	Ph.D. (Pennsylvania State University, 1988)
Kyungtae Lee	Ph.D. (U.C.L.A., 1992)
Dongjin Lee	Ph.D. (Virginia Tech., 1996)
Wansoo Lee	D.B.A. (University of Tennessee, 1981)
Hogeun Lee	Ph.D. (Univ. of Texas at Austin, 1993)
Ungki Lim	Ph.D. (University of Illinois at Urbana-Champaign, 1979)
Daeryun Chang	D.B.A. (Harvard University, 1986)
Kuhyun Jung	Ph.D. (University of Michigan, 1976)
Seungwha Chung	Ph.D. (Univ. of Pennsylvania, 1993)
Jongrock Chung	Ph.D. (University of Pittsburgh, 1982)
Chongam Chung	Ph.D. (Yonsei University, 1982)
Inki Joo	Ph.D. (New York University, 1986)

Distinguished University Professor

Dongyoub Shin	Ph.D. (Yale University, 1996)
Hoyoung Lee	Ph.D. (University of Oregon, 2000)

Professors
Bonil Ku · Sungkyu Sohn · Kilsoo Suh

On February 26, a retirement ceremony was held at Muak Hall in Allen Hall for Professors Bonil Ku, Sungkyu Sohn, and Kilsoo Suh of Yonsei University School of Business.

Professor Bonil Ku earned his bachelor's degree in Business Administration from Yonsei University School of Business and his Ph.D. in Finance from Columbia Business School before joining the faculty of Yonsei University School of Business.

Professor Sungkyu Sohn earned his bachelor's degree in Business Administration from Yonsei University School of Business, his master's degree in Business Administration from the University of California, Berkeley, and his Ph.D. in Accounting from Northwestern University before joining the faculty of Yonsei University School of Business.

Professor Kilsoo Suh earned his bachelor's degree in Business Administration from Yonsei University College of Commerce and Economics, as well as his master's and doctoral degrees from Indiana University in the United States, before joining the faculty of Yonsei University School of Business.

Professor Bonil Ku shared his reflections by quoting a line from the song "Like an Angel Passing Through My Room."

He also said, "I am deeply grateful to those who have invited me to come by the school from time to time and share lunch together. If I have ever caused disappointment or inconvenience through any shortcomings of mine, I sincerely ask for your generous forgiveness. I will occasionally visit the school to see you and say hello. Thank you for everything."

Professor Sungkyu Sohn reflected, "I entered Yonsei University as a student in 1978 and spent four years here as a student and another 31 and a half years as a professor. Now, after 35 and a half years, I am leaving the Yonsei campus. I still vividly remember the late President Chung Chang-young saying that being a professor is not merely a profession, but a calling—a destiny. I have lived not simply as Sohn Sung-kyu the private individual, but as Professor Sohn Sung-kyu of Yonsei University. I therefore owe a great debt to the university, and the title of Yonsei University professor has been a tremendous honor for both me and my family. Although I am now retiring, I am deeply grateful to Yonsei University for granting me the lifelong title of professor emeritus."

Professor Kilsoo Suh reflected, "Although I am retiring two years early, another world awaits me. There are many things beyond the university that are just as interesting, and there is still much for me to do. I look forward to enjoying the second chapter of my life.

I was happy during my time at Yonsei University, where I had the opportunity to pursue everything I wanted to do. I am grateful for the many memories I have made and for the wonderful 34 and a half years I spent here."

The retirement ceremony for Professors Bonil Ku, Sungkyu Sohn, and Kilsoo Suh then proceeded amid congratulatory messages and heartfelt farewells from their junior colleagues. During the dinner, the professors conversed freely with those seated at their tables and enjoyed a meal accompanied by wine, bringing the ceremony to a close.

Professors
Dongyoub Shin · Hogeun Lee · Seungwha Chung

On August 26, the School of Business held a meaningful ceremony at Muak Hall in Allen Hall to commemorate the retirement of Professors Dongyoub Shin, Hogeun Lee, and Seungwha Chung. The event was moderated by Associate Dean Park Seung-jae and consisted of an official ceremony followed by dinner.

The first part of the retirement ceremony began with greetings among the attending faculty members and welcoming remarks from Dean Daesik Hur of the School of Business. This was followed by an introduction to the retiring professors' distinguished careers. Bouquets and commemorative gifts were then presented as tokens of appreciation.

A congratulatory performance by a male vocal quartet from the College of Music added warmth to the occasion. The ceremony concluded with reflections from the three retiring professors, whose heartfelt remarks deeply resonated with those in attendance.

Professors Dongyoub Shin, Hogeun Lee, and Seungwha Chung, who retired on this occasion, have devoted decades to scholarship, education, and service.

Professor Dongyoub Shin earned both his bachelor's and master's degrees from Yonsei University before receiving his Ph.D. from Yale University. Since joining the faculty of Yonsei University's School of Business in 1997, he has been active across both academic and cultural spheres, serving in such roles as president of the Korean Academy of Management and chair of the executive committee of the Seoul Spring Festival of Chamber Music. He has authored numerous books, including *The Routledge Handbook of Korean Business and Management*, and has published articles in leading academic journals such as *Poetics*, *Organization Science*, and *Administrative Science Quarterly*.

Professor Hogeun Lee studied industrial engineering at Seoul National University, earned his master's degree from KAIST, and received his Ph.D. from the University of Texas at Austin. Following faculty appointments at Erasmus University and the Hong Kong University of Science and Technology, he joined Yonsei University's School of Business in 1997 and has since played a leading role in the field of management information systems. He has also served as an outside director for companies including Woori Bank and Hyundai Glovis, and has received numerous honors, including the AIS Fellow Award. His books include *Energy Democracy and Digital Innovation* and From *Cathedral to Bazaar*.

Professor Seungwha Chung earned his bachelor's and master's degrees from Yonsei University, followed by a master's degree from Yale University and a Ph.D. from the University of Pennsylvania. He has maintained extensive international academic engagement through teaching and research appointments at institutions including the National University of Singapore, the Wharton School, and UCLA. At Yonsei University, he has served as director of the Leadership Center and dean of the Global Education Institute at the International Campus. He has authored books such as *Venture Entrepreneurship* and *Business Development*, and has published major studies in the fields of strategic alliances and network analysis.

Dean Daesik Hur of the School of Business remarked, "The dedication and passion of these three professors have helped shape the Yonsei University School of Business into what it is today. I hope that their wisdom and experience will continue to serve as invaluable assets to the Yonsei business community."

At the dinner that followed the ceremony, the attendees shared memories from the professors' years at the university and exchanged warm farewells. The retirement ceremony provided an opportunity to reflect on the three professors' academic achievements and dedication as educators, while also leaving a lasting impression on and setting an inspiring example for their junior colleagues.

Faculty **Awards**

2025 Faculty Awards

* Period **Mar 2025 ~ Feb 2026**

Organization	Name	Award Description
Yonsei Business Alumni	Jaeyoung Lee	2025 Chohun Academic Award
External Awards and Honors	Seongmoon Kim	Korean Operations Research and Management Science Society 2025 Best Paper Award
	Jooyoung Kwak	Best International Paper Award, 2025 Fall Conference of the Korean Academy of International Business
	Seungjae Park	2025 Underwood Distinguished Professor
	Sungjune Pyun	Best Paper Award, SFS Cavalcade Asia-Pacific Conference
	Mooweon Rhee	• Distinguished Yonsei Commerce Alumni Award (Academic and Cultural Achievement Category) • Yonsei Academic Award
	Seoungwoo Lee	2025 Outstanding Faculty Achievement Award (Excellence Award in Education)
	Jongmin Lee	• Korean Academy of International Business 2025 Fall Conference Outstanding International Paper Award • Editorial Contribution Award 2025 (Springer Nature) • Korean Academic Society of Business Administration Best Paper Award
	Il Lim	2026 Faculty Contribution Award
	Daegon Cho	Korea Society of IT Services Spring Conference Best Paper Award

Awarding Institution	Name	Award Description	Program	Semester
Yonsei University	Seongmoon Kim	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Sunju Park	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Seungjae Park	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Changhee Park	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Youngsok Bang	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Youngho Eom	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Dongil Jung	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Seunghwan Jung	Yonsei University Excellence in Teaching Award	Undergraduate	2025
	Daegon Cho	Yonsei University Excellence in Teaching Award	Undergraduate	2025
Yonsei University School of Business	Jooyoung Kwak	Yonsei University Excellence in Teaching Award	General Graduate	Fall 2025
	Donghoon Kim	Yonsei University School of Business, Excellence in Teaching Award	EMBA	Spring 2025
	B. Kyu Kim	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(L)	Spring 2025
	Bokyung Kim	Yonsei University School of Business, Excellence in Teaching Award	CFMBA(Required)	Fall 2025
	Seongmoon Kim	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(M)	Fall 2025
	Jonghwan Kim	Yonsei University School of Business, Excellence in Teaching Award	CFMBA(Required)	Spring 2025
	Wonsang Ryu	Yonsei University School of Business, Excellence in Teaching Award	Contract Department	Fall 2025
	Doocheol Moon	Yonsei University School of Business, Excellence in Teaching Award	GMBA	Fall 2025
	Soonhong Min	Yonsei University School of Business, Excellence in Teaching Award	General Graduate	Spring 2025
	Jennifer Sun	Yonsei University School of Business, Excellence in Teaching Award	GMBA	Spring 2025
	Daehee Yoon	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(M)	Spring 2025
	Seoungwoo Lee	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(L)	Fall 2025
	Kunshin Im	Yonsei University School of Business, Excellence in Teaching Award	CFMBA(Elective)	Spring 2025
	Sueryung Chang	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(S)	Spring 2025
	Dongil Jung	Yonsei University School of Business, Excellence in Teaching Award	CFMBA(Elective)	Fall 2025
	Wonwook Choi	Yonsei University School of Business, Excellence in Teaching Award	Undergraduate(S)	Fall 2025

YSB **Research**

International Publications | **Faculty**

Jooyoung Kwak | International Business
ESG as a nonmarket strategy to cope with geopolitical tension: Empirical evidence from multinationals' ESG performance, *Strategic Management Journal*, Vol.46 No.3, Mar 2025

Bokyung Kim | Management
Asymmetric Effects of Holding Power Versus Status: Implications for Motivation and Group Dynamics, *Personality And Social Psychology Bulletin*, Vol.51 No.1, Jan 2025

Who are social critics: The effects of directors' status and reputation on the choice of social problem films in the Korean film industry, *Poetics*, Vol.109, Apr 2025

Epitomizing an emerging category: Effects of entrepreneurial firms and influential stakeholders on the entrepreneurial firms' status attainment, *Strategic Organization*, Vol.23 No.4, Nov 2025

Seongmoon Kim | ODI-MS
Integration of support vector machines and mean-variance optimization for capital allocation, *European Journal of Operational Research*, Vol.322 No.3, May 2025

Seunghyun Kim | ODI-IS
AI art in the gig economy: Investigating the effects of non-copyrightability in online labor markets, *Decision Support Systems*, 199권, 2025.12

Message is all about you: The effect of message elements on successful communication outcomes on digital platforms, *Journal of Business Research,* Vol.201, Dec 2025

Jonghwan Kim | Finance
CEO conscientiousness and asymmetric SG&A cost behavior, *Applied Economics*, Vol.57 No.41, Sep 2025

Jihyun Kim | Management
Finding the right balance: The impact of individual autonomy on balancing exploration and exploitation, *Journal of Business Research*, Vol.198, Sep 2025

Learning in Temporally Complex Problems: The Role of External Knowledge, *Organization Science,* Vol.36 No.5, Oct 2025

Jinwoo Kim | ODI-MS
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Galactic Companions from Star Wars: C-3PO or R2-D2? Understanding Dual Types of Anthropomorphism in Humanoids, *The 58th Hawaii International Conference on System Sciences (HICSS)* — Hawaii(United States)

Taeyang Kim
Quest Accepted(or Not): Status, Reputation, and Their Effects on the Game Classification Process, *The 85th Annual Meeting of the Academy of Management* — Copenhagen(Denmark)

Joomi Park
Incorporating News Headline Sentiment into the Markowitz Portfolio Selection Model, *2025 INFORMS Annual Meeting* — Atlanta, Georgia(United States)

Hajung Shin
Enhancing Global Mindset Through International Experience: The Cross-Level Moderating Role of Organizational Context, *2025 Academy of International Business* — Louisville(United States)

When international experience enhances global mindset: The moderation of organizational context, *The 85th Annual Meeting of the Academy of Management* — Copenhagen(Denmark)

Minjeong An
On the Value of Cross-Item Information in Forecasting Volatile Demand in Micro-Fulfillment Centers, *35th Annual IPOMS Conference* — Atlanta, Georgia(United States)

Welfare vs. Revenue: Optimal Government Loan Design for Green Production, *2025 INFORMS Annual Meeting* — Atlanta, Georgia(United States)

Seungjae Yang
My Leader is Abusing Me, and It's All My Fault!: The Moderating Effect of Leader Passion on Abusive Supervision and Self-Blame, *The 85th Annual Meeting of the Academy of Management* — Copenhagen(Denmark)

Jihye Yang
Portfolio Selection Models with Weight Constraints Derived from a Nonlinear Shrinkage Method Reflecting Macroeconomic Variables: Macroaugmented Portfolio Models, *2025 INFORMS Annual Meeting* — Atlanta, Georgia(United States)

Boxian Wang
Do Female Directors Drive Corporate Social Responsibility Performance? Evidence from Korea's Board Gender Quota Mandate, *2025 Massey Sustainable Finance Conference* — Nanjing(China)

Heejung Won
Strategizing Between Empires: Geopolitical Differences and Local Competitor Isomorphism in the U.S.–China Trade War, *51st Annual Conference of the European International Business Academy (EIBA 2025) organized by University of Piraeus* — Athens(Greece)

Yunjeong Lee
The Effect of AI Regulation on Startup Funding: Evidence from the EU AI Act, *International Conference on Information Systems(ICIS) 2025* — Nashville, Tennessee(United States)

Jinah Hwang
Unveiling RPTs: Are All RPTs Equal in Value Relevance of Accounting Information?, *The 47th Annual Congress of the European Accounting Association* — Rome(Italy)

Yuanhan Fang
VR Cultural Tourism and Museum Tourism: Research on the Scenario Differences and Application Effects of the Experience Economy Theory, *ICDES 2025 International Conference on Destinations, Events and Sports* — Sapporo(Japan)

VR's Experience Economy: Behavioral Differences and Usage Intent of Chinese and Korean Consumers - Forbidden City & Gyeongbokgung Palace Examples, *2025 Global Marketing Conference* — Hong Kong(Hong Kong)

Based on the HMSAM Framework: Research on the Application of VR Technology in Cultural Heritage Museums and User Persistence, *Global Hospitality and Tourism Research Summit* — Fukuoka(Japan)

Taeyoung Park
Searching for Foreign Gems: How Experiential Diversity Affects Cross-Border Acquisitions from the Performance-Aspiration Gap, *2025 Academy of International Business Annual Meeting* — Louisville(United States)

Chasing Two Hares: Examining the effects of Nonmarket Performance on Aspiration-based Organizational Search, *The 85th Annual Meeting of the Academy of Management* — Copenhagen(Denmark)

Huizi Yan
Strategy Responses to Government Loan Programs: Green Technology Startups in Competitive Markets, *35th Annual POMS Conference* — Atlanta, Georgia(United States)

Domestic Presentations

Nayeon Kim
The Effect of Influencers' Sponsored Reviews on Purchase Intention: Focusing on Influencer Credibility, Parasocial Interaction, and Product Type, *2025 Summer Convergence Conference of the Korean Distribution Association* — Ulsan(Republic of Korea)

Joomi Park
An Analysis of the Investment Performance of Portfolio Selection Models Incorporating Stock-Specific News Sentiment, *2025 Fall Conference and General Meeting of the Korean Operations Research and Management Science Society* — Seoul(Republic of Korea)

Miju An
The Effect of Contextual Cues in Online Images on Consumer Purchase Intention: Focusing on Hedonic Food Consumption, *2025 Spring Conference of the Korean Strategic Marketing Association* — Daegu(Republic of Korea)

Minjeong An
Development of a Machine Learning-Based Freight Volume Forecasting Model Using Transaction Data from a Wholesale Distribution Center, *2025 Summer Convergence Conference of the Korean Distribution Association* — Ulsan(Republic of Korea)

Songha Lee
Just Be Yourself: How White Noise Increases Consumers' Preference for Originality, *2025 Spring Conference of the Korean Marketing Management Association* — Gwangju(Republic of Korea)

Giwon Lee
The Effect of Public Service Entry on Private Service Performance in the Mobile Healthcare App Market, *2025 Fall Conference of the Korean Service Marketing Association* — Gangneung(Republic of Korea)

Bujing Zhao
Time Rhythms of Serialized Web Content, *2025 KSMS International Conference* — Seoul(Republic of Korea)

Eunsang Ji
The Effects of the Number and Compensation of Unregistered Executives on Firm Performance, *2025 Summer Convergence Conference of the Korean Distribution Association* — Ulsan(Republic of Korea)

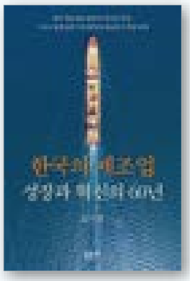
Hyoungseok Choo
Manager-Disclosed Non-GAAP Earnings and Labor Investment Inefficiency, *2025 KAA Summer International Conference* — Seoul(Republic of Korea)

Corporate Governance Report Disclosure Regulation and Firms' Cost of Debt, *2025 Convergence Conference of the Korean Academy of Business Ethics* — Ulsan(Republic of Korea)

Soojeong Hong
The Impact of the Sillim-dong Stabbing Incident on Commercial District Sales: Difference-in-Differences and Synthetic Control Method Approaches, *2025 Fall Conference of the Korean Distribution Association* — Jeju(Republic of Korea)

Yuanhan Fang
From Spectatorship to Immersion: How Passive and Active Participation Shape Consumer Value and Behavioral Intentions in VR-K-POP Experiences, *2025 KSMS International Conference* — Seoul(Republic of Korea)

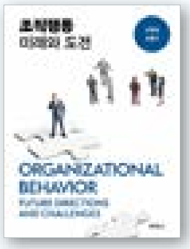
Book Publications | **Faculty**



Keeyoung Kim
Sixty Years of Growth and Innovation in Korean Manufacturing
Moonwoosa

Kyungmin Park
Value-Based Strategic Management
Pakyoungsa

Youngsok Bang
Digital Business Strategy: IT-Enabled Value Innovation
Yulgok Publishing



Dongyoub Shin, Hongseok Oh
Organizational Behavior: The Future and Its Challenges
Pakyoungsa

Dongjin Lee
Happiness in the Marketplace: A Study of Consumption, Consumers and Wellbeing
Springer

Hoyoung Lee
ESG Sustainability Management and Christianity
Bobmunsa

Il Lim
Personalized Recommendation Algorithms for AI Agents: Applications of Python, Machine Learning, AI, and LLMs
Cheongram Publishing

Eunmi Chang
From High-Reliability Organizations to a Growth Mindset: Management Discourses in an Age of Uncertainty
Choa Publishing

Kiho Jung Outstanding Research Awards | **Faculty**

Level	Award	Recipient	Field	Applicable Period (Semester)
Lv. 1	Kiho Jung **Outstanding Research Faculty**	Youngsok Bang	ODI-IS	Spring 2023 ~ Fall 2025
		Junkyung Auh	Finance	Spring 2023 ~ Fall 2025
		Wonsang Ryu	Management	Spring 2024 ~ Fall 2026
		Jiyoon Lee	Finance	Spring 2024 ~ Fall 2026
		Il Lim	ODI-IS	Spring 2025 ~ Fall 2027
		Sumi Jung	Accounting	Spring 2025 ~ Fall 2027
		Boram Do	Management	Spring 2025 ~ Fall 2027
Lv. 2	Kiho Jung **Research Achievement Faculty**	Seungjae Park	ODI-OM	Spring 2023 ~ Spring 2025
		Seunghwan Jung	ODI-OM	Fall 2024 ~ Spring 2027
		Daehee Yoon	Accounting	Spring 2025 ~ Fall 2027
Lv. 3	Kiho Jung **Outstanding Research Achievement Faculty**	Jeonghye Choi	Marketing	Fall 2020 ~ Spring 2030
		Seungjae Park	ODI-OM	Fall 2025 ~ Spring 2030
Lv. 4	Kiho Jung **Best Research Achievement Faculty**	Seunghyun Kim	ODI-IS	Fall 2024 ~ Spring 2029

Stock-Bond Return Dynamics and the Expected Country Stock Returns

The Joint Dynamics of Stock and Bond Returns and Country-Level Expected Equity Returns

Journal Title *Management Science*

Publication Date Vol.71 No.12, Dec 2025

Author

Sungjune Pyun

Associate Professor

The Affair Between Stocks and Bonds: Why This "Risky" Couple Delivers Higher Returns

In traditional investment theory, stocks and bonds are often described as being on opposite ends of a seesaw. When uncertainty rises, investors tend to sell risky assets such as stocks and move their money into safer assets such as bonds. Because the two asset classes generally move in opposite directions, they are widely believed to provide a reliable diversification benefit that makes investment portfolios more stable.

However, this paper shows that stock markets in countries where stock and bond prices move in the same direction earn returns of up to 11 percentage points more per year than those in other countries. Why does this phenomenon occur?

The Paradox of Domestic Risk: When Inflation and Growth Move Out of Sync

A global economic crisis is similar to a downturn affecting an entire commercial district. As consumers cut back on spending, investors become extremely reluctant to open new restaurants. Instead, they prefer to deposit their money in banks, where they can preserve their principal and earn interest even when the economy is weak. As a result, during a global crisis, stock prices fall while bond prices rise, creating a perfect seesaw relationship.

The country-specific risk highlighted in the paper, however, tells a completely different story. In particular, a surge in inflation unique to a particular country is not like a problem affecting the entire commercial district. It is more like a sharp increase in the cost of a key ingredient used by one particular restaurant.

Unable to absorb the higher cost, the restaurant is forced to raise its menu prices substantially. As prices rise, even loyal customers begin moving to competing restaurants. The restaurant's profits decline, causing its stock price to fall. At the same time, rising inflation pushes interest rates higher, which drives bond prices lower. In other words, both stocks and bonds suffer together as a result of the cost shock.

The same mechanism operates in the real macroeconomy. When domestic inflation raises input costs, firms lose relative price competitiveness, and the country's potential for economic growth is weakened.

Implications: The Reward Investors Receive When the Rules Break Down

A market in which stocks and bonds fall at the same time can be disastrous for investors. The fundamental belief that "when one falls, the other will protect me" no longer holds.

Capital markets, however, compensate investors for bearing such risks. Investors who are willing to accept this dangerous country-specific risk receive additional annual returns of approximately 7% to 11%. This can be viewed as a form of compensation paid by the market—a risk premium for taking on the possibility that both stocks and bonds may decline simultaneously.

From a corporate perspective, this represents a harsh reality. When stock and bond prices fall together, the cost of raising capital increases sharply. Companies often need external funding precisely when business conditions are deteriorating. Yet when stock prices have already collapsed, issuing new shares becomes difficult and highly dilutive. If the bond market is also under pressure, companies must offer high interest rates to issue corporate bonds.

The paper also offers important implications for policymakers. When country-specific risk increases and stock and bond prices begin moving together, the equity risk premium rises, leading global investors to demand greater compensation before committing capital.

The co-movement of stock and bond prices is therefore not merely a coincidence. It can serve as an important indicator that warns of underlying risks within a national economy and quantifies the compensation investors require for bearing those risks.

The App Crashed—
So Why Do Users Come Back?

The Hidden Dynamics of How App Crashes Affect Consumer Engagement

Journal Title *Journal of Marketing*
Publication Date Vol.89 No.4, Jul 2025

Author
Seoungwoo Lee
Associate Professor

"Seriously, it crashed again!"
Most people have experienced an app suddenly shutting down at the worst possible moment—just as a YouTube video reaches its climax or while reviewing a shopping cart before checkout. It is easy to assume that users who experience such frustration will become angry and abandon the app for good. But do users always leave when an app crashes unexpectedly? Beginning with this simple question, the study uncovered a surprising finding: a single app crash can actually increase user engagement.

1 "Where Did I Leave Off?"
Curiosity and the Need for Closure

Using extensive field data from a shopping catalog app and three online experiments, the researchers found that users who experienced a single app crash tended to view more pages during their next session and return to the app sooner than usual.

Why does this happen?

The answer lies in basic human psychology. When an activity is interrupted unexpectedly, people feel a strong need to complete it—a psychological tendency known as the "need for closure." They also become more curious about what remains unfinished.

Questions such as "How much was the product I was looking at?" or "I was just about to set a new record!" motivate users to return. The tension created by the interrupted experience pulls them back into the app so that they can resume and complete what they were doing.

2 "Too Many Crashes Are Exhausting"
Frustration and Abandonment

This effect, however, does not last indefinitely.

When an app crashes repeatedly or several crashes occur within a short period, the situation changes completely. Faced with repeated failures, users' curiosity turns into intense frustration.

Eventually, users conclude that they will not be able to accomplish their intended goal through the app. This perception of "task unattainability" gradually drives them away from the service.

Interestingly, the study also found that these negative effects may fade over time. When enough time passes after the most recent crash, users tend to forget the unpleasant experience, and their engagement may recover.

3 Managerial Implications

The study warns companies against viewing app crashes only from a narrow, transactional perspective based on the number of errors.

• The Power of Strategic Error Messages: When users experience repeated crashes, even a short sentence in an error message can make a meaningful difference.

The experiments showed that clearly acknowledging the company's responsibility with a message such as "Our server encountered an error" was far more effective in encouraging users to re-engage than simply stating, "An error occurred."

By openly identifying the source of the problem and showing that the company is aware of it, businesses can reduce user frustration and rebuild trust.

• Introducing Targeted Releases: When a large-scale update is likely to generate errors, companies should avoid releasing it to all users at once. Instead, they can use analytical models to identify resilient user groups that are less sensitive to app crashes and more likely to return after an interruption. New features can then be released to these users first through a more selective and carefully targeted rollout strategy.

4 Extending the Insight to the AI Era

The Dynamics of Generative AI Failure

These insights into digital interruption can also be applied to the rapidly expanding field of generative AI services.

How do users respond when an AI assistant stops generating an answer midway or produces an irrelevant response because of hallucination, interrupting the user's workflow?

As with app crashes, a minor, one-time AI failure may stimulate curiosity and the need for closure. It may encourage users to refine their prompts and ask the question again.

However, when the same contextual misunderstanding occurs repeatedly within a short period, users may develop deep frustration with the AI's underlying intelligence and eventually abandon the service altogether.

For this reason, AI service designers must go beyond merely reducing technical error rates. They must also carefully design the messages and guidance shown immediately after a failure so that disrupted interactions can continue as smoothly as possible.

Conclusion

Failure in a digital environment is not merely the end of a system error. It can also become a decisive moment that initiates a new interaction.

By carefully understanding and responding to the consumer psychology hidden within the brief moment when an app crashes, companies can build genuine resilience and competitiveness in an increasingly crowded platform market.

YSB **BK21 FOUR Education Research Group**

FOUR
BrainKorea21

Vision

A world-class institution for cultivating leading management scholars and achieving top 30-global research excellence

Mission

1. *Student Capability Growth*
2. *Social Problem Solving*
3. *Global Impact*

Four Key Strategies

1 Education

Fostering professional researchers through value-creating education

2 Research

Becoming a Leading Business Research School through transition to qualitative research

Key Focus Areas

- Entrepreneurship / Corporate Innovation
- Digital Transformation / AI
- ESG / Business Ethics
- K-Management

3 Globalization

Generating international research outcomes through global networking

4 Sustainability

Continuous educational and research innovation

Performance Indicators

- Student Success
- Student Research Capability
- Faculty Research Capability
- Globalization

Overview of the BK21 FOUR Project

The School of Business has been operating the “Education and Research Group for Business Talent Realizing Social Value” since it was selected in September 2020 for the Phase 4 BK21 Program promoted by the Ministry of Education and the National Research Foundation of Korea. The BK21 Program, promoted by the Ministry of Education and the National Research Foundation of Korea, is a higher education human resources development program that provides intensive support to master’s and doctoral students and early-career researchers in order to foster world-class graduate schools and cultivate outstanding research personnel. The Phase 4 BK21 Program runs for seven years, beginning in September 2020.

Most of the funding is allocated to research scholarships for doctoral and master’s students and early-career researchers. Doctoral and master’s students participating in the BK21 Program receive monthly research scholarships of KRW 1.6 million and KRW 1 million, respectively, while early-career researchers receive KRW 3 million. During the sixth project year, from the first quarter of 2025, beginning in March 2025, to February 2026, a total of KRW 379,200,000 was provided as research scholarships for participating graduate students. This amount includes research support funding for early-career researchers. In addition, support was provided for international cooperation activities, including short- and long-term overseas training programs, participation in international conferences, and other academic activities.

The ultimate goal of the Yonsei Business BK21 Education and Research Group is to “cultivate business talent that realizes social value.” To achieve this goal, it established the vision of “cultivating world-class education and research personnel and achieving research capabilities ranked among the global top 30.” Both education and research are important for cultivating talent. In particular, an international perspective and global capabilities are essential for fostering talent with the ability to solve social problems, and sustainability must serve as the foundation for achieving the goals and vision of the Education and Research Group. Accordingly, the Education and Research Group designated education, research, internationalization, and sustainability as its main strategic areas.

Among the various fields of business administration, the Yonsei Business BK21 Education and Research Group focuses on the realization of social value and has designated the following four areas as its key focus areas: △ start-ups/entrepreneurship, △ digital transformation/AI, △ ESG/business ethics, and △ K-Management. These are areas in which Yonsei Business has long taken an interest and conducted educational and research activities, as well as areas that encompass major issues currently facing Korean society.

Korean Society of Business Ethics

Co-hosting and Participating in the 2025 Spring Academic Conference

The YSB BK21 FOUR Education Research Group jointly hosted and participated in the spring academic conference of the Korean Society of Business Ethics. The conference was organized to share diverse academic discussions and practical implications centered on corporate ethical management and ESG amid the rapidly changing business environment.

The event began with a board meeting and general assembly, followed by special lectures and regular academic sessions. The special sessions featured presentations and discussions on the theme of Corporate Ethical Management and ESG, while the general academic sessions included research presentations on various topics such as corporate ESG performance, supply chain risk management, tax strategy, organizational behavior, and environmental protection activities.

In particular, the conference brought together scholars and industry experts to conduct in-depth discussions on recent research trends, policies, and practical applications related to ESG management. Through this, meaningful exchanges took place regarding the importance of ethical management and directions for future development.

Spring Conference of the Korean Society for Business Ethics

Yonsei
Business Research Institute

Since March 2025, the Yonsei Business Research Institute has been led by Professor Daehee Yoon of Accounting as Director and Professor Jiyoon Lee of Finance as Deputy Director. The institute supports Yonsei University School of Business faculty in achieving world-class research outcomes, holds seminars in various specialized fields, and serves as a bridge between academia and practice so that research findings can be applied to industry. It also invites researchers from Korea and abroad for seminars, promotes exchanges with global scholars, and produces practical research outcomes through continued communication with industry.

In 2025, the institute held a total of 95 seminars, including specialized field seminars and research institute seminars. Scholars from Korea and abroad, as well as corporate executives and employees, were invited to deliver lectures, among which 43 were conducted by female speakers. Through this, the institute contributed to the development of diverse academic networks and provided graduate students with opportunities to attend lectures by world-class scholars.

The institute also actively supports publications by full-time faculty members of the School of Business in order to enhance the research competitiveness of the school. In 2025, support was provided for 69 papers published in domestic journals and 63 papers published in leading international journals.

Seminars Held by the Business Research Institute and Major Areas in 2025

Marketing	13	International Business	3	Management	10
Finance	15	Accounting	18	ODI OM	13
ODI MS	3	ODI IS	13	Research Institute	7
				Total	95

Support for Outstanding Journal Publications in 2025

KCI	69	UTD24	10	FT50	3
International Excellence 1A	16	SSCI / SCI / SCIE	24	SCOPUS	10
				Total	132

Yonsei Business Review is a journal listed by the National Research Foundation of Korea and published by the Yonsei Business Research Institute. Published twice a year, its mission is not only to contribute to the accumulation of theoretical, empirical, and practical knowledge in the field of business administration and to provide opportunities for academic discussion, but also to serve as a source of modern management theories, management techniques, and educational materials for academics and professional managers in business. Each year, outstanding papers are selected and awarded, and in 2025, one Best Paper and two Outstanding Papers were selected.

In 2025, Volume 62, Issues 1 and 2 of Yonsei Business Review were published. Since September 2025, Professor Dong-il Chung of Management has served as Editor-in-Chief, while Professor Changhee Park of Marketing has served as Deputy Editor-in-Chief, actively working to publish high-quality papers.

In addition, the Yonsei Business Research Institute supports the writing of specialized academic books that examine, from various perspectives, theories that provide an important foundation for business research or timely research topics related to management. In 2025, Digital Business Strategy: IT-Based Value Innovation was published as part of the Yonsei Business Research Institute Book Series.

Through these various research support programs, the Yonsei Business Research Institute strives to maximize the synergy between the latest theories and business practice and to establish itself as a center of global business research beyond Korea by promoting management research in which academic depth and practical value coexist.

Yonsei Business Research Best Paper Awards Ceremony

2025 Domestic Seminars

Date	Title	Speaker
Mar 2025	Understanding Continuance Intention of Enterprise Resource Planning	Youngsok Bang(Yonsei University)
Mar 2025	The Impact of Platform-Issued Certificates on Post-Purchase Behavior: Evidence from Transactional Data	Youngsok Bang(Yonsei University)
Mar 2025	Game Modification, Update, and Performance	Youngsok Bang(Yonsei University)
May 2025	Emotional Anthropomorphism of Notifications and App Engagement: Does the Usage Frequency Matter?	Jeonghye Choi(Yonsei University)
May 2025	In the Company of Strangers: Social Influence from Anonymous Peers in Online Game Settings	Jeonghye Choi(Yonsei University)
Apr 2025	Will Cryptocurrency-Based Loyalty Programs Thrive as Coin Prices Rise? Empirical Evidence from a Ride-Hailing Platform	Daegon Cho(Yonsei University)
May 2025	Social Influences in Flash Sales: Evidence from Online Grocery Shopping	Changhee Park(Yonsei University)
Jun 2025	Market-Based Managerial Incentives and Real Effects of Auditor Rotation	Daehee Yoon(Yonsei University)
Jun 2025	The Role of Language in International Market Entry Decisions: A Resource Redeployment Perspective	Wonsang Ryu(Yonsei University)
Jul 2025	The Impact of Ad Repetition on Viewer Attention in Connected and Linear Television	Seoungwoo Lee(Yonsei University)
Jul 2025	The Price of Prestige: When Do Price Premiums Drive or Deter Consumer Demand?	Jeonghye Choi(Yonsei University)
Jul 2025	ESG and Advertising Strategy: How ESG Performance Moderates Advertising Effectiveness in the Fashion Industry	Sueryung Chang(Yonsei University)
Aug 2025	Continued Engagement: Analyzing Series Extensions of Mobile Casual Games	Jeonghye Choi(Yonsei University)
Sep 2025	What Makes Consumption Experiences Feel Special? A Multi-method Integrative Analysis	Jungah Sun(Yonsei University)
Nov 2025	Coordinating Pro-Social Practices in Decentralized Relationships: The Case of the Buy-One-Give-One Model	Daehee Yoon(Yonsei University)
Nov 2025	Organizational Learning and Design Implications of Knowledge Sharing	Jihyun Kim(Yonsei University)
Jan 2025	A Hybrid Longitudinal Analysis of Subsidiary General Manager Staffing: Within-Firm R&D Intensity and International R&D Experience Dynamics	Jongmin Lee(Yonsei University)
Mar 2025	Linguistic Alignment and its Performance Consequences for Organizations	Sangwon Han(INSEAD)
Mar 2025	Exploring Research Topics in Operations Management and Matching Them with Research Methodologies	Pyongsoo Lee(Kyonggi University)
Mar 2025	Wait Time Announcements to Optimize Customer Satisfaction	Junghyun Kim(Korea University)
Mar 2025	Periodicity in Cryptocurrency Market and Algorithmic Trading	Chan Kim (Korea Information Society Development Institution)
Apr 2025	Monetary Policy Uncertainty and Market Feedback	Hyeongil Oh(KAIST)
Apr 2025	Mental Health as a Foundation for Psychological Safety: How Organizational Mental Health Support Enhances Employees' Psychological Safety through Social Network Expansion	Yoonah Cho(Sungkyunkwan University)
Apr 2025	The Impact of Enterprise Risk Management on Firm Risk Allocation	Jiyeon Yoon(Chung-Ang University)
May 2025	Strategic decisions in multi-component supply chains	Jungeun Shim(Seoul National University)
May 2025	When AI joins the Team: How LLMs Interact with Team Diversity in Ideation	Yongseok Kim(Sungkyunkwan University)
May 2025	Favorable Risk Selection in Medicare Advantage: The Effect of Allowing Non-Medical Services	Woonam Hwang(KAIST)
May 2025	Capturing relational information in financial data through graph neural network	Beomho Sohn(Chung-Ang University)
May 2025	Simulation and Digital Twins: Industrial Problem-Solving Cases	Hyeonho Lee(Atworth)
May 2025	Who is laughing now? Humor as a mechanism to negotiate status conflicts during organizational change	Sohyeon Shim(Chung-Ang University)
Jun 2025	Generative AI: Unlocking Business Value and Refining Social Science Understanding	Donghyuk Shin(KAIST)
Jun 2025	Case Studies on the Application of Machine Learning in International Business	Imhwan Kim(Samsung Electronics)
Jun 2025	Coping with service cancellation: Strategic role of capacity allocation	Boseong Kim(Kyung Hee University)
Jun 2025	The Impact of AI Development on Industries and Corporate Response Strategies	Jeongkyu Park(KAIST)
Sep 2025	The Assignment of Intellectual Property Rights and Innovation	Yeyeon Park(Sogang University)
Sep 2025	Mobile Location-based Recommendation Systems and Local Businesses: Evidence from the Restaurant Industry	Jinsoo Han(KAIST)
Sep 2025	Data-Driven Personalized Marketing in Practice	Joohee Uhm(Rapp Korea)
Oct 2025	Sponsored Content and News Consumption Tradeoffs	Inyoung Che(Sungkyunkwan University)
Oct 2025	Understanding the Aversion to Gifting Secondhand Products	Youngjin Seong(Sogang University)
Oct 2025	Performance after Reward and Penalty: An Empirical Study about with mHealth App under Gain-Loss Incentive Structure	Jaehong Park(Kyung Hee University)
Oct 2025	Learning About Other Depositors through Earnings Calls	Seonjin Park(Hongik University)
Oct 2025	Real Estate Valuation Models Using Machine Learning and Explainable AI	Wooseong Kim(Konkuk University)
Oct 2025	Information Acquisition and Disclosure by Firms and Analysts	Sooil Bae(Sungkyunkwan University)
Nov 2025	Environmental regulatory risks, firm pollution, and mutual funds' portfolio choices	Seoungho Choi(Hanyang University)
Nov 2025	Inter-Firm Networks and the Issuance of Management Earnings Forecasts	Minseob Song(Sogang University)
Nov 2025	Unveiling Post-Acquisition Value Creation through Cloud and IT Workforce Integration	Woojae Cho(Seoul National University)
Nov 2025	Knowledge Production in the Age of AI: The Impact of AI on Scientific Research and Online Communities	Hyunwoo Park(Seoul National University)
Nov 2025	Comparing Simulation Tools for Industrial Systems Analysis and Developing Effective Utilization Strategies	Hyunho Lee(Atworth)
Nov 2025	The Effects of Information Technologies on the Bankruptcy Decision	Jaeyeol Yang(Kyung Hee University)
Nov 2025	Political Identity and Consumer Behavior	Kyuhong Han(Korea University)
Nov 2025	Applying Management Theories to Platform Companies	Chulseong Lee(Baemin)
Dec 2025	Does production location impact medication quality? An empirical study on the generic drug quality variations	Injoon Noh(Korea University)

2025 International Seminars

Date	Title	Speaker
Mar 2025	Forecast Dispersion and Information Selection	Jingoo Kwon(University of Chicago)
Mar 2025	How Does Auditor Workload Affect Employee Spending and Turnover? Evidence from Micro-Level Transaction Data	Joongbae Kim(Singapore Management University)
Mar 2025	Japanese Long-Lived Companies and Their Regional Impact	Tomohiro SEKI(Doshisha University)
Mar 2025	Information, Emotion, or Nothing: Commentator Speech and Real-time Engagement in E-sports	Jaewoong Shim(University of Connecticut)
Mar 2025	Transaction Costs and Slow-Moving Capital in Risk-On and Risk-Off Arbitrage Regimes	Won-Chang Choi (Washington University in St. Louis)
Mar 2025	Corporate Political Connections and Value Appropriation in Buyer-Supplier Relationships: Evidence from U.S. Firms	Xi (Angie) Wang (The Hong Kong Polytechnic University)
Apr 2025	Newcomers and team innovation: a social network approach	Sungjae Shin(Portland State University)
Apr 2025	Contract Evaluation Horizon and Fund Performance	Jonghoon Lee(Office of Financial Research)
Apr 2025	The Price to be Green: Measuring Nonpecuniary Incentives through the Securities Lending Market	Kisoon Choi(Boston College)
Apr 2025	Nudging Customers to Select High Stock Delivery Windows Via Information Sharing	Doyoon Kim(Boston College)
May 2025	On the potential outcomes of standardizing non-GAAP financial measures: Evidence from the REIT industry	Kyeongjin Park(Singapore Management University)
May 2025	Mass Shootings and Risk Perception: Evidence from the Municipal Bond Market	Jinwook Jung(The Chinese University of Hong Kong)
May 2025	Accounting research in the age of advanced AI	Matti Keloharju(Aalto University)
May 2025	Data-driven Technologies and Local Information Advantages in Small BUSINESS Lending	Jungkoo Kang(Harvard Business School)
May 2025	Leveraging Machine Learning to Advance International BUSINESS Research: Techniques, Applications, and Future Directions	Chinmay Pattnaik (The University of Sydney Business School)
May 2025	All's Well That Ends Well: Creating Positive Endings Can Elevate Work Satisfaction and Motivation	Jihye Shin(Yale University)
May 2025	The role of the human in the loop: The case of franchisee agency costs in product assortment planning with predictive analytics	Jaeeun Choi(University of Michigan)
Jun 2025	Optimal Communication in Banking Supervision	Jeongho (John) Kim(Florida State University)
Jun 2025	Inside the Blackbox of Firm Environmental Efforts: Evidence from Emissions Reduction Initiatives	Seokhyun Yoon(Northwestern University)
Jun 2025	Outsider-Driven Innovation	Gino Cattani(NYU)
Sep 2025	Joint Assortment and Inventory Decisions Considering Stockout-based Substitution	Sangjo Kim(Shanghai University of Finance and Economics)
Sep 2025	Institutional Ownership Concentration and Informational Efficiency	Yan Xiong(University of Hong Kong)
Sep 2025	Do Mutual Funds Respond to Mechanical Changes in ESG Ratings?	Seungjoo Choi(University of Hong Kong)
Sep 2025	Increasing App Engagement Behaviors via Goal-Enabling Technology Features: The Role of Goal Difficulty Dimensions	Jake An(University of Technology Sydney)
Sep 2025	Credit Supply Externality of Intertemporal Income Shifting	Hansol Jan(National University of Singapore)
Sep 2025	When it's the slaves that pay: In search of a fair due diligence cost distribution in conflict mineral supply chains	Constantin Blome (Stockholm School of Economics)
Oct 2025	Unpacking AI Transformation: The Impact of AI Strategies on Firm Performance from the Dynamic Capabilities Perspective	Jaecheol Park(Nanyang Technological University)
Oct 2025	Human-AI Interaction and Traffic Safety in Semi-Autonomous Driving: Evidence from Tesla's Autopilot	Minseok Bang (University of Wisconsin-Madison)
Oct 2025	Story, Marketing, and Design Powerplay	Jinbae Park(FIT)
Oct 2025	The pricing and Economic Impact of Legal Risk	Dean Ryu(Oxford University)
Oct 2025	Supply Chain Design, Digital Twins, & Supply Chain Stress Testing	Chelsea White(Georgia Tech)
Oct 2025	Insider Trading After the 2022 Rule 10b5-1 Amendment	Seil Kim (Baruch College, City University of New York)
Nov 2025	Sustainable Marketing and Multi-Method Research	Sanghwa Kim(McMaster University)
Nov 2025	Designing and Implementing an Effective Research Program in Marketing Strategy	Jooyeon Lee(Iowa State University)
Nov 2025	Do Machines Make Firms Meaner? Automation and the Erosion of Firm-Employee Relations	Dongil Geum(Columbia University)
Nov 2025	Homeowners Insurance and Housing Prices	Kyunghee Kim(Florida State University)
Nov 2025	Technologies in consumer behavior	Sara Kim(Hong Kong University)
Nov 2025	Rescuing Performance Under Pressure: Intra-Quarter Evidence on the Role of AI-Powered Digital Monitoring	Joonsang Yoon(The Chinese University of Hong Kong, Shenzhen)
Dec 2025	Public Health Policy and the Dynamics of Consumer Decision Making	Jongyeob Kim(Nanyang Technological University)
Dec 2025	Bargain Purchase Gains in M&A: Economic Consequences of ASC 805 Adoption	Yuil Park(University of Hawaii at Manoa)
Dec 2025	Noblesse Oblige? Firm Status, Social Crisis, and Prosocial Claims	Michael Jensen(University of Michigan)
Jan 2026	When Thumbnails Match Titles: The Role of Information Congruence in Multimodal Video Representations	Jaewoong Shim(University of Connecticut)
Jan 2026	Paper 1: Regional effect of K-pop global celebrities Paper 2: The meaning-in-life effect of art infusion	Yuri Seo(University of Auckland, New Zealand)


경영관
School of Business

PART 4

IMPACT & NETWORK

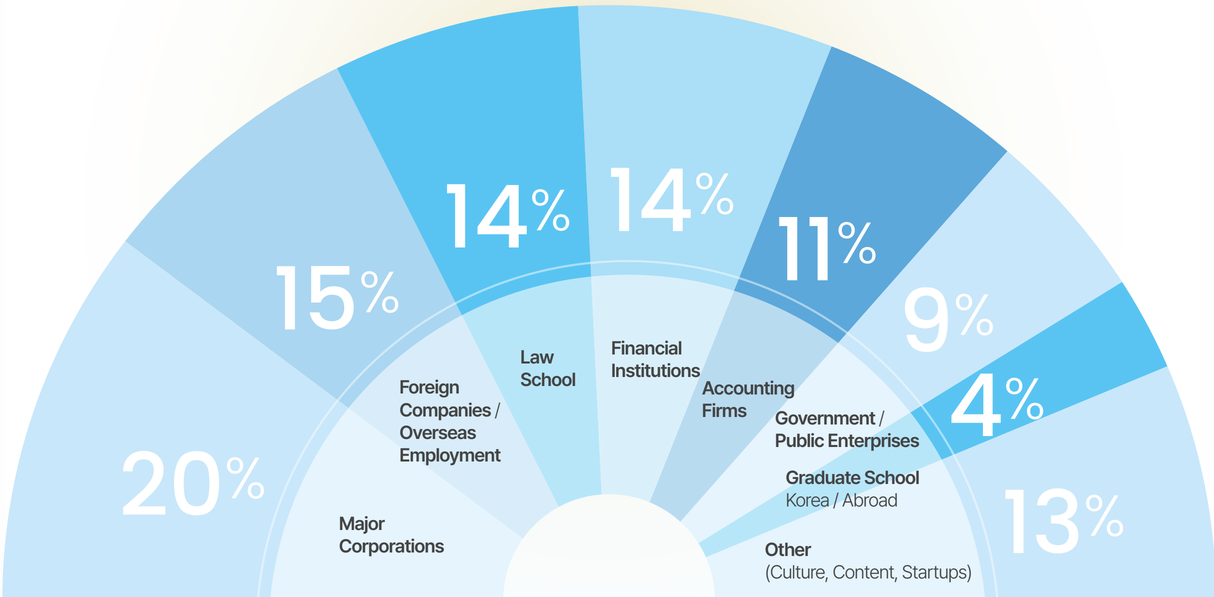
Career Paths of Business Administration Graduates

Graduates of Yonsei University's Department of Business Administration have advanced into a wide range of fields and built diverse careers. Based on graduates from February and August 2025, they are actively working in large corporations, law schools, accounting firms, domestic and international graduate schools, foreign companies and overseas employment, financial institutions, government and public enterprises, as well as culture, content, and startup sectors.

Major employers include Samsung, Hyundai Motor Group, LG Electronics, Hanwha, CJ, Naver, HD Hyundai, KT, Hyundai Mobis, and Daehan Steel. Graduates who pursue further studies are primarily entering major graduate schools in Korea and abroad to deepen their academic capabilities, and their career paths are becoming increasingly diversified.

Yonsei Business is able to demonstrate strength in a changing industrial environment because students develop both foundational and applied capabilities that can be widely used. Business administration is not limited to knowledge acquisition. It is a discipline that develops the ability to analyze problems, make rational judgments, understand people and organizations, and manage rapidly changing markets. In particular, it covers a wide range of fields such as marketing, finance, accounting, strategy, and data analysis, providing students with a foundation necessary for important decision-making and resource management not only in careers but also in everyday life.

Yonsei University's Department of Business Administration is committed not only to delivering business knowledge but also to cultivating individuals with ethical leadership and creative thinking. For students who seek to broaden their potential and those who wish to design new opportunities based on diverse academic fields, YSB serves as both a meaningful platform for growth and a starting point for broader career possibilities.



Major Corporations 20%

Foreign Companies / Overseas Employment 15%

Law School 14%

Financial Institutions 14%

Accounting Firms 11%

Government / Public Enterprises 9%

Graduate School Korea / Abroad 4%

Other (Culture, Content, Startups) 13%

YSB **People**

Yoonji Lee BBA 2021
CEO, Sovement Co., Ltd.

Rather than a single defining moment, it was a process in which my direction became clearer through many experiences.

Rather than waiting until everything is perfect, I chose my own path by setting new standards.

Seungmin Lee BBA 03
CEO, Shinsegae International Cosmetics Division 2
CEO, AMUSE Korea

Innovation created through the power of connection — building the future upon tradition.

Chihoon Oh BBA 94
Chairman, Daehan Steel Co., Ltd.
29th President, Yonsei University College of Commerce and Economics / School of Business Alumni Association

Jungpil Han BBA 90
Provost's Chair Professor, National University of Singapore

A path created by coincidence, and a world opened by the determination not to give up.

Chanho Kim EMBA C12

Head of Strategic Support
Division, CJ CheilJedang

A valuable companion for the second half of life, a world-class mentor that becomes a guide in life, and a broad perspective that looks at management without prejudice.

An important turning point that went beyond simply acquiring knowledge and broadened my perspective as a business leader.

Wonchul Kim EMBA C15

CEO, Hwasung J&I Co., Ltd.
President, Executive MBA 15th Student Council

A sincere expansion of human networks, new perspectives, and valuable insights.

Seokwoo Lee EMBA C16

Executive Advisor, Junglim Development Co., Ltd. /
Mayfield Hotel

Rather Than a Single Defining Moment, It Was a Process in Which My Direction Became Clearer Through Many Experiences

Hello. I am Yoonji Lee, Business Administration Class of 2021, and CEO of Sovement, an AIoT-based waste and safety management startup.

Sovement is a startup that uses AIoT and GIS technologies to expand beyond domestic cigarette butt waste management into safety management for electric vehicle charging stations, H_2 recharge stations, and underground boilers. As I approach my final semester, I am reflecting on the experiences I have had so far.

Yoonji Lee BBA 21
CEO, Sovement Co., Ltd.

Q. What was the background and motivation behind your decision to start a business while still an undergraduate student?

The reason I decided to start a business was not one particular moment. Rather, it was closer to a process in which my direction gradually became clearer through various experiences.

Since my teenage years, I had operated a personal brand, exported products to 12 countries, and experienced selling in department stores. Later, I released services within three startup teams. Through these experiences, I realized that the performance of a business depends more greatly on who drives it forward and in what direction than on the business item or idea itself. I naturally began to think that I wanted to decide my own direction, and in the second semester of my sophomore year, I formed the startup team that became the predecessor of Sovement.

Personally, I tend to find the process of implementing something interesting, and when I solve real problems through a product, I feel great fulfillment. Based on these experiences, I have been developing the business I started at age 20 for more than five years.

Q. Please introduce the activities and achievements of Y-Ventures.

Y-Ventures is a student-led startup accelerating organization at Yonsei University.

It has two goals: supporting the growth of Yonsei entrepreneurs and expanding the startup culture and ecosystem. I participated as a founding member and have been involved in its operation for over three years.

Most recently, Y-Ventures operated the six-week mock startup education program Y-Startup Program, linked with the YVIP program of Yonsei University School of Business. It was designed to allow young entrepreneurs to create real products and test hypotheses by applying them to the market. We also co-hosted a VC and startup networking party with the Yonsei Startup Foundation and Alumni Association.

Through these activities, we have supported more than 20 student startup teams to date and built a startup network with over 400 participants and more than eight early-stage investors.

Q. Please share your future career plans and aspirations.

While running a startup, I realized that the value of a product lies not in the idea or technology itself, but in how many people use it and whether it can be implemented in an expandable form. From this perspective, we set a standard early on that "if 100,000 people use it within 10 years, it has a reason to exist."

The business we are currently operating is already being used by customers at more than ten locations in Korea, and we have built a real user base. We are seeking to scale the business through participation in global exhibitions and entry into the German market. Based on these experiences, I hope to continue creating products that bring meaningful change to more people's daily lives.

Q. What did you learn from Yonsei University School of Business while starting your company, and how did the school help you?

The most helpful part of my experience at Yonsei University School of Business was that I could apply the theories I learned in class to the actual process of starting a business. For example, the cases covered in the Information System course I took last semester were useful references in operating my business. In the Management Research Seminar course, I wrote a paper on AI-based development tools and was able to examine topics I had always been interested in more structurally.

The network with a wide range of seniors and juniors was also a major asset.

Interacting with people who were trying new things in different fields gave me much encouragement and practical help in running my business.

To younger alumni and students, I would like to say that rather than waiting until everything is perfectly prepared, it is good to try something yourself, even in a small form. Especially today, when AI makes it possible to create products and test them quickly in the market even alone, I believe the experience of trying and encountering real problems firsthand will help in choosing one's future path.

Rather Than Waiting Until Everything Is Perfect, I Chose My Own Path by Setting New Standards

Hello. I am Seungmin Lee, Business Administration Class of 2003.
I am CEO of Shinsegae International Cosmetics Division 2 and CEO of AMUSE Korea.

Seungmin Lee BBA 03

CEO, Shinsegae International Cosmetics Division 2
CEO, AMUSE Korea

Q. How did your time at YSB become a starting point for you as CEO?

My time at Yonsei University was the starting point that shaped the direction of my life. At the time, I was not a student with a clear goal, but I vaguely thought that I wanted to create something of my own. As I learned about various theories at Yonsei University School of Business, I realized that every business ultimately exists on top of "people's choices." That perspective still serves as the standard by which I build brands and lead organizations.

Looking back, it was a time with more curiosity and questions than achievement. I naturally developed my own perspective while thinking about why certain brands move people's hearts and what makes something survive in the market. I believe that the questions I had then have shaped who I am today.

Q. After graduation, what direction have you focused on while leading brands and organizations?

Since graduation, I have led several global beauty companies and startups, building brands myself and experiencing the overall process of growth, including expansion, financing, and startup incubation. Beyond simple operations, I have focused on creating sustainable structures and designing the next stage of K-beauty.

Q. What standards do you consider most important when leading brands and organizations?

What I consider most important is not the "right answer," but the "standard." The correct answer changes quickly, but standards create direction. In the end, what standards we choose and maintain determines the depth of a brand and organization.

My goal is not simply growth. For a brand that started in Korea to survive long in the global market, it needs a structure and system that go beyond trends. I hope to create a new K-beauty model that does not merely represent the success of a single brand, but also resonates globally.

Q. What message would you like to share with younger alumni?

I would like to tell younger alumni that you do not have to wait until everything is perfect. What matters is not starting, but creating your own standard and continuing to move forward. Even if the standard seems small at first, the experience of turning it into direction within repetition will eventually become your own path.

My time at Yonsei was not merely a memory, but a period that allowed me to develop my own way of thinking. On that foundation, I stand where I am now and will continue to create new standards in the future.

Innovation Created Through the Power of Connection — Building the Future Upon Tradition

Hello. I am Chihoon Oh, Business Administration Class of 1994, and Chairman of Daehan Steel Co., Ltd. Since April 2025, I have also had the honor of serving as the 29th President of the Yonsei University College of Commerce and Economics / School of Business Alumni Association.

Chihoon Oh BBA 94

Chairman, Daehan Steel Co., Ltd.
29th President, Yonsei University College of Commerce and Economics / School of Business Alumni Association

Q. What memories remain with you from your university life at YSB?

The year I entered Yonsei School of Business, 1994, was just after the senior students had passed through the final phase of the student movement, while the time when my classmates and I were about to graduate coincided with the IMF foreign exchange crisis. Looking back, the four years in between were a time when I enjoyed campus life while receiving a great many benefits.

As much as the knowledge I learned in the classroom, I feel that the "experience of socialization" I naturally gained by spending time and interacting with seniors, juniors, and classmates has been the greatest asset that has supported me to this day. Whenever I encountered difficult problems after entering society, the words offered by my seniors and the time they spent going through those difficulties with me gave me tremendous strength.

Continuing to participate in alumni activities after graduation also gave me the invaluable opportunity to learn from and spend time closely with outstanding business leaders such as Chairman Suh Kyung-bae of Amorepacific and Chairman Kim Chang-soo of F&F, which has likewise been an indispensable source of nourishment for me.

Q. How did you discover the appeal of the steel industry after joining Daehan Steel Co., Ltd.?

After graduation, I did not enter the military immediately. I worked for several years at a management consulting firm before joining Daehan Steel Co., Ltd. Frankly, if I had been able to freely choose my first career, I might not have chosen steel. At first, I did not know the industry and was overwhelmed by the unfamiliar environment.

However, as time passed, I began to see the appeal of the industry.

Steel goes far beyond what strong people can make with their hands. It is an industry that creates massive facilities and capital through leverage and has an impact on the world. It is also a cyclical industry in which the iron that becomes rusted from years of rain and wind is melted and reborn as resources. I was fascinated by its potential, and by the way steel can become a force that advances the present and future. In this industry, I gradually learned how decisions can lead to dramatic results. From this perspective, we have actively promoted ESG management since 2022. We are developing eco-friendly and smart-farm technologies using waste heat, such as GREF, anti-bacterial weed-control fabric ARKERD, and AI-based scrap judgment system Aimos. In 2024, to mark the company's 70th anniversary, we established a new vision of Impact Business and a mission of Responsibility and Sustainability for a 100-year company. I believe this will be the most important turning point for realizing our next 10-year commitment.

Q. What led you to pursue ESG management and the vision of "Impact Business"?

At the root of all these decisions lies a philosophy I have held since my undergraduate years: "Business is ultimately a discipline of human relationships." I define a good company as "a company that sustainably provides opportunities for customers to understand one another differently." It is difficult to satisfy stakeholders with different perspectives at the same time, but it is not impossible.

The core that makes this possible is ultimately communication based on performance and trust. I believe that a good leader must be an effective communicator who can integrate external variables with internal consensus and coordinate the interests of customers and suppliers. This thinking is closely connected to what I learned while building relationships with people at Yonsei Business.

Q. What do you think is the most important virtue for good companies and leaders?

I would like to offer one final thought to younger alumni. The times in which you live may be much more difficult and uncertain than the period when we graduated. Nevertheless, I believe the name "YSB" carries even greater power today. The motto that our alma mater has upheld for 140 years — truth, freedom, creativity, and ethicality — will become a strong foundation in all our lives. I sincerely hope that alumni will extend a hand to one another in difficult moments, under the common pride of being YSB alumni.

A Path Created by Coincidence, and a World Opened by the Determination Not to Give Up

To be honest, I had never imagined becoming a professor. When I first entered Yonsei University School of Business, my dreams were elsewhere. In those days, I was deeply immersed in music, playing guitar in the band Sonagi, and I enjoyed spending time with my bandmates far more than attending class. It was a time when club activities mattered more to me than grades.

Then my military service became a turning point. While many Korean young men regard military service as a time to look back on themselves, I found an unexpected path afterward. A professor at my alma mater recommended that I pursue a master's degree at Yonsei, and with the simple thought of "being a teaching assistant in business school," I returned to school. In the first semester, before course registration, I carefully reviewed the course catalog and selected the courses I wanted to take.

However, when the actual registration day came, all the courses I had chosen were already full. In confusion, I had to fulfill the credit requirement, so I began entering courses without knowing which classes they were. That decision led me to take Professor Seol Su's courses in public economics, database management, and systems analysis and design — as many as three Information Systems courses. At that time, I did not even know what information systems were, or that they were part of the business curriculum.

The shock came during my first programming class. When Professor Seol said, "Those of you with programming experience, raise your hands," everyone except me raised their hand. I still remember the sense of discouragement I felt at that moment: "Did I step into the wrong place?" To borrow a modern term, impostor syndrome struck me. But I had no choice. I decided to endure.

Then, over the course of the semester, something strange happened. I began to enjoy the IS classes. For the midterm exam, we were given a 24-hour take-home programming assignment, and I spent the night completing it. When Professor Seol said, "Among all my students, you are the only one who completed the assignment," I realized something important. That was when I awakened to the fact that if I did not give up and pushed through to the end, I could accomplish anything. This simple but powerful realization became a guide for my life afterward.

The following semester, I heard that Professor Jinwoo Kim, who had received his doctoral degree from Carnegie Mellon University, was joining the faculty. His advisor was Herbert Simon, a Nobel laureate, and Professor Kim's main areas of study were decision support systems and human-computer interaction. At first, I thought I would naturally take the course in Systems Analysis and Design.

However, I later learned that the professor was teaching not the structural analysis methodology of the previous generation, but object-oriented methodology, which was the latest paradigm at the time. I asked for permission to take the class. His answer was unexpected: "Permission is granted. However, regardless of your grades, you must submit all assignments and exams. Frankly, I do not think you can handle it." I thought, "This is a challenge." That is why I submitted five additional assignments. "Fine, let's do it." In the end, I received the highest grade in the class without any credit.

What I learned from that experience was the power of tenacity. It is not enough simply to set a goal and make an effort. What matters is the determination to win, the belief that it must be done, and the persistence to carry it through no matter how difficult it becomes. After several semesters passed and graduation approached, I chose to go on to graduate school. I was not particularly interested in academic study itself, and to be honest, the idea of earning a doctorate felt unfamiliar. As I have confessed many times, during my undergraduate years I spent far more time enjoying StarCraft, Virtua Fighter, and The King of Fighters in high-speed LAN rooms than studying or conducting research.

The doctoral program was no different at first. I simply entered graduate school because I wanted to delay getting a job as much as possible. But as I continued through the program and later became a tenure-track assistant professor at Purdue University in the United States, I began to understand the teachings I had learned before: "If you do something, do it properly," and "aim for higher ground." Those lessons pushed me forward as a researcher. Publishing in top journals was extremely difficult. It required countless rejections, revisions, and resubmissions. Without that spirit of not giving up, I would not be where I am today.

Lastly, I would like to speak about another gift Yonsei University gave me: connections. From my doctoral days to my time as a professor, the warmth and solidarity of Yonsei seniors and juniors I met at academic conferences became a great support for my research life. Professors Kilsoo Suh, Dongyeob Shin, Hongseok Oh, Mooweon Rhee, Sungjoo Bae, Jihyun Kim, and Hyuntak Roh — the relationships with senior and junior scholars, whether they are current or former YSB faculty members, went beyond simple academic ties. They became a source of motivation for me to become a better researcher. For more than a decade, I have regularly written papers to meet them at academic conferences.

Seeing the Yonsei family warmly welcome me whenever I presented at conferences has been an enormous source of strength.

What I want to say to younger alumni is not grand. Even if the path you are taking now does not seem certain, do not worry too much. I was the same. Just do your best in what lies before you, do not give up, and do not be afraid to aim higher. A path created by chance, combined with a determination not to give up, will eventually become your own path.

Jungpil Han BBA 90

Provost's Chair Professor,
National University of Singapore

A Valuable Companion for the Second Half of Life, a World-Class Mentor That Becomes a Guide in Life, and a Broad Perspective That Looks at Management Without Prejudice

Chanho Kim EMBA 12

Head of Strategic Support Division,
CJ CheilJedang

Q. What kind of experience did the EMBA program leave with you?

In 2021, amid the crisis of the pandemic, I took my first step into the EMBA program at Yonsei University Graduate School of Business. Due to strict quarantine measures, there were many times when we attended classes wearing masks and holding our breath, and sometimes continued our studies through screens. However, what remains most clearly in my memory is the passion of my classmates, who studied and discussed together with sincere dedication for three years, even in such an unfamiliar and challenging situation. For me, that was the warmest and most innovative moment of the MBA program.

Q. How do you experience the global growth of K-food?

I currently lead the Strategic Support Division of CJ CheilJedang, Korea's leading food company. I work across a wide range of areas, including the business management of the CJ CheilJedang division, finance, safety management, and inter-company transactions. In the past, Korean food could only be found in Korea or in certain Asian markets, but now it has become a main product on global distribution channels. Whenever I see consumers around the world enjoying K-food and sharing that experience on social media, I feel both overwhelmed and proud of how far K-food has come.

Q. What capabilities do companies need in an era of global competition?

For a company to achieve strong performance and continue growing, it must read market trends, meet customer needs based on overwhelming R&D and production capabilities, and continue moving forward. Today's business environment, however, has become more complex than ever. As the market matures and global regulatory and business environments become more complex, it is no longer easy to achieve growth and global expansion through products alone.

In this hyper-competitive environment, the essential capability is the ability to communicate with diverse stakeholders, improve institutions, and seek policy solutions that enable consumers and markets to grow together.

Q. How has Yonsei EMBA helped you in your current work?

My current work involves cooperating with the government, various related institutions, and policymakers so that CJ CheilJedang's broad business groups can expand beyond Korea and into the global market. In this work, the valuable connections I made through Yonsei EMBA have become both a strong intellectual asset and a solid support system.

Not only academic knowledge, but also practical insight shared by people working at the center of government and industry has helped me understand regulatory issues and make strategic decisions more deeply. In addition, my classmates and alumni, who have gone through intense learning together, have helped build a strong network and create powerful synergy with diverse stakeholders and business networks.

When I speak about the value of Yonsei EMBA, I always emphasize three things.

First, it offers a precious companion for the second half of life. Second, it brings together world-class mentors who serve as guides beyond business and into life itself. Finally, it provides a broad perspective that allows one to see management without prejudice.

Although this short piece cannot capture all that depth, I sincerely hope that more people will achieve great leaps forward in life as business leaders through Yonsei EMBA. Thank you.

An Important Turning Point That Went Beyond Simply Acquiring Knowledge and Broadened My Perspective as a Business Leader

Q. What motivated you to apply to Yonsei EMBA?

While running a small or medium-sized enterprise, I increasingly felt that my existing experience and intuition alone had limitations in helping the company reach the next stage. In particular, in a rapidly changing business environment, I realized more strongly that systematic management knowledge and strategic thinking were essential for the company's sustainable growth.

I applied to the Yonsei EMBA program because I wanted to deepen my understanding of business as a whole, including finance, marketing, and organizational management, and develop the ability to view the company from a more structured and comprehensive perspective.

I also looked forward to sharing experiences with executives from diverse industries, gaining new perspectives and insights, and applying them to the actual business field to discover strategies for growth.

Q. Which classes were most memorable?

It is difficult to choose a single course because all of them were meaningful and directly applicable to real management. What left the strongest impression on me was that I was able to learn how to utilize AI in various ways, which is a key topic in today's business environment. In addition, the professors guided the classes not simply from theoretical perspectives but through case-based and practice-oriented approaches, so every lecture became a valuable learning experience.

Courses related to finance and accounting helped me view a company's numbers not merely as results, but as a core language for decision-making. As a business leader, I was able to build a foundation for making more sophisticated judgments and communication.

Courses such as leadership, global corporate marketing cases, and organizational operations also became opportunities to revisit the status of the company I run.

Through these courses, I thought deeply about customer-centered thinking and efficient organizational operations, and they helped me review and improve the company's processes in practice.

Above all, the discussions with classmates from diverse backgrounds provided new insights and various perspectives. These became valuable assets that went far beyond textbook learning.

Q. What did you feel or think while completing the Yonsei MBA?

My experience in Yonsei EMBA was an important turning point that went beyond simple knowledge acquisition and greatly broadened my perspective as a business leader.

Through exchanges with classmates from diverse industries and backgrounds, I learned that the standards I had regarded as common sense were only one perspective. I also came to see companies and industries from broader angles.

I was once again reminded that continuous learning and change are necessary for companies to keep growing in a rapidly changing business environment.

Moving forward, I would like to strengthen the company's structure based on the knowledge and network I gained through this program and build a foundation for sustainable growth. In particular, I aim to enhance strategic decision-making capabilities, respond flexibly to market changes, and create a company where the organization and its members grow together. I also hope to practice management that goes beyond corporate growth and has a positive impact on the industry and society, based on the values and learning I gained through Yonsei.

Wonchul Kim EMBA C15

CEO, Hwasung J&I Co., Ltd.
President, Executive MBA Cohort 15 Student Council

A Sincere Expansion of Human Networks, New Perspectives, and Valuable Insights

Hello. I am Seokwoo Lee, currently enrolled in the 16th Executive MBA cohort at Yonsei University, and I am an executive advisor at Junglim Development Co., Ltd. / Mayfield Hotel.

Seokwoo Lee EMBA C16

Executive Advisor,
Junglim Development Co., Ltd. / Mayfield Hotel

Q. What motivated you to apply to Yonsei EMBA?

I worked at Korean Air until the end of 2019 and moved to my current workplace in January 2020. However, due to the severe impact of COVID-19 shortly after I began, normal management was impossible for two years. I had prepared for three years, beginning in 2022, to help the company grow further, but I often felt that I still had more questions than answers and that I was trapped within the boundaries of the hospitality industry.

In addition to solving immediate challenges and turning sales around, I realized that, as a manager, I needed to set the company's future direction and execute strategies based on intellectual insight.

While thinking about this, I heard about Yonsei University's EMBA program through a recommendation from an acquaintance. I became convinced that the excellent curriculum would allow me to build management knowledge and gain deep insights through exchanges with experts in diverse fields. Since there were also many alumni from my family who had graduated from Yonsei University and felt a strong affection for the school, I naturally chose Yonsei over other universities.

Q. Which classes left the strongest impression on you?

Thanks to the well-designed curriculum, I was able to study the essence of management with great interest.

Management Science (1st Semester of First Year) Peter Drucker's statement that "you cannot manage what you cannot measure, and you cannot improve what you cannot manage" deeply resonated with me from the beginning of the course. At first, I thought there would be limits to applying scientific management techniques to the tourism and service industries. However, as the course progressed, I became aware that decisions at all points of operations—such as guest flow management at airport check-in, staffing at lodging facilities, and menu engineering to maximize profits—were still relying on experience and intuition rather than data. By learning scientific approaches and decision trees, I was able to achieve scientific thinking in decision-making.

Supply Chain Management (2nd Semester of First Year) It was very interesting to examine how major manufacturers such as Boeing and Toyota make decisions that lead to different outcomes. I learned that decisions are not made only according to unconditional cost reduction and efficiency. In particular, the cases of Zara and Shein revealed how innovative supply chain management in the fashion industry can become a powerful point of brand differentiation.

Service Innovation (1st Semester of Second Year) The course was particularly meaningful because it was the only undergraduate-level course focused on finance and accounting among the curriculum. For me, as someone currently running Mayfield Hotel, which has shown the greatest interest in business management, the course was especially meaningful. It was valuable to apply the cases discussed in class directly to the hotel business. I thought deeply about how to integrate the hotel's unique philosophy and values into the customer experience beyond the traditional provision of accommodation. In particular, the course helped me learn the importance of designing a servicescape that conveys the message we want to communicate in every environment and touchpoint encountered by customers.

Q. What did you feel or think while completing the Yon sei MBA?

When I first entered, many people asked me, "What do you want to gain through EMBA?" My answer was simply "intellectual thirst" and "human networks." Now, as I continue my studies for more than a year and a half, the process of acquiring knowledge and feeling intellectual collaboration is still the greatest joy for me.

Unlike undergraduate studies, which were mostly focused on acquiring credits and preparing for exams, EMBA has given me an opportunity to go beyond knowledge and confront practical insights rooted in diverse real-world experiences. The process of applying insights from class to actual management while facing on-site challenges has been truly rewarding. For example, when preparing guest review events or quarterly business-planning decks, I have combined values learned in Service Innovation and Value Innovation Proposition with Management Science decision trees. I have also been actively introducing generative AI technologies that had once felt vague into practical work.

Most of all, the most valuable aspect has been the sincere expansion of human networks. Having spent the past ten years interacting within the relatively limited boundaries of the airline and tourism industries, I have been able to gain an entirely new perspective through EMBA. Through excellent classmates, seniors, and professors from various industries, I have gained valuable insights that cannot be found in textbooks or one-dimensional relationships.

YSB A/S Lectures

Yonsei University School of Business holds the A/S Lecture, or After School Lecture, at least three times a year for YSB alumni. This program invites professors from Yonsei University School of Business to provide high-quality lectures based on the latest research and trends, thereby offering alumni opportunities for continuous self-development and helping maintain a lasting network with the school and its members. Depending on the lecture theme, corporate executives and others from various fields are also invited to offer diverse talks related to business.

56th Lecture | Distinguished University Professor **Dongyoub Shin**

The Role and Conditions of Vision That Changes the World

On Wednesday, June 11 at 7 p.m., the 56th YSB A/S Lecture was successfully held at Yongjae Hall. Professor Dong Yeop Shin of Yonsei University School of Business delivered a lecture titled The Role and Conditions of Vision That Changes the World, speaking to about 200 alumni.

In the lecture, Professor Shin emphasized that “in turbulent times, an organization’s vision is not merely a tool to prevent losing direction, but a compass that designs the future of individuals, organizations, and society.” He explained through various real-world cases why vision becomes a core driving force and stressed that the future is not given but must be created. He added that the future is strong, idealistic, and yet grounded in reality. “It is simple but clear, and it is better if it seems visible from far away. Sometimes it requires sacrifice, but the reason we believe in vision is because each of us has the motive to make our hearts beat at least once.”

This lecture held special meaning as the final lecture of Professor Shin before his retirement in August 2025. His lecture became a passionate closing chapter, shared with alumni and students after 30 years of dedication as a faculty member at Yonsei University School of Business. After the lecture, many participants lined up to express their gratitude and affection and to congratulate him on his final lecture.

The lecture hall was filled with warm applause and Professor Shin’s last message. Some alumni said that “the lecture contained the wisdom of many years and gave strength until the end.”

55th Lecture | Professor **Changhee Park**

Marketing Strategy and Data-Based Decision Making

On Wednesday, April 30, YSB held the 55th A/S Lecture for alumni.

The lecture was titled Marketing Strategy and Data-Based Decision Making and explored how data analytics can be used in solving marketing strategy issues and making strategic decisions.

The lecture was delivered by Professor Chang Hee Park. Professor Park received his Ph.D. from Cornell University and currently teaches in the Marketing area at Yonsei University School of Business. His main research fields include marketing strategy, distribution, and data analytics. He has published numerous papers in leading business journals, including Marketing Science, International Journal of Research in Marketing, and Journal of Operations Management.

A total of about 150 alumni attended the lecture and spent a meaningful time learning in-depth content on marketing strategy and data-driven analysis.

57th Lecture | Karl Kim Distinguished Professor

K-Management: The Growth and Vision of Hyundai Motor Group

On Tuesday, September 30, from 7 p.m. to 9 p.m., YSB successfully held the 57th A/S Lecture on the first basement floor of the Business Building.

The lecture was titled K-Management: The Growth and Vision of Hyundai Motor Group and was delivered by Karl Kim, Specially Appointed Professor, who served as President for Planning and Coordination at Hyundai Motor Group and Chair of the Supervisory Board at Boston Dynamics.

Based on his experience leading planning and strategy at Hyundai Motor Group, Professor Kim explained in depth the characteristics of Korean-style management, or K-Management, and competitive strategies in the global market. In particular, he offered practical insights on how Korean companies can set new visions and secure growth engines amid industrial transformations such as electrification, autonomous driving, and AI-based innovation.

Approximately 180 alumni attended the lecture. During the Q&A session after the lecture, participants showed strong interest in topics such as improving quality processes to strengthen manufacturing competitiveness, the necessity of digitization and automation in U.S. manufacturing, the importance of leadership and localization, quality innovation, U.S. tariff policy, collaboration with startups, future-oriented leadership organizations, and the need for localization.

58th Lecture | Professor Hyunhan Shin

The Language of Management: Reading Finance

On Tuesday, November 25, Yonsei University School of Business held the 58th YSB A/S Lecture at Yongjae Hall, inviting Professor Hyun Han Shin, who has long engaged in research and experience in the field of finance, to speak under the theme The Language of Management: Reading Finance.

Professor Shin emphasized that “finance is not the language of numbers, but the language of management.” He explained the core elements that determine corporate value—cost of capital, risk, discount rate, and growth rate—through various cases and offered a useful framework for understanding business structure by using the DuPont formula: ROE = ROS × TAT × EM. He highlighted that what matters is not simply seeing the numbers, but understanding the business structure that creates those numbers. He also explained the essence of financial management through major factors that reduce capital costs and increase corporate value, such as asset and debt structures, liquidity, and risk.

The lecture also addressed recent issues, including governance structure, shareholder value, corporate mergers, and shareholder activism. Using the MBK–Homeplus case, Professor Shin examined the balance between financial performance and social responsibility and stressed that in corporate restructuring, financial sponsors must responsibly fulfill their role in reviving distressed companies rather than simply pursuing return on investment.

He further explained that whether governance is proper should be judged not by the governance structure itself but by whether the form of management behavior goes beyond social evaluation, and he emphasized that recovery of trust is key. In relation to governance, he also explained that a condition in which members fall into “numbness” means a loss of meaning at work, and that a leader’s vision must become the core language of the organization and provide meaning to its members. He concluded that a sound board of directors must be able to restrain the owner’s arbitrary decisions and unilateral actions, stressing that a company is like a bicycle that can move forward only when both positive regulations that enable action and negative regulations that prohibit harmful behavior operate in harmony.

Yonsei University School of Business plans to continue operating the YSB A/S Lecture program to invite experts from diverse industries, share the latest management issues, and provide practical insights.

Reunion for College of Commerce and Economics·School of Business

25·50th Graduation Anniversary

On Saturday, May 10, the 25th and 50th graduation anniversary reunion was held at Centennial Hall. In celebration of Yonsei University's 140th anniversary, alumni who entered in 1996 and were marking their 25th graduation anniversary, and alumni who entered in 1971 and were marking their 50th graduation anniversary, returned to campus.

On the Yonsei campus filled with spring greenery, about 150 alumni gathered to enjoy a warm reunion. This year's event held particular meaning, as it coincided with Yonsei University's 140th anniversary, the 110th anniversary of the College of Commerce and Economics and School of Business, and the 60th anniversary of the Graduate School of Business.

The event proceeded with an introduction of university leadership, welcoming remarks by the deans of the College of Commerce and Economics and School of Business, greetings from each college representative, a briefing on university development, delivery of donations and commemorative gifts, group photos, and a campus tour.

To commemorate the reunion, alumni donated a total of KRW 78.5 million to the College of Commerce and Economics and the School of Business. Alumni celebrating their 25th anniversary donated KRW 8.3 million to the College of Commerce and Economics and KRW 26.1 million to the School of Business, while alumni celebrating their 50th anniversary donated KRW 19.1 million to the College of Commerce and Economics and KRW 25 million to the School of Business.

The event went beyond a simple reunion and became a warm time of connection in which alumni reflected on the development of their alma mater and supported its future. It is hoped that this reunion, held after 25 and 50 years, will remain a cherished memory for all participants.

College of Commerce and Economics·School of Business

Alumni Mentoring

Yonsei University School of Business, together with the College of Commerce and Economics Alumni Association and the Yonkyung Scholarship Association, operates various programs to support the career development of students. The Alumni Mentoring program provides students with opportunities to listen to stories from YSB alumni and engage in small-group mentoring with alumni in their fields of interest, helping them explore career paths and plan their future.

Yonkyung Scholarship Association operates Blue Butterfly, a scholarship program that supports tuition and study expenses for registered students and exchange students with financial need. YSB also actively supports students so they can continue their studies without financial difficulty through scholarships and other forms of assistance.

On Wednesday, May 14, the 2025 Alumni Mentoring Event was held at Centennial Hall to support students' career planning and development. The event, which has continued since 2008, is a flagship program of the College of Commerce and Economics and School of Business Alumni Association, providing meaningful communication and advice between alumni and students.

This year's event targeted 180 students in their third or fourth year who had completed at least five semesters, including enrolled and leave-of-absence students. It was held in the College of Commerce and Economics and School of Business buildings and at Baekyangro Grand Ballroom. The program consisted of three parts: a keynote address, in-depth mentoring by field, and dinner, offering customized career counseling according to students' areas of interest.

Part 1, held from 5:10 p.m. to 6:00 p.m. at Gakdangheon in Daewoo Hall, began with welcome remarks by Chihoon Oh, President of the Alumni Association of the College of Commerce and Economics and School of Business, and the deans of the two colleges. Park Kiho, CEO of LB Investment and Business Administration Class of 1982, delivered a keynote speech. As a first-generation venture capitalist in Korea, he shared insights on major trends in the investment industry and the startup environment, offering practical career advice to students.

Part 2, from 6:00 p.m. to 7:30 p.m., consisted of in-depth mentoring sessions in classrooms divided by field. A total of 11 areas were covered, including entrepreneurship, marketing, law, academia, finance, public institutions, accounting and taxation, strategic planning, and nonprofit or international organizations.

Students were matched with alumni mentors from their fields of interest and had the opportunity to deepen their understanding of career paths through practical advice and Q&A.

Part 3, from 7:30 p.m. to 9:00 p.m., was held at Baekyangro Grand Ballroom and included dinner and networking. Mentors who had participated in the field sessions also joined the dinner, allowing students to continue conversations naturally and share various experiences and concerns.

The event was attended by key figures including the deans of the College of Commerce and Economics and School of Business, President Chihoon Oh of the Alumni Association, Shin Pil Kyun, President of the Alumni Association of Political Science and Diplomacy, Park Kiho, CEO of LB Investment, Kim Hyun Young, Vice President of the Alumni Association, Seungpil Lee, Vice President of the Alumni Association, and Younghae Yang, Vice President of the Alumni Association, who encouraged the students and participated actively in the mentoring program.

Yonsei **Sang-Kyung Alumni Night**

The "2025 Yonsei Commerce and Business Alumni Night," bringing together alumni of Yonsei University's College of Commerce and Economics and School of Business, was successfully held on Friday, December 12, 2025. The event was organized to foster pride among Yonsei commerce and business alumni and to strengthen and solidarity among alumni. Alumni from various generations gathered and shared a meaningful time together.

The event began with welcoming remarks by Alumni Association President Chi-hoon Oh (Business Administration, Class of 1994; Chairman of Daehan Steel Co., Ltd.), followed by congratulatory remarks from Yonsei University President Dong-sup Yoon, Yonsei University Alumni Association President Kyung-ryul Lee , College of Commerce and Economics Dean Sang-eon Park, and School of Business Dean and Graduate School of Business Dean Daesik Hur. The program provided an opportunity to reflect on the history and achievements of the Yonsei commerce and business community.

In his congratulatory remarks, Dean Daesik Hur said, "The year 2025 is a highly meaningful year in which we commemorate the 140th anniversary of the founding of Yonsei University, the 110th anniversary of the establishment of the Department of Commerce at Yonhi College, and the 60th anniversary of the founding of the Graduate School of Business." He added, "Yonsei School of Business will continue to pursue educational innovation and fulfill its social responsibility in order to advance beyond Korea and become one of the leading business schools in Asia."

During the event, the "Proud Yonsei Commerce and Business Alumni Awards" ceremony was held to honor alumni who have elevated the standing of Yonsei commerce and business through outstanding achievements in various fields of society.

The recipients were Ji-won Park (Business Administration, Class of 1984; Chairman and CEO of Doosan Enerbility) and Chae-yang Han (Business Administration, Class of 1984; CEO of E-Mart) in the Industrial Management category; Kwang-hyun Lim (Economics, Class of 1988; 27th Commissioner of the National Tax Service) in the Social Service category; Professor Moo-won Lee (Business Administration, Class of 1987; Yonsei University School of Business) in the Academic and Cultural category; Kap-young Chung (Economics, Class of 1971; Chairman of the Korean Committee for UNICEF) for the Distinguished Service Award; and Seung-min Lee (Business Administration, Class of 2003; CEO of the Cosmetics Division 2 at Shinsegae International) for the Future Commerce and Business Alumni Award.

The Chohon Academic Awards were also presented to faculty members who have carried on the academic tradition of Yonsei commerce and business and contributed to the advancement of research. This year's awards went to Professor Ik-hoon Jin of the Department of Applied Statistics in the College of Commerce and Economics and Professor Jae-young Lee of the Department of Business Administration in the School of Business.

Following the conclusion of the official first session, a dinner, prize drawing, and celebratory performances were held, allowing participants to share their affection for their alma mater and strengthen their bonds with fellow alumni.

The event also served as an opportunity to share the major activities and scholarship programs of the Yonsei commerce and business alumni association. Examples of continued alumni participation in the development of the university, including scholarship programs funded by alumni donations and the opening of a study hall for professional and civil service examinations, were introduced and received an enthusiastic response.

More than simply a social gathering, Yonsei Commerce and Business Alumni Night served as a symbolic occasion connecting the history and future of Yonsei commerce and business and provided an opportunity to reaffirm the solidarity of the alumni community.

Yonsei MBA
ALWAYS ON:AIR Year-End Party

On Friday, December 5 at 7 p.m., the Yonsei University Graduate School of Business Student Council held the 2025 ALWAYS ON:AIR Year-End Party at Westin Josun Seoul, Grand Ballroom, in Gangnam, Seoul.

The event was an official year-end gathering prepared to reflect on student council activities throughout the year and to promote exchange and harmony among student council members. Many members attended.

Part 1 began with the entrance of the student council executives and an opening performance. Associate Dean Jooyoung Kwak of the Graduate School of Business gave congratulatory remarks, encouraging the student council for its activities and achievements over the past year.

This was followed by a review of the 2025 club activities, a video screening, greetings from the 2025 student council, and a send-off ceremony for outgoing executives, allowing participants to look back on the year.

Part 2 included a talent show and various recreational programs. Awards were presented for the best dresser and student council member of the year, celebrating the active participation and dedication of members. The congratulatory performance further energized the atmosphere.

Between programs, Dean Daesik Hur of the School of Business briefly introduced the 2026 student council and delivered messages of appreciation and hopes for the new year.

The event concluded with a group photo. Participants encouraged one another for their hard work and spent meaningful time together.

The Yonsei University Graduate School of Business Student Council further strengthened harmony among members and created a new sense of commitment toward the approaching year of 2026.

Global MBA
Mentoring Day

Alumni Visit to Their Alma Mater

On May 13, 2025, current students of Yonsei Global MBA welcomed 2023 alumni to their alma mater at the invitation of Global MBA students. Although it was a late evening after class, four alumni and about 10 current GMBA students gathered to spend a meaningful time together. The alumni shared vivid experiences of studying in Korea as international students and later moving on to employment.

Victoria Rybak from Ukraine explained her experience using job platforms, the job-search process, and the importance of scoring well on TOPIK and obtaining strong certifications for legal affairs positions. Samita Thongput from Thailand shared the reality that fluency in Korean is required for many positions, along with her experience using LinkedIn. Jean Liang from Malaysia emphasized the importance of lectures and networking for job searching through the school's faculty network. Gabriella Sharon Gozali from Indonesia, who began working at Grab as a marketing manager, shared her career-change experience from accounting to marketing and explained the unique organizational culture of the tech industry.

In the Q&A session, which proceeded freely afterward, current GMBA students asked many questions. Alumni working in Korean companies offered practical advice on the special conditions of Korean companies and the work environment for foreigners. Key information included the actual treatment and salary by company size, types and extensions of work visas, the importance of Korean language proficiency for foreign workers, visa issues, whether it is possible to maintain work abroad, and major hiring positions for foreigners such as sales and marketing. Students listened with great interest.

Although the session was held at a late hour, around 7:30 p.m. on a weekday evening, more than 10 students attended. Participants spent a meaningful time interacting closely with alumni. Kamel Khallaf, the current GMBA student representative and organizer of the program, said, "It was meaningful that alumni who had already experienced TOPIK and visa issues gave us useful information.

These were stories that seniors who had studied in Korea as foreigners and struggled with employment could tell to current students."

Global MBA
Guest Speaker Lecture

Visa, Employment, and Entrepreneurship in Korea

Yonsei University Graduate School of Business held a special lecture for Global MBA students on Thursday, September 25 from 7p.m. to 9p.m. under the theme *Visa, Jobs and Entrepreneurship in Korea*.

Two speakers participated: Alyce Best, Team Leader of Tappytoons and President of the Yonsei University GMBA Alumni Association, and Casimir Agossou, Co-CEO of Assist-Me Africa. They shared their experiences with international students on topics such as careers, employment, and entrepreneurship in Korea.

The lecture focused on visa acquisition strategies and practical employment know-how required for foreigners to settle and work in Korea, based on the speakers' experiences and practical advice. GMBA student Li Ke Widjaja noted that the lecture was meaningful because it did not simply share success stories but also gave encouragement to current international students preparing for employment after graduation. He added that it was especially helpful to hear tips on issues that international students could relate to.

Yonsei University Graduate School of Business expects this lecture to provide practical help to international students planning careers in Korea and intends to continue offering diverse education and exchange programs to cultivate global talent.

YSB Prep.
for High School Students

YSB Prep. for high school students is a preparatory program for students hoping to enter Yonsei University School of Business or major in Business Administration. It helps them gain an accurate understanding of business administration and experience the faculty, alumni, and current students of Yonsei University School of Business before admission.

For high school students who lack specific understanding of business administration or opportunities for career exploration, the program provides various information on the characteristics of the major, admissions preparation, and campus life. Through mentoring sessions with current students and alumni, participants can receive advice on concerns related to university life, study methods, and career paths.

Yonsei University School of Business successfully operated the YSB Prep. for high school students program for high school students aspiring to enter the School of Business. The program was held twice, once in the second semester of 2024 and again in the first semester of 2025. A total of about 350 high school students participated and were introduced to YSB's curriculum and university life.

The program consisted of an introduction to Yonsei University School of Business, special lectures by professors, admissions and campus-life mentoring, and a business building tour. Participants listened to diverse stories about the school's history and educational philosophy, as well as major areas such as marketing, management, finance, accounting, organization, and data intelligence. They also broadened their understanding of various comparative programs offered by YSB, including exchange programs, startup support, and alumni mentoring.

In the professor special lecture, students learned the key concepts and practical applications of business administration through major theories and real-world cases. In the second semester of 2024, Professor Seungwoo Lee delivered a lecture titled Yonsei, Business, and Marketing. In the first semester of 2025, Associate Dean Daegon Cho gave a lecture on The Past, Present, and Future of Business Administration, presenting vivid examples

of the overall field of business administration. Through these lectures, participants were able to deepen their understanding of business and gain opportunities for career exploration.

During the admissions and mentoring sessions, YSB ambassadors and current students provided practical advice to participants on admission strategies,

self-introductions, academic life, club activities, study management, and study methods. Participants also had time to learn about college admission and career planning through Q&A sessions.

In the business building tour and campus-life session that followed, participants visited major facilities related to business education, including classrooms, discussion rooms, Barama Library, and startup spaces. They also received information on campus life, including course registration, club activities, exchange student programs, and scholarship systems.

YSB Prep. for high school students introduced the curriculum and career opportunities of Yonsei School of Business to high school students and provided practical information on admissions preparation and university life. It was also an opportunity for students to gain a more concrete understanding of business administration. Through communication with current students and special lectures by professors, participants deepened their understanding of university life and were able to plan their future career paths more specifically.

Student Ambassadors **BizYon**

BizYON [Vision] bizyon_yonsei

Yonsei School of Business, Your Obvious No.1 Choice

BizYon is the official student ambassador organization of Yonsei School of Business. The name carries the meaning that "Yonsei University School of Business is everyone's best choice." Like the word "Vision," which is pronounced similarly, the organization aims to present a forward-looking vision for business administration and the future society to prospective and current students.

Based on students' perspectives and passion, BizYon plays the role of conveying the value and appeal of Yonsei University School of Business more vividly.

Since its founding in 2007, BizYon has organized and operated major programs representing Yonsei Business and has served as a communication channel connecting prospective students, current students, and alumni. Major activities include freshman and alumni mentoring, orientation for admitted students, information sessions for admission to Yonsei University School of Business, and planning and operating representative programs of YSB.

BizYon also manages the official SNS pages of Yonsei University School of Business and the School of Business YouTube channel, creating and promoting diverse content.

Programs such as YSB Prep. for high school students for prospective students and RC 101 Business Administration and Yonsei Concert for current students are also planned and operated by BizYon, helping to share the unique experience and culture of YSB. Moving forward, BizYon will continue serving as the official student ambassadors who share the values and news of Yonsei University School of Business.

36th BizYon Appointment Ceremony

YSB Building Tour Led By BizYon (Kor/Eng)

▼ 36, 37th BizYon Student Ambassadors

CPA Preparation Room Opening Ceremony

On Monday, November 3, the "CPA Study Room Opening Ceremony" was held in Room 401-4 of the Daewoo Hall Annex. The establishment of this study room was promoted through alumni donations from the Yonsei Accounting Association and the Yonkyung Scholarship Foundation, and was arranged with the purpose of providing students preparing for the Certified Public Accountant (CPA) examination with a comfortable and stable study space.

In a progress report, Dean of the School of Business Daesik Hur stated, "Of the 'CPA Study Group Scholarship Fund' established in June 2025 through alumni fundraising by the Yonkyung Scholarship Foundation, a portion of 30 million won was converted into the 'CPA Study Group Construction Fund' and used for construction expenses. After receiving approval from the School of Business Operations Committee and the Space Committee in July, construction was carried out for two months from September to October."

Through this construction, new study rooms with a total of 18 seats were created in Rooms 401-4 and 401-5 of the Daewoo Hall Annex. As a result, the total number of seats in the CPA study rooms within the School of Business has been expanded to 117 seats: 7 seats in Room B102 of the Main Building, 40 seats in Room B104, 52 seats in Room 408 of the Annex, and 18 seats in Room 401-4.

In addition, essential equipment, including desks, chairs, refrigerators, humidifiers, and air purifiers, was newly provided to enhance study convenience, while electrical, communications, heating, and cooling facilities were improved to complete an efficient learning environment.

In his congratulatory remarks, Executive Vice President for Administration and External Affairs Yong-ho Kim said, "This expansion of the study room is not simply the creation of a space, but symbolizes the trust and expectations of the Yonsei community toward future accounting professionals. I hope that the new space will serve as a foundation supporting students' challenges and growth, and Yonsei University will continue to provide unwavering support so that students' dreams may bear fruit."

To commemorate the opening of the study room, alumni partners from Samil PwC and PwC Consulting donated 250 million won, establishing a strong financial foundation for the future development of the CPA study group's learning environment and the cultivation of younger students.

The event was attended by university officials, including Executive Vice President for Administration and External Affairs Yong-ho Kim, Dean of the School of Business Daesik Hur, Associate Dean for Academic Affairs Seungjae Park, Associate Dean for Planning Daegon Cho, Director of the Business Research Institute Daehee Yoon, Professor Doocheol Moon, who is in charge of the CPA program, and Professor Soonhong Min, as well as numerous alumni, including President of the Yonsei Accounting Association Daejun Park, CEO of EY Accounting Corporation Bok Han Lee, and Samil PwC Partner Seung-hwan Cheon.

In their words of appreciation, student Yu-hyeon Kim, Director of Gyeonghyeonjae, the CPA study group, from the Department of Political Science and International Studies, Class of 2018, and student Ha-jun Ahn, Director of Gyeonguhoe, from the Department of Russian Language and Literature, Class of 2017, said, "Thanks to the support and interest of our alumni seniors, we are grateful to be able to study in a stable environment. We will do our utmost to become accounting professionals worthy of the Yonsei name."

The event concluded with a ribbon-cutting ceremony and a group commemorative photograph, and the attendees shared refreshments while exchanging views on the direction of development for CPA education at Yonsei School of Business.

Based on its long-standing tradition of CPA education infrastructure, Yonsei University School of Business is establishing a "mutually beneficial learning ecosystem for seniors and juniors," in which alumni and current students grow together.

With the opening of this study room as an opportunity, Yonsei University plans to continue its support so that more students can grow into global accounting professionals equipped with professionalism and ethical awareness.

MBA **Leadership Development Program**

2025 Leadership Development: Baekdudaegan I–II

Yonsei University Graduate School of Business successfully operated Leadership Development: Baekdudaegan I–II, its representative experiential leadership education program designed to help MBA students develop leadership, collaboration, and problem-solving competencies through challenges in nature and team-based activities.

During the first semester of 2025, Leadership Development: Baekdudaegan I was held twice in the Seonjaeryeong and Balwangsan areas. The first session took place from April 18 to 19, and the second from May 2 to 3. A total of 89 students participated, including 48 in the first session and 41 in the second. The program included various activities such as lectures by instructor Cho Young Tak of FG MBA, core-purpose team activities, strategic meals, hiking, night sessions, and debriefing. Through these activities, participants experienced the importance of communication and teamwork in achieving shared goals.

Baekdudaegan I focused on exploring natural sites around Seonjaeryeong and Balwangsan, along with physical challenges and reflection activities. Students directly experienced the mountain environment through daytime hiking and discussed cooperation and resilience while moving toward goals together as a team on Balwangsan. During special lectures, they explored the meaning of leadership in crisis situations, including the judgment and responsibility required of leaders in harsh weather.

In the second semester, Leadership Development: Baekdudaegan II was held on the Min Dungsan and High1 Resort highland forest routes. The first session ran from October 24 to 25, and the second from October 31 to November 1, with 88 students participating in total, 48 in the first session and 40 in the second.

Students carried out team missions in nature, including the MinDungsan silvergrass hiking trail and High1 Resort's forest trails, and strengthened their leadership followership capabilities.

In Baekdudaegan II, course operations that considered safety and efficient program management were emphasized. Participants carried out activities such as team-by-team safety education and preparation exercises before hiking. After hiking, they completed experiential activities including silvergrass cooking, dialogue, night sessions, and final debriefing. By writing mind maps and personal strategic plans, attending Baekdudaegan special lectures, and taking part in a film festival, they expanded educational outcomes beyond outdoor activities through various linked programs.

This program was meaningful in that students moved beyond the classroom to make decisions on their own, work with classmates, and reflect on their own goals in natural environments. Especially because MBA leadership cannot be cultivated through knowledge delivery alone, the Baekdudaegan program helped students develop leadership in real-life situations.

Yonsei University Graduate School of Business plans to continue developing experiential leadership education, including the Baekdudaegan program, so that students can grow into leaders with responsibility and execution capabilities in a changing business environment.

2025 Leadership Development: Jeju Island

Yonsei University Graduate School of Business successfully completed Leadership Development: Jeju Island, an MBA leadership development course for the 2025 academic year. The program is one of the school's representative experiential leadership education programs, designed to help students carry out team projects based on the regional characteristics of Jeju Island and develop leadership, collaboration, and problem-solving skills.

The 2025 Jeju leadership development program was operated in two sessions. The first session was held from May 16 to 18, and the second from May 30 to June 1.

A total of 156 C/F/G MBA students participated, with 78 students in each session. The course carried 1.5 credits and was directed by Professor Seo Chang Beom and Professor Lee Ji Yoon.

The program consisted of pre-briefing sessions, SPC team formation, project execution by team, pitching day, field activities in Jeju, guest lectures, and official debriefing. Students formed SPC units, established execution strategies for their missions in Jeju, and shared each team's ideas and execution plans through pitching day. They then carried out team projects on-site in Jeju and developed leadership and execution capabilities through real-world activities.

This year's program held particular significance because the project topics were connected with Jeju's local economy and ESG. Special lectures were held on social investment and local problem-solving, local creators, startups, and ESG. Through cases from MYSC and San Dol, students were able to consider the roles of local communities and companies and the meaning of sustainable value creation, using Jeju as an example.

In addition, the program shifted from the traditional essay-style report format to a photo report and presentation format, encouraging students to reinterpret their field experiences in their own language. Students organized their team project outcomes and field experiences as short videos and photo content, sharing their on-site experiences creatively. Through this, the program became a more comprehensive learning experience that connected planning, execution, performance, and sharing, rather than simply an outdoor activity.

The Jeju program provided students with an opportunity to practice judgment and collaboration in an unfamiliar environment. Each SPC team set goals within limited time and resources, divided roles, and responded to diverse variables that occurred on-site. This process became an opportunity to train communication skills, speed, responsibility, and flexibility required of MBA students in real management settings.

Through Jeju's landscape and local-based activities, participating students deepened their understanding of Jeju's nature and local society and experienced practical cases of ESG management and social value creation. In particular, team project execution based on local resources and content gave students meaningful help in experiencing the direction of sustainable management and leadership.

Yonsei University Graduate School of Business will continue developing experiential leadership education, including the Jeju program. Through these programs, the school will actively support students so that they can grow into responsible and execution-oriented leaders with practical, field-based capabilities in a rapidly changing business environment.

Advanced Management Program(AMP) **Seminar·Workshop**

97th AMP Japan Seminar

From Friday, May 23 to Sunday, May 25, the 97th cohort of the Advanced Management Program (AMP) conducted a two-night, three-day seminar in Japan, visiting Saga and Nagasaki. The seminar was led by Dean Daesik Hur of Yonsei University School of Business and Graduate School of Business, Professor Soonhong Min, Director of AMP, and Professor Chang Bum Lee of Saga University. Participants examined Japan's modern history, industry-academia cooperation, and business innovation cases in the field.

On the first day, participants attended a special lecture by Professor Chang Bum Lee at Saga University and visited Yobuko Port to learn about the non-display auction system. They then toured Karatsu Higashi Port to understand the history of Japan's pottery industry and the development process of local industries.

On the second day, participants explored Nagasaki Peace Park, Glover Garden, Dejima, and the Urakami Catholic Church, deepening their understanding of Japan's modern and contemporary history and cultural exchange. On the final day, they visited Karatsu Castle to explore Japanese history and regional culture before returning home. This seminar combined management education with historical experience, providing participants with an opportunity to broaden their global management perspective.

98th AMP Japan Seminar

The 98th cohort of the Advanced Management Program (AMP) held a Japan seminar from Friday, October 31 to Sunday, November 2. The seminar was led by Professor Soonhong Min, Director of AMP, and Professor Amira Honjo of Waseda University, with 36 participants, including 29 members of the 98th cohort.

Participants explored Japan's business education sites, urban cultural spaces, and global business environment to broaden their understanding.

On the first day, participants visited Waseda University and toured the campus. They attended a special lecture by Professor Amira on strategic sustainability, and later visited Tokyo National Museum and Hamarikyu Gardens to explore Japan's urban culture and brand value.

On the second day, participants visited Kawaguchiko, near Mount Fuji, as well as Arakurayama Sengen Park and the Yamanashi Prefectural Maglev Exhibition Center, experiencing cases of Japanese branding and the use of tourism resources.

On the final day, they visited Shinjuku Gyoen National Garden, the National Museum of Modern Art, and Akasaka Hikawa Shrine to experience Japanese urban resource culture, art exhibitions, urban regeneration, and sustainable development cases.

This seminar offered an opportunity to observe Japan's corporate, regional, and urban development strategies from a management perspective. It also served as a time for participants to broaden the strategic thinking and cultural sensitivity needed as global managers.

97th AMP Jeju Workshop

The 97th cohort of the Advanced Management Program held a two-day, one-night Jeju workshop from March 28 to 29. Led by Dean Daesik Hur of Yonsei University

School of Business and Graduate School of Business and Professor Soonhong Min, Director of AMP, approximately 40 participants joined the workshop to build fellowship in the early stage of the program and lay the foundation for active participation.

During the workshop, Yonsei University Emeritus Professor Gil Soo Suh delivered a special lecture titled AI Insights for Business Leaders. The lecture covered the basic concepts of artificial intelligence and deep learning, business applications of AI assistants, the limitations of AI, and ethical issues, helping participants think about how executives should understand and use AI in a rapidly changing digital era.

Participants also visited Gyorae Natural Recreation Forest, Seogwipo Healing Forest, and Bonte Museum, experiencing Jeju's nature and culture. The workshop provided a meaningful opportunity for participants to share management experiences, reflect on sustainability and environmental values, and strengthen bonds among classmates.

98th AMP Jeju Workshop

The 98th cohort of the Advanced Management Program held a two-day, one-night Jeju workshop from September 19 to 20 at Jeju Dembel Resort. Approximately 35 participants, including AMP classmates and school officials, joined the program and used the occasion to build close relationships at the beginning of the cohort and prepare for academic exchange ahead.

Participants shared their management experiences at a beautiful resort in Jeju and expanded networks among classmates. The workshop helped the 98th cohort form cooperative relationships in earnest and provided momentum for active participation in future lectures and seminars.

Your valuable contributions
have made the following achievements possible.

PART 5

DONATION

Yonkyung Scholarship Association Donates KRW 1 Billion

The Yonkyung Scholarship Association donated KRW 1 billion to support the Blue Butterfly Scholarship for talent development at Yonsei University. The signing ceremony was held on February 5 at Allen Hall, together with the College of Commerce and Economics and School of Business Alumni Association. The donation will be used for the long-term and sustainable expansion of the Blue Butterfly Scholarship Program and the reinforcement of scholarship support.

The Blue Butterfly Scholarship is a regular small-donation fund created by alumni under the idea of "KRW 1,000 a day, KRW 30,000 a month." The program aims to create a meaningful change in the lives and futures of junior students through small but consistent contributions. It has served as a practical support system that allows students to focus on learning, challenges, and personal development without financial burdens. To date, the cumulative donation amount has reached approximately KRW 8.9 billion.

The Blue Butterfly Scholarship is operated through five tracks that support both financial hardship and students' diverse needs for growth and challenges. The Discovery Track supports students who go beyond campus and pursue challenging exploration activities. The Academic Track supports students who achieve outstanding academic performance. The Entrepreneur Track helps students prepare for real entrepreneurship through support for startup discovery, startup preparation, and participation in the Social Track. The Global Track consists of inbound programs supporting international students' settlement in Korea and outbound programs supporting Yonsei students' international adaptation. Many alumni participate in operating these tracks.

To support students facing financial difficulties more directly, the program also p, a living-expense scholarship. Through this support, students are able to receive practical help in sustaining their studies and daily life. The Blue Butterfly Scholarship also operates a donor recognition program to expand the culture of giving. Donors receive a unique "donation butterfly number" engraved on a limited-edition teddy bear according to their cumulative giving, and those who complete four years of donations are given a gold pin bearing the donor's name.

The Yonkyung Scholarship Association emphasized that the Blue Butterfly Scholarship is more than simple financial support. It is a "promise" that alumni will continue to support the dreams and challenges of current students. The association stated that it would continue supporting Blue Butterfly Scholarship students so that they can become talented individuals who contribute to society and move beyond Yonsei into the wider world.

President Dong Sup Yoon of Yonsei University said that the donation was more than financial support; it was a meaningful expression of alumni commitment to Yonsei's future talent development and spirit of giving. He added that the generous hearts of senior alumni would help light the path for younger students and help them become talented individuals who understand and practice the value of sharing.

Samil Accounting Corporation and PwC Consulting Donate KRW 250 Million

On Thursday, October 30, Yonsei University held a meeting with alumni partners from Samil Accounting Corporation and PwC Consulting and a ceremony for the delivery of a KRW 250 million development fund at the conference room on the 2nd floor of Allen Hall. The donation was prepared to celebrate Yonsei's 110th anniversary and to support the future of Yonsei together with PwC.

The ceremony began with welcoming remarks by President Dong Sup Yoon.

Attendees included Vice President Yong Ho Kim for Administration and External Affairs, Lim Jong Baek, Director of the Office of External Affairs, Dean Daesik Hur of the School of Business, Associate Dean for Faculty and Academic Affairs Seung Jae Park, Director Daehee Yoon of the Business Research Institute, Professor Doocheol Moon, who supervises CPA students, and Professor Soonhong Min. Alumni partners from Samil PwC also attended, including CEO Daejoon Park, Jeon Woo Seong, Jung Hoon Lee, Taek Soo Chung, Jong Hyun Kim, Partner in Tax, and more.

The donation will be used as a scholarship for CPA students and as a fund to improve the educational environment. President Dong Sup Yoon said that the warm support shown by Samil PwC alumni partners demonstrates the solidarity among alumni and their affection for younger students. He expressed deep gratitude for their contribution.

The donation will establish a CPA student development fund and support the creation of a fund for the 110th anniversary of Yonsei. It is expected to help strengthen the infrastructure for future accounting talent development and accounting education.

CEO Daejoon Park of Samil Accounting Corporation said, "This donation contains the wish for Yonsei to remain an alma mater of which we can be proud and to provide a better learning environment for our younger students." He added that Samil and PwC would continue to cooperate with Yonsei University School of Business in nurturing future accounting talent. Dean Daesik Hur also expressed his gratitude, saying that the alumni's generosity would be a great strength for YSB students to grow into accounting professionals with practical ability and character. He added that the school would continue to cherish the meaning of giving.

Donation Presentation Ceremony

AMP 97th and 98th Cohorts Donate KRW 50 Million and KRW 30 Million

The 97th and 98th cohorts of the Advanced Management Program each donated to the YSB Development Fund, providing examples of warm alumni giving that supports the school's growth and development.

On June 4, a luncheon was held for the 97th cohort. President Kim Tae Kyung of the 97th cohort said, "The relationship among AMP classmates is very special. I hope we will continue sharing experiences and growing together."

On the same day, President Kim delivered a KRW 50 million development fund to Yonsei University, expressing the cohort's affection for the school and commitment to its continued development.

On November 12, President Hwang Sang Gon of the 98th cohort delivered a KRW 30 million development fund to Yonsei University on behalf of the cohort, pledging continued support for the school's sustainable development.

President Hwang said, "AMP 98th cohort consists of leaders from diverse industries who are growing together within the Yonsei community." He added that it was meaningful for classmates to join together in giving and that he hoped the donation would serve as a valuable contribution to the school's development.

Yonsei University Graduate School of Business expressed deep appreciation for the donations and stated that the funds will be used meaningfully for projects such as improving the educational and research environment and nurturing future talent.

Executive MBA 15th Cohort Donates KRW 60 Million

The Executive MBA 15th cohort donated KRW 60 million to support the development of the school and the cultivation of future talent at the graduation ceremony held at the Main Auditorium at 2 p.m. on Monday, February 23, 2026.

The donation ceremony was held during the 2026 February graduation ceremony for the College of Commerce and Economics and the School of Business, making it even more meaningful as it encouraged graduates and supported YSB's continued growth.

The EMBA 15th cohort decided to make the donation in the hope that Yonsei School of Business and Graduate School of Business would strengthen its competitiveness as a global business education institution and cultivate future leaders. The fund will be used in various projects for educational and research development and for student support.

The cohort said that this donation was prepared to commemorate graduation and to express the desire for the school's continued development. They added that they hoped the school would become a better learning environment where current and future students can focus on their studies and reach their full potential.

The donation also reflected the cohort's commitment to fulfilling its responsibility as alumni and practicing the value of sharing. It is expected to become a meaningful example that connects graduates with their alma mater and helps shape the future of YSB together.

Hanwoori Scholarship Foundation Donates KRW 40 Million

On November 3, the Hanwoori Scholarship Foundation donated KRW 40 million to the Yonsei Business Development Fund to support future talent at Yonsei University School of Business and Graduate School of Business.

Established in 2012 through the personal contribution of Cho Yong Hoon, CEO of Hanwoori Food Industry, the Hanwoori Scholarship Foundation has continued to provide support so that students in difficult circumstances can study without worry. Through steady scholarship support, the foundation has practiced the value of education and social responsibility.

In particular, the foundation has donated approximately KRW 190 million in scholarships to students of Yonsei University School of Business and Graduate School of Business. It has also supported students facing financial hardship so they do not give up on their studies. This continued support reflects the foundation's deep commitment to students' dreams and futures.

Through this donation, ten students facing difficult circumstances were selected as scholarship recipients in 2025. The scholarships gave them valuable opportunities to focus more fully on academics and self-development.

Yonsei University School of Business expressed deep gratitude for the foundation's warm generosity and stated that it will do its best to cultivate talented individuals who can grow with confidence and contribute to society.

Yonsei Accounting Society Donates KRW 30 Million

On Tuesday, August 26, at Room 407 of the Business Building, Yonsei School of Business received a KRW 30 million donation for the expansion of the CPA examination preparation room from the Yonsei Accounting Society.

The donation will be used to improve the learning environment for CPA students and to expand the CPA room. The CPA preparation room in Daewoo Hall Annex is scheduled to add 18 seats. Currently, 47 seats are located in the main Daewoo Hall and 52 seats in the annex, and the donation will create an additional 18 seats in the annex. The donation is also expected to improve the learning environment of students by expanding space and adding facilities.

The donation ceremony was attended by Dean Daesik Hur, Associate Dean for Academic Affairs Seungjae Park, Associate Dean for Planning and International Affairs Daegon Cho, Director Daehee Yoon of the Business Research Institute, Professor Doocheol Moon, and student representatives. From the Yonsei Accounting Society, CEO Yong Geun Park of EY Accounting Corporation, CEO Bok Han Lee, and CPA Jong Jin Oh of Samil Accounting Corporation attended.

The ceremony went beyond a simple donation and offered an opportunity for Yonsei alumni seniors to encourage juniors preparing for the CPA exam and share a warm meal with them afterward at Room 103 in Baekyang Hall.

The Yonsei Accounting Society is composed of certified public accountants who graduated from Yonsei University School of Business. Based on alumni solidarity and professional responsibility, the society continues to contribute to society and support future generations through various giving activities.

Former Visiting Professor Myung Jang Donates KRW 30 Million

On November 5, Former Visiting Professor Myung Jang donated KRW 30 million to the YSB Development Fund.

Former Visiting Professor Myung Jang previously donated KRW 10 million to the School of Business and Graduate School of Business Scholarship in 2022 and KRW 20 million each to the Yonsei University Development Fund in 2023 and 2024. Her cumulative donations have now exceeded KRW 100 million.

Professor Jang served as a faculty member of the School of Business from 2005 to 2007 and from 2009 to 2014, teaching accounting courses. Although she no longer teaches at Yonsei, she continues to make donations and express affection for YSB and its students.

Alumnus Sasung Kim Donates KRW 10 Million

DASAN 茶山會計法人

On Friday, December 5, Sasung Kim, Business Administration Class of 1985, donated KRW 10 million to the School of Business Development Fund.

Kim previously donated KRW 10 million to the School of Business Facility Improvement Fund in April 2014. His continued generosity is especially meaningful as it represents warm support for the next generation of YSB students.

Kim currently serves as Vice President of Dasan Accounting Corporation in charge of the North-Central region. The corporation is a specialized business-advisory firm recognized by clients for its expertise in audit, accounting, tax, and business consulting. It aims to provide the best service based on accurate analysis and trust.

Yonsei University School of Business expressed deep gratitude for Kim's generosity, stating that it provides valuable encouragement for students and will contribute to improving educational competitiveness and student support.

Yonsei MBA Alumni Association Donates KRW 10 Million

On Wednesday, December 10, during the 25th Yonsei MBA Management Awards Ceremony and 2025 Yonsei MBA Nightheld at Sevit Island, the Yonsei MBA Alumni Association delivered a KRW 10 million development fund to Yonsei University School of Business and Graduate School of Business.

By delivering this fund on behalf of the Yonsei MBA Alumni Association, President Joon Ik Sun conveyed support for the school's continued development and the cultivation of future talent. The donation was presented to Associate Dean Joo Young Kwak.

The donation reflects the strong solidarity among Yonsei MBA alumni and their warm affection for younger students. It is especially meaningful because it demonstrates the responsible practice of giving by the alumni association.

Yonsei School of Business stated that, thanks to the Yonsei MBA Alumni Association's continued interest and warm support, the fund will be used meaningfully for projects that strengthen the educational and research competitiveness of the school and support students.

AMBA 3rd Cohort Student Heejoon Kim Donates KRW 10 Million

On November 5, 2025, Heejoon Kim, a member of the third cohort of the Advanced MBA (AMBA) program, donated KRW 10,000,000 to the School of Business and Graduate School of Business Development Fund.

Kim currently serves as Executive Vice President overseeing operations at Hankil Architects & Engineers and is an expert in the field of architecture who has participated in the construction of major landmarks in Korea, including Lotte World Tower in Jamsil, the Incheon International Airport Railroad, and SKY PARK at Gimpo International Airport. Hankil Architects & Engineers is known as a leading company in the fields of architecture and urban planning, having carried out major projects such as GT Tower near Gangnam Station, the Seoul Central Post Office, Starfield, and the reconstruction of the Gaepo Jugong Apartment Complex.

Kim shared his thoughts on the donation, saying, "Yonsei University is a place that has shared all the joys and sorrows of my life and is a precious foundation that has enriched my life. Although this is only a small contribution, I would like to leave my intentions throughout the University. I hope to continue walking together with Yonsei."

Kim has also maintained a longstanding relationship with his alma mater through his service as Vice President of the Yonsei University Alumni Association. Through his alumni activities, he was introduced to the AMBA program by alumni of the School of Business, and this year, he returned to student status and is continuing his studies as a member of the third cohort of the AMBA program at the Graduate School of Business.

Dean Daesik Hur of the School of Business expressed his gratitude, saying, "Kim's deep affection and valuable contribution will be a great source of strength for the future generations of Yonsei Business."

The donation will be used meaningfully in the future to improve the educational environment of the School of Business and Graduate School of Business, among other purposes.

EMBA 15th Cohort President Wonchul Kim Donates KRW 10 Million

On February 2, 2026, warm news of giving was shared at Yonsei University Graduate School of Business. Wonchul Kim, President of the Executive MBA 15th Cohort Student Council and CEO of Hwasung J&I Co., Ltd., donated KRW 10 million to the YSB Development Fund.

Kim served as president of the EMBA 15th cohort for two years and devoted himself to communication and harmony among classmates. He said he wanted to express his gratitude to professors and classmates who had accompanied him throughout the learning process, as well as his affection for junior students and sense of responsibility for the community.

Established in 1994, Hwasung J&I has grown into a global company that manufactures industrial controllers and distributes electric and electronic parts. It is steadily developing as a technology-centered company that supplies key components to industrial sites.

Based on his business management experience and philosophy, Kim emphasized the value of returning the benefits he had received to the school. He said that Yonsei EMBA has continuously improved its educational environment for professionals seeking practical learning and that this donation is intended to support EMBA education and the expansion of educational infrastructure for future generations.

His donation is seen as a meaningful example of the EMBA community going beyond a place of learning and becoming a connected community that supports one another's growth and shares value.

Jungbin Lee, CEO of Oneil T&I Donates KRW 10 Million

On November 20, Jungbin Lee, CEO of Oneil T&I, a company specializing in hydrogen and LNG plant equipment, donated KRW 10 million to the Yonsei Business Development Fund. With this donation, Lee's cumulative contributions to Yonsei University reached KRW 60 million.

Founded in 1998, Oneil T&I is an eco-friendly energy and hydrogen equipment company that provides design, manufacturing, installation, maintenance, and after-sales services for natural gas production and supply facilities. It has grown into a specialized company in eco-friendly energy and hydrogen equipment. Its key products include LNG terminal high-pressure hydrogen vaporization units, recondensers, LNG vapor compressors, and fuel supply systems.

Lee entered Yonsei University Graduate School of Business in 1997 and has continued to support scholarships and development funds with the hope that talented individuals from YSB will grow into leaders in Korean industry.

Dean Daesik Hur said the donation would be used preferentially for the Graduate School of Business and MBA programs. He expressed gratitude, noting that Lee's steady support is especially meaningful because he has supported the school over many years.

Timefolio Asset Management Donates KRW 5 Million

On July 16, 2025, Timefolio Asset Management donated KRW 5 million to sponsor activities of the Yonsei Investment Group, a student academic club at Yonsei School of Business.

Timefolio Asset Management has made regular donations of KRW 5 million every semester since July 2022 to help cultivate future finance and investment professionals. The donation supports Yonsei University students who are enrolled for at least two semesters and actively participating in the club.

YIG is a leading student academic organization specializing in equity and asset management. Members research domestic and global financial markets, conduct mock investment and corporate analysis activities, and share practical experience.

This stable support is expected to allow students to deepen both academic inquiry and practical competence.

Representatives of Timefolio Asset Management stated that their steady support is meaningful because it helps students with sound values and attitudes toward investment achieve academic growth. They added that they hope the students will grow into talented individuals who lead a healthy investment culture.

Yonsei University School of Business expressed gratitude, saying that corporate interest and support provide great motivation for students.

Forest Accounting Corporation Donates KRW 5 Million

On April 29, 2025, Forest Accounting Corporation donated a special scholarship of KRW 5 million to help students aspiring to become future certified public accountants.
The donation was designed to support CPA students who face financial difficulties while preparing for the CPA examination. Scholarships of KRW 1 million each were awarded to five students selected as 2025 CPA room scholarship recipients.
Forest Accounting Corporation is Korea's first accounting firm specializing in Valuation & Financial Advisory Services (FAS). Based on its unique expertise, the firm provides high-quality financial advisory services. The scholarship was established to encourage students preparing for the CPA exam in difficult circumstances and to help them focus on their studies.
Yonsei University School of Business expressed gratitude, stating that the donation would provide meaningful support to students and help future accountants grow. The school also said it would continue fostering talented individuals who can practice sharing and grow together with society.

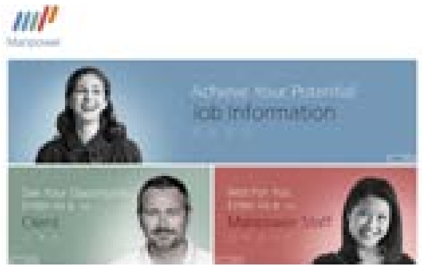
EMBA 5th Cohort Alumnus Joondo Kim Donates KRW 5 Million

Joondo Kim, an alumnus of the Executive MBA 5th cohort and former CEO of KYOCERA Precision Tools Korea Co., Ltd., has continued to show devotion and generosity through more than 100 donations. He has donated a total of KRW 124 million to Yonsei University 105 times since 2014. The support has been offered to the Graduate School of Business and to Yonsei University, reflecting deep affection and responsibility toward the school.
Kim's former company, Korea Calibration & Testing Organization, established in 1998, is a leading company in the precision measurement and calibration field. It has introduced world-class technologies to Korea and developed products tailored to the Korean market.
Kim is known as a donor who practices sharing steadily and generously without fearing change and challenge. He has become a role model for many younger alumni as a representative example of alumni who give back to their alma mater.
Yonsei University School of Business expressed deep gratitude for Kim's steady and sincere giving and stated that it looks forward to creating more warm stories with him in the future.

Graduate School Alumnus Donghwan Kim Donates KRW 5 Million

On April 18, Donghwan Kim donated KRW 5 million to the School of Business Scholarship.
Kim entered the Graduate School's Department of Business Administration in 2012. He is currently working as a pastor at Saemoonan Church and said he wanted to practice the integrity and spirit of sharing of Missionary Underwood through this donation.
The scholarship will be used to support MBA Operations Management master's or doctoral students who face financial difficulties. Kim's generosity is expected to provide significant encouragement to students facing hardship.

Manpower Korea Sponsors Internship with KRW 3.19 Million



Global MBA student Marisa Kropp completed a summer internship at Manpower Korea for about a month as part of the School of Business and Graduate School of Business's Global MBA career development internship program. The internship ran from August 11, 2025, and Manpower Korea provided internship sponsorship of KRW 3.19 million.

Marisa worked as a Business Development and Marketing Associate in Manpower Korea's Search & Consulting division. She identified companies in Korea that use German, analyzed recruitment demand, and developed business opportunities through customized outreach using LinkedIn and email. She also planned content for the company's account and ran the Intern Diaries series, sharing her internship experience.

Through the process, she experienced Korean corporate culture and business manners firsthand and developed communication skills across linguistic and cultural barriers.

Marisa said that the internship allowed her to experience Korea as a workplace beyond the classroom, and that it provided a warm environment in which she could challenge herself and grow.

This internship was meaningful not only as a financial sponsorship but also as an opportunity that enabled a GMBA student to gain practical field experience and advance toward her dream career. Marisa expressed deep gratitude to Manpower Korea and Yonsei University School of Business for providing the opportunity, and hoped that more students would benefit from such experiences.

Yonsei School of Business stated that the sponsorship was a meaningful contribution to the school's vision of cultivating global leaders and that it will continue to support international students so they can gain experience on the global stage and develop their capabilities.

Business Administration Alumnus Youngseob Lee Donates KRW 3 Million

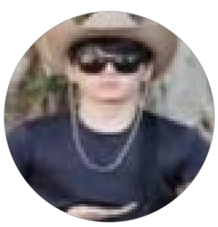
On December 9, Youngseob Lee, Business Administration Class of 1984, donated KRW 3 million to the CPA examination preparation room.

Lee had previously donated KRW 3 million in January 2007 and KRW 4 million in September 2007, consistently supporting improvement of the accounting education environment for younger students.

Lee currently serves as CEO of Wooin Accounting Corporation. The firm has provided professional services for many years in real estate business feasibility assessment, due diligence, financial analysis, and business valuation, and is recognized for its practical expertise and reliability.

Yonsei University School of Business stated that the donation would help create a better learning environment for students preparing for the CPA exam and strengthen accounting education infrastructure.

Business Administration Alumnus Sinwook Ha Donates KRW 2 Million



On April 22, a meaningful donation was made to Yonsei University School of Business.

The donor is Sinwook Ha, an undergraduate student, who passed the Certified Public Accountant examination. To express gratitude for the achievement, he donated KRW 1 million of his national scholarship and KRW 1 million of his personal funds, for a total of KRW 2 million.

This donation expressed gratitude and a sense of responsibility toward the school and society, beyond a personal achievement. It also serves as an opportunity to reflect on the importance of sharing and growing together.

Your valuable contributions
have made the following achievements possible.

Donation Deposit Account			
DEVELOPMENT	126-000066-18-603	Woori Bank	Yonsei University
BUILDING	126-000082-18-358	Woori Bank	Yonsei University
SCHOLARSHIP	126-000082-18-412	Woori Bank	Yonsei University

YONSEI UNIVERSITY

YSB SUPPORT

Pledged Amount

1.04 KRW billion

Participants

278

53.0% Scholarship Fund	46.7% Research·Development	0.3% Building Fund
555 KRW million	488 KRW million	3 KRW million

91.8% Business·Organizations	8.1% Alumni·Students	0.1% Faculty
960 KRW million	85 KRW million	1 KRW million

Main Areas of Use

Scholarships Funding to expand scholarship opportunities for students | **Research·Development** Support for achieving YSB's educational vision, advancing research, and strengthening the faculty | **Class Gift** Funding for commemorative gifts for incoming students

CLASS GIFT PARTICIPANTS

MBA

Junguhn Kim | MBA 24
Joonseung Mo | MBA 24
Yoon Jang | MBA 24
Daehyun Jeon | MBA 24
Yonghee Han | MBA 24
Jung Heo | MBA 24

Undergraduate

Taehee Kim | BBA 18
Jinhyeong Baek | BBA 22
Hajoon Song | BBA 19
Seoha Lee | BBA 19
Jimin Lee | BBA 20
Ahrim Cho | BBA 23
Injoon Choi | SOCI 89
Heeji Choi | BBA 19
Dachuan Li | BBA 22
Leigh Aerie Amy | BBA 21

CLASS GIFT MESSAGES

Leigh Aerie Amy | BBA 21

When I first arrived at Yonsei, I did not know if this would be a "home" for my life. I was a nervous freshman, unsure of everything and full of worries about being late to class, doing well on exams, making friends, and becoming someone I could be proud of. Yonsei gave me more opportunities to grow than I ever imagined. Although it felt difficult at times, every lecture, encounter, and mistake became part of my growth. The present may not yet feel real. But the day you look back, you will remember today. Yonsei is not simply a place of learning. It is a place where you are challenged, changed, and learn who you are. And soon, this place will become a home for you as well. Other messages include words of welcome and encouragement for new students, congratulations on their admission, hopes for many learning experiences, and wishes that students will nurture their dreams at YSB and grow into people who contribute to society.

Injoon Choi | SOCI 89

YSB will teach you how to master AI.
Keep working hard all the way to graduation!

There is no single right answer,
so create an answer of your own.

Heeji Choi | BBA 19

May you make many brilliant memories and unforgettable moments.

Yoon Jang | MBA 24

Welcome to all the freshmen who have made the best choice!

Yonghee Han | MBA 24

We endure because there is something worth waiting for at the end. I hope the value and pride of becoming a Yonsei School of Business student—earned through your perseverance—will always stay with you. Congratulations on your admission!

Ahrim Cho | BBA 23

For Better Life!

Jung Heo | MBA 24

May all your dreams come true!

Taehee Kim | BBA 18

I hope your time here will be filled with opportunities to learn and grow.

Junguhn Kim | MBA 24

Welcome, juniors!

Seoha Lee | BBA 19

I believe Yonsei School of Business is a stage where the Class of 2026 can freely pursue and realize their dreams. As someone who has also nurtured my dreams here, I sincerely support your bold new beginning and bright future!

Jinhyeong Baek | BBA 22

Welcome to the Yonsei family. I look forward to seeing each new Yonseian grow into a better version of themselves.

Dachuan Li | BBA 22

Congratulations on becoming a member of Yonsei School of Business! I hope you create an unforgettable chapter of your youth here at YSB.

Hajoon Song | BBA 19

May you never take the world for granted, but continue to seek truth by questioning things at their core. With your good intentions and every step you take, may you become a light that makes the world a brighter place.

Joonseung Mo | MBA 24

Enjoy your college life to the fullest, without regrets.

Daehyun Jeon | MBA 24

Donor Honor Roll 2025

Above 300 Million
Yonkyung Scholarship Association

Above 100 Million
Samil Accounting Corporation · PwC Consulting

Above 50 Million
EMBA Cohort 15
AMP Cohort 97

Above 10 Million
Hanwoori Scholarship Foundation
AMP Cohort 98
Myung Jang · ECON 67
25th Anniversary of Department of Commerce · COMM 96
50th Anniversary of Department of Commerce · COMM 71
Graduate School of Business Alumni Association
Timefolio Asset Management
Sasung Kim · BBA 85
Wonchul Kim · EMBA C15
Heejoon Kim · AMBA C25
Jungbin Lee · MBA C97

Above 5 Million
Donghwan Kim · BBA 12
Forest Accounting Corporation

Above 1 Million
Seungho Lee · BBA 84
Manpower Korea
Youngseob Lee · BBA 84
Sinwook Ha · BBA 19
Soonhong Min, Professor

Cumulative List of Donors
Donations over KRW 5 million

Above 10 Billion
Kyungbae Seo · BBA 81

Above 1 Billion
Seungjae Kim · MBA C07 / AMP C50
Jeongsoo Kim · BBA 69
Hyojoon Kim · MBA C98
Samgu Park · ECON 63
Jangsik Shim · BBA 73
Doowon Lee · COMM 58
Dongjoon Lee · MBA C78
Jaebeom Lee · AMP C56
Amore Pacific Co., Ltd.
Yonkyung Scholarship Association

Above 500 Million
Byeongheon Go · BBA 64
Youngjin Kim · BBA 75
Jiwon Park · BBA 84
Seungcheol Song · BBA 76
Byeongmu Lee · BBA 59
Buja Lim · AMP C43
Hongseon Jang · BBA 58
Kiho Jung · BBA 79
Kookmin Bank

Above 300 Million
Bongeol Gu · BBA 76
Eunyoung Kwon · BBA 75
Younghwee Song · MBA C04
Samil Accounting Corporation · PwC Consulting
Yongchan Ahn · BBA 77
Kwansik Lee · BBA 66
Family of The Late Iksoon Im, Professor
Youngjae Han · BBA 73
Crown Confectionary Co., Ltd.
AMP Alumni Association
Alumni Association · BBA 81
Alumni Association · BBA 83
Hongmo·Sumin Scholarship Association

Above 100 Million
Jinho Go · EMBA C11
Jaesang Goo · BBA 83
Youngsook Kim · AMP C55
Jundo Kim · EMBA C5
Jinwoo Kim · MBA C15
Hongki Kim · BBA 75
Deok Namgoong · AMP C57
Yowon Seo · BBA 64
Jungrak Seo · MBA C03
Youngsik Sohn · AMP C17
The late Ja Song, Retired Professor
Youngsoo Shin, Professor Emeritus
Huiho Shin · BBA 77
Kyokang Ahn · MBA C15
Donghoon Yang · Ph.D. 01
Joohyeun Yang · MBA C77
Sangho Yoo · BBA 78
Hyeonggeun Yoon · BBA 82
Kangman Lee · BBA 74
The late Kieul Lee, Professor Emeritus
Janghui Lee · BBA 59
Jaeyong Lee · BBA 83
Jonghwa Lee · AMP C53
Myung Jang · ECON 67
Jeonghoon Jang, Visiting Professor
Hanwoori Scholarship Foundation
Jinho Chang, Retired Professor
Kuhyun Jung, Professor Emeritus
Seokjuu Jung · COMM 59
Rakkyo Cho · ECON 55
Yongsun Cho · ECON 58
Joonkyeong Ji · EMBA 22
Doseok Choi · BBA 70
Seungwon Hyun · MBA C18
Jaekwang Hwang · MBA C01
Samil Accounting Co., Ltd.
E-Land World
Dept of Veterans Affairs
Kim Koo Foundation
Embassy of the Kingdom of Saudi Arabia in Korea
AMP Cohort 73
EMBA Cohort 9
EMBA Cohort 10
MBA Alumni Association
Class Reunion · BBA 79
Class Reunion · BBA 80
Class Reunion · BBA 82
Class Reunion · BBA 84
Class Reunion · BBA 85
Graduate School of Business Alumni Association
Yonsei Production Strategy Research Society
Futronic Co., Ltd.

Above 50 Million
Samuel Ko · BBA 85
Myungjoon Kim · BBA 63
Beopyong Kim · AMP C77
Sangcheol Kim · BBA 67
Pilho Sung · BBA 65
Kwangsung Oh · BBA 71
Moonil Lee · BBA 86
Seunghoon Lee · EMBA C20
Jungbin Lee · MBA C97
Sangpyo Jun · AMP C42
Yongbae Jun · AMP C34
Chanmin Jun · BBA 86
Wonchul Jung · AMP C81
The late Jongjin Jung, Professor Emeritus
Jaewoo Cho · BBA 86
Jonghwan Cho · BBA 83
Heekyu Choi · BBA 83
Seondeung Cultural Scholarship Foundation
NH Investment & Securities
AMP Cohort 53
AMP Cohort 54
AMP Cohort 55
AMP Cohort 56
AMP Cohort 57
AMP Cohort 58
AMP Cohort 61
AMP Cohort 62
AMP Cohort 63
AMP Cohort 64
AMP Cohort 65
AMP Cohort 66
AMP Cohort 67
AMP Cohort 68
AMP Cohort 69
AMP Cohort 70
AMP Cohort 71
AMP Cohort 72
AMP Cohort 74
AMP Cohort 75
AMP Cohort 76
AMP Cohort 77

AMP Cohort 78
AMP Cohort 79
AMP Cohort 81
AMP Cohort 83
AMP Cohort 85
AMP Cohort 87
AMP Cohort 93
AMP Cohort 94
AMP Cohort 95
AMP Cohort 96
AMP Cohort 97
EMBA Cohort 1
EMBA Cohort 3
EMBA Cohort 4
EMBA Cohort 5
EMBA Cohort 6
EMBA Cohort 7
EMBA Cohort 8
EMBA Cohort 11
EMBA Cohort 13
EMBA Cohort 14
EMBA Cohort 15
EMBA Alumni Association
Class Reunion · BBA 63
Class Reunion · BBA 64
Class Reunion · BBA 86
Graduate School of Business Women Alumni

Above 10 Million

Byungcheon Kang · BBA 77
Hochan Kang · BBA 95
50th Anniversary of University of School of Business · BBA 67
50th Anniversary of University of School of Business · BBA 70
50th Anniversary of University of School of Business · BBA 71
Jeongsoo Kyung · AMP C78
Eunbong Ko · BBA 66
Inhong Ko · MBA C12
Jongtae Ko · AMP C77
Taegyu Ko · MBA C15
Hansoo Ko · BBA 70
Jaebeom Koo · AMP C58
Hakseo Koo · ECON 66
Seongmoon Kwon · BBA 81
Seunghwa Kwon · BBA 76
Seunghui Kwon · BBA 70
Ohguk Kwon · AMP C65
Eunggu Kwon · BBA 65
Hyukjo Kwon · BBA 72
Kyungbae Kim · BBA 83
Kwangjin Kim · BBA 82
Gyumyung Kim · BBA 75
Guensoo Kim · BBA 79
Kiwan Kim · BBA 81
Nakchan Kim · AMP C67
Daeyeol Kim · BBA 75
Dosung Kim · BBA 75
Dongwon Kim
Dongjoon Kim · ECON 83
Donghoon Kim, Professor
Byeongdeok Kim · MBA C84
Sasung Kim · BBA 85
Seokhyun Kim · BBA 91
Seonjin Kim · MBA C18
Seongkyung Kim · MBA C17
Seongmoon Kim, Professor
Seongwoon Kim · BBA 69
Seongchan Kim · MS 98
Sehwan Kim · BBA 77
Soonmoo Kim · AMP C43
Seunghak Kim · MBA C17
Shinsung Kim · MBA C16
Youngjoo Kim · AMP C63
Youngho Kim · AMP C52
Okjoong Kim · BBA 82
Yodae Kim · BBA 82
Yongwoon Kim · AMP C16
Yongheon Kim · BBA 02
Yoonseong Kim · MBA C15
Yoonhoe Kim · BBA 73
Wonchul Kim · EMBA C15
Injoon Kim, Retired Professor
Jaewoo Kim · BBA 81
Jaehwan Kim · AMP C33
Jaehoo Kim · COMM 67
Jeongdong Kim, Professor
Jongtae Kim · BBA 78
Jiyoung Kim · BBA 85
Jihyeon Kim · MBA C18
Jinwoo Kim, Professor
Jinho Kim · BBA 83 / MBA C18
Changsoo Kim · BBA 81
Taewoo Kim · BBA 87
Taehyeon Kim, Professor Emeritus
Haksoo Kim · BBA 71
Heejoon Kim · AMBA C25
Hongkyu Na · BBA 85
Yoonseong Nam · MBA C15
Hoon Nam · COMM 67
Byeongyong Noh · BBA 69
Jaehoon Ra · BBA 69
Soonyoung Moon · MBA C18
Soonhong Min, Professor
Cheongki Min · MBA C16
Daejoon Park · BBA 86
Dongchool Park · AMP C50
Byeongsun Park · AMP C74
Sangyong Park, Professor Emeritus
Seongdae Park · AMP C33
Sejin Park · MBA C18
Parents of Yangsoo Park
Youngryeol Park, Professor
Youngsook Park · BBA 82
Youngjin Park · BBA 69
Jaehong Park · BBA 85
Parents of Taehwan Park
Taewon Park · BBA 84
Changsup Park · EMBA C12
Hunjoon Park, Professor Emeritus
Hyungkun Park · BBA 80 / AMP 75
Ilseok Bang · AMP C51
Haekyeong Bang · AMP C80
Howon Bae · BBA 70
Kiwook Byun · MBA C04
Heekyeong Byun · MBA C14
Class Reunion · COMM 96
Kilsoo Suh, Professor
Seowoo Ind
Jeongmin Seo · MBA C13
Jinseok Seo · BBA 84
Changwoo Seo · BBA 78
Dowon Seol · MBA C98
Seong Joonje · BBA 64
Minjin Sohn · MBA C11
Beomsoo Sohn · BBA 82
Seokwoo Sohn · BBA 83
Sugkyu Sohn, Professor
Moonho Song · COMM 68
Dongyoub Shin, Professor
Seongho Shin · BBA 79
Yonghan Shin · BBA 88
Hyunhan Shin, Professor
Byeongdeok Ahn · BBA 76
Jaewoo Ahn · BBA 94
Jonghyeon Ahn · BBA 75
Ilsoo Yang · BBA 82
Seokjong Uhm · MBA C14
Kangheum Yeon, Professor Emeritus
Sejo Oh, Professor Emeritus
Youngcheol Oh · AMP C55
Wonseok Oh
Jaegap Oh · MBA C05
OTC Technology Co., Ltd.
Chihoon Oh · BBA 94
Minho Yoo · MBA C18
Sangho Yoo · BBA 78
Kyeongsik Yoon · BBA 77
Daein Yoon · MBA C14
Ahndo Yoon · BBA 72
Gapjae Lee · BBA 82
Gangnam Lee · MBA C12
Kyeongmi Lee
Kyusang Lee · COMM 68
Kilho Lee · BBA 83
Dongwoo Lee · MBA C15
Doocheol Lee · AMP C38
Beomkyo Lee · MBA C11
Byeongnam Lee · BBA 82
Sanghyeon Lee · COMM 67
Seoyoung Lee · MBA C14
Seokkoo Lee · BBA 69
Seongmoon Lee · BBA 77
Sooho Lee · BBA 70
Seungho Lee · BBA 84
Youngsup Lee · BBA 84
Eunghoon Lee · MBA C93
Jaeshin Lee · COMM 62
Jaewook Lee · BBA 86
Jaeik Lee · BBA 69
Jeongseon Lee · BBA 81
Jeongik Lee · AMP C22
Jeongjo Lee · BBA 73
Jongdal Lee · BBA 69
Joonkyu Lee · BBA 83
Joonhyuk Lee · MBA C11
Jiman Lee, Professor
Changhoon Lee · BBA 75
Taeho Lee · BBA 80
Haengil Lee · AMP C72
Hogeun Lee, Professor
Hoyoung Lee, Professor
Hoin Lee · EMBA C14
Hongki Lee · AMP C47
Kunshin Im, Professor
Soobin Lim, Retired Professor
Youngkyoon Lim · BBA 74
Yongbin Lim · MBA C04
Jonghwan Lim · BBA 78
Daeryun Chang, Professor
Deokheum Jang · AMP C71
Wooseok Jang · MBA C18
Jooin Jang · MBA C17 / AMP C82
Jaehoon Jun · APST 75
Kwanguhn Jung · MBA C18
Kilyoung Jung · MBA C12
Daehyeong Jung · BBA 86
Dongki Jung · BBA 71
Byeongcheol Jung · COMM 65
Seongkyu Jung · AMP C70
Seyoung Jung · MBA C07
Yeontaek Jung · BBA 69

Yonghwa Jung · BBA 66
Chankyu Jung · AMP C77
Namjoon Cho · BBA 68
Woojae Cho · BBA 94
Woongki Cho · BBA 85
Jaeseong Cho · MBA C16
Joongrae Cho · MBA C12
Won Joo · BBA 82
Inki Joo, Professor Emeritus
Daesup Ji · BBA 72
Minho Ji · BBA 81
Seunghoon Cha · BBA 82
Wonju Citygas Co., Ltd.
Sangwoo Choi · BBA 06
Sunmee Choi, Professor
Soonkyoo Choe, Professor
Youngsoo Choi · BBA 81
Wonwook Choi, Professor
Heungsik Choi · BBA 71
Timefolio Asset Management
Peter Pan Bakery Co., Ltd.
Taeseok Ha · AMP 63
Sanggeun Han · BBA 79
Chanhui Han · ECON 74
Taesik Han · BBA 61
Daesik Hur, Professor
Seonjoo Hong · BBA 78
Seongsoo Hong · BBA 79
Seongtaek Hong · BBA 82
Ikpyo Hong · AMP 74
Taeho Hong · BBA 81
Byeongjoo Hwang · AMP 22
Sayong Hwang · MBA 13
Seonoh Hwang · MBA 16
Euijoon Hwang · MBA 01
Ilcheong Hwang · COMM 50
Corporate Finance Center Co., Ltd.
Daejeong Scholarship Association
Seoul Clinical Laboratories
Sungjoo Foundation Antarctic Frozen Co., Ltd.
Noru Holdings

Simone Co., Ltd.
SIMPAC Pohang 1st Plant
Aramin Technology Co., Ltd.
Envision Co., Ltd.
SBSi
Orion Co., Ltd.
Woongjin Thnkbig Co., Ltd.
E-Mart Main Branch
Ilshin Wells Co., Ltd.
Taylor Nelson Sofres Korea Co., Ltd.
POSCO Management Research Center
Hydrogen Power Energy Business Department
Hi-Mart Co., Ltd.
CJ CGV Co., Ltd.
GS Engineering & Construction Co., Ltd.
LG Electronics
SK Telecom Co., Ltd.
Gangwon Cable Co., Ltd.
Kyobo Bookstore
Nokia
Daesang Corporation
DICIAF Korealine Plus Co., Ltd.
LINE+ Corporation
Lotte Shopping Co., Ltd.
Mirae Asset Securities
Samsung Electronics Co., Ltd.
Shinhan Bank
CJ Cheiljedang
Youngshin M-Tech Co., Ltd.
Yellow Cap
Woori Bank
Iljin Electric Co., Ltd.
Janggeum Merchant Marine Co., Ltd.
Asan Nanum Foundation
Sim Pack Choi Jin Sik Scholarship Foundation
Kakao Co., Ltd.
Korea Home Shopping
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Kolon Global Co., Ltd.
Kolon Industries Co., Ltd. FnC Division
Fashion Group Hyung Ji Co., Ltd.
Korea Development Bank
Export-Import Bank of Korea
Korea-Japan Foundation
Hyundai Securities Co., Ltd.
AMP Cohort 49
AMP Cohort 51
AMP Cohort 52
AMP Cohort 60
AMP Cohort 80
AMP Cohort 82
AMP Cohort 84
AMP Cohort 86
AMP Cohort 88
AMP Cohort 89
AMP Cohort 90
AMP Cohort 98
AMP Golf Club
EMBA Cohort 2
GMT(Global Management Track)
Class Reunion · MBA C87
Y Building
Class Reunion · BBA 61
Class Reunion · BBA 65
Class Reunion · BBA 72
Class Reunion · BBA 78
Graduate School of Business Master's Alumni Association
Baekyang-ro Forum
College of Commerce and Economics Reunion · COMM 59
50th Anniversary of Department of Commerce · COMM 66
50th Anniversary of Department of Commerce · COMM 67
Class Reunion · COMM 62
Class Reunion · COMM 64
Class Reunion · COMM 65
Professor Kilsoo Suh's Laboratory

Yonsei Accounting Society
Yonsei Alumni from Duksoo High School
Forest Accounting Corporation

Above 5 Million

Minseok Kang · MBA C10
Seong Kang · BBA 74
Seongmin Kang · BBA 77
Ilok Kang · MBA C18
Byeongsoon Ko · BBA 76
Jaehee Ko · AMP C64
Daehoe Koo · BBA 99
Heejeon Kwon · BBA 81
Kyeonghwee Kim · BBA 83
Kwangoh Kim · BBA 83
Nakho Kim · MBA C16
Dongil Kim · BBA 81
Dongchul Kim · BBA 84
Donghwan Kim · BBA 12
Dooyeol Kim · AMP C65
Mansoo Kim · BBA 77
Byeongkyun Kim · BBA 82
Sangwook Kim · BBA 84
Sangjin Kim · BBA 76
Sangheon Kim · BBA 82
Sanghee Kim · MBA C09
Seongsoo Kim · BBA 70
Sujin Kim · MBA 15
Youngseung Kim · BBA 69
Younghyeon Kim · BBA 78
Yonghak Kim · SOCI 73
Woochan Kim · AMP C64
Yoonhoe Kim · MBA C12 / AMP C59
Jaeil Kim · MBA C13
Jaeho Kim · BBA 82
Jaehoon Kim · BBA 83
Jeongwoo Kim · BBA 82
Joowan Kim · AMP C70
Joohwan Kim · MBA C13
Joonseok Kim, Professor Emeritus
Jian Kim · MBA C13
Jinhon Kim · BBA 77

Changkwon Kim · AMP C77
Cheolhee Kim · AMP C76
Taekyo Kim · Ph.D. 86
Hanyong Kim · BBA 81
Hyeongki Kim · BBA 92
Hoyong Kim · BBA 63
Sanghwan Nam · BBA 86
Heonsoo Do · BBA 86
Seungkwon Ryoo · BBA 85
Jang Ryu · MBA C19
Kiseok Ma · AMP C83
Heesung Moon · BBA 83
The late Kyeongsam Min · BBA 98
Kihan Park · AMP C71
Donghee Park · AMP C78
Mija Park, Former Staff
Byeongho Park · MBA C14
Sunju Park, Professor
Seongrae Park · ECON 77
Seongjae Park · BBA 85
Youngin Park · BBA 72
Yongseok Park, Professor
Yoonha Park · BBA 81
Eunae Park · EMBA C15
Jangho Park · BBA 82
Jongku Park · BBA 79
Jookyu Park · AMP C72
Joonbyeong Park · BBA 79
Jinwon Park · BBA 86
Cheontaek Park · BBA 86
Dongwon Bang · AMP C53
Kiryong Bae · BBA 76
Jongyeol Bae · BBA 81
Deokhyeon Baek · AMP C70
Sangtae Baek · COMM 67
Changhyeon Baek · BBA 85
Bongsoo Seo · AMP C71
Seongohk Seo · AMP C73
Kilhyeon Sung · AMP C64
Youngguen Sohn · AMP C73
Wonbeom Sohn · BBA 84
Seongho Song · AMP C77
Kwonsoo Shin · AMP C64

Moonseon Shin · BBA 76
Yongin Shin · BBA 70
Insoo Shin · BBA 79
Taeseong Shin · AMP C72
Taeyong Shin · MBA C08
Joongsup Shim · BBA 61
Dongki Yang · BBA 81
Jinsook Yeo · MBA C18
Dongik Oh · BBA 83
Ilhwan Oh · APST 76
Jaehang Oh · AMP C72
Deokki Woo · BBA 76
Kisung Yoo · BBA 06
Jaeheung Yoo · BBA 73
Hansang Yoo · BBA 64
Kyeonghee Yoon · AMP C70
Seok Yoon · BBA 81
Yeohang Yoon · AMP C72
Yongahm Yoon · BBA 75
Inhan Yoon · AMP C72
Jaehong Yoon · Ph.D. 87
Kunhyeong Lee · ECON 59
Kyeongrok Lee · MBA C14
Kwangho Lee · BBA 61
Daepyo Lee · MBA C16

Donghwan Lee · BBA 79 / AMP C87
Beoppyo Lee · MBA C16
Sangkyu Lee · MBA C18
Seokjae Lee · BBA 82
Seongwon Lee · MBA C18
Seunghoon Lee · MBA C20
Youngho Lee · BBA 97
Jaeil Lee · AMP C64
Jongchul Lee · AMP C64
Jooseop Lee · AMP C66
Joonyeong Lee · MBA C13
Jinhong Lee · AMP C86
Hoyoung Lee · BBA 78
Hwasook Lee · AMP C71
Huihwan Lee · BBA 79
Kyeonghwa Lim · MBA C08 / AMP C76
Il Lim, Professor
Joojae Lim · BBA 72
Choonsoo Lim · BBA 81
Hyeongki Lim · AMP C70
Kwangsik Jang · COMM 67
Seokryoong Jang · BBA 86
Youngyong Jang · BBA 59
Eunmi Chang, Professor
Seongki Jun · BBA 85

Kibeom Jung · MBA C13
Sangho Jung · AMP 70
Soowon Jung · BBA 70
Ahnsoo Jung · AMP C72
Jongmo Jung · BBA 71
Sungyeon Cho · BBA 79
Hwajoon Cho · AMP C70
Jonguhn Jin · MBA C12
Jaekwon Cha · MBA C13
Sangki Choi · MBA C15
Seungseok Choi · AMP C68
Youngjoon Choi · COMM 64
Eungyeol Choi · ECON 77
Jeonghoon Choi · BBA 76
Jongman Choi · BBA 78
Bongsoo Han · BBA 79
Sangshin Han · BBA 61
Youngjin Han · AMP C71
Junghee Han · BBA 83
Changjik Han · BBA 75
Hyunjoo Han · BBA 81
Yoon Heo · MBA C15
Inchul Heo · BBA 79
Myeongcheol Hyun · MBA C18
Changsoo Hyun · AMP C49

Soonyoung Hong · AMP C64
Bonggu Hwang · AMP C71
Woogon Hwang · BBA 85
Wooyang Hwang · BBA 83
Euijin Hwang · MBA C03
Working Together Foundation
S&Partners Co., Ltd.
FPD Co., Ltd.
NST Information and Communication Co., Ltd.
Korea Janssen
Byucksan Scholarship and Cultural Foundation
Ilwoo Construction Co., Ltd.
IXL Korea Co., Ltd.
Pillars Co., Ltd.
Hyundai Pharmaceutical Co., Ltd.
Hana Bank
Korea Exchange Bank
Korea Information Engineering Co., Ltd.
Class Reunion · MBA C78
Graduate School of Business
Graduate School of Business Research Alumni Association

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We will strive to repay your kindness through continued growth and advancement.

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Tuition Reduction Including Spouse — **Graduate School** Degree Course					30%	50%	100%
Flu Shot				**5 years** Self	**5 years** Self · Spouse	**10 years** Self · Spouse	**Indefinitely** Self · Spouse
Health Check-up Limited to Severance check-up near Seoul Station		30% · **1 time** Basic Medical Examination Fee		**Full · 1 time** Basic Medical Examination Fee	**Full · 2 times** Basic Medical Examination Fee	**Full · 10 times** Basic Medical Examination Fee	**Full · 20 times** Basic Medical Examination Fee
SEVERANCE **Reduction of Medical Expenses** — **Total Medical Expense**				10% · **5 years** Self	20% · **5 years** Self · Spouse	50% · **10 years** Self · Spouse	100% · **Indefinitely** Self · Spouse
SEVERANCE **Reduction of Medical Expenses** — **Annual Reduction Limit**				5 million Self	50 million Self · Spouse	10 million Self · Spouse	2% of total contribution Self · Spouse
SEVERANCE **Reduction of Medical Expenses** — Hospital Room Reduction Criteria				Reduction of the hospital room fee is based on the single room of Severance Hospital (Headquarters) * Difference incurred from the use of the upper room is borne by the donor			
SEVERANCE Medical Convenience — **VIP Lounge**				●	●	●	●
SEVERANCE **Funeral Fee Reduction** Including Spouse				20%	30%	50%	100%

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Tel. 02-2123-6255 · **Fax.** 02-2123-8639 · **E-mail.** ysbgive@yonsei.ac.kr

T / H / A / N / K
Y / O / U

We would like to express our sincere gratitude
to all those who have shown steadfast interest in
and support for the continued advancement of
Yonsei University School of Business.

With deep appreciation for the generous spirit
and meaningful contributions of our supporters,
we will continue to strengthen our position
as a leading global business school
through innovative education and research
that respond to the needs of our time.

Thank you.

Publisher Dean of Yonsei University School of Business, Daesik Hur **Issued By** Yonsei University School of Business / Graduate School of Business **Design** Jinsil Kim

* The 2025 Annual Report adheres to the ethical guideline and practices of the Korean Association of Public Ethics.

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