YSB

ANNUAL REPORT

YONSEI UNIVERSITY SCHOOL OF BUSINESS
ANNUAL REPORT

2024

CONTENTS

YONSEI UNIVERSITY SCHOOL OF BUSINESS

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.

PART 1 YSB OVERVIEW

2024 Facts & Figures 02
From the Dean 04
Leadership 05
History 06
Vision & Mission 08
World Ranking(2024-2025) 09
New Faculty 10

PART 2 EDUCATION

Degree Programs 14
Education 18
Innovation 20
Global In/Out Program 23
Global Study Tour (GST) 24
News 26
Career Development Center 28

PART 3 FACULTY & RESEARCH

Faculty 32
Faculty Awards 34
Research 35

Academic Publications
International · Domestic | Faculty
International · Domestic | MS · Ph.D.
MS · Ph.D. Conference Presentations
Book Publication
Jung Kiho Outstanding Research Faculty Awards

RESEARCH SPOTLIGHT: 2024
YSB BK21 FOUR Education Research Group
Yonsei Business Research Institute

PART 4 IMPACT & NETWORK

YSB People 52
Sungwook Choi(Business 05) SENTBE CEO
Nahyeon Kim(Business 21) 2024 CPA Top Scorer
Taehwan Yoo(Business 19) Blue Butterfly Scholarship Recipient
Wooyong Jo(Busienss 08) Professor at Purdue University
Hanmin Song & Sooin Jeon Police MBA 1st Graduating Class

Network 58
YSB A/S Lecture
Alumni Mentoring
Yonsei University School of Business Alumni Reunion for 25th & 50th Graduation Anniversary
Yonsei TWOgether MBA Welcoming Party
Global MBA Mentoring Day
YSB Prep. for high school students
Student Ambassador BizYon / The CPA Exam Preparation Program

PART 5 DONATION

YSB Support 70
Your valuable contributions have made the following achievements possible. 72

Number of Students **3,577**

868 **Freshmen**

964 **Graduates**

▲ Undergraduates, Masters, Doctorates, MBA, AMP

Faculty **145** * 2024. 03

Full Time 64

Visiting 40

Emeritus 26

Research 3

Adjunct/Advisory 12

127 **Publications** * 2024. 01 ~ 12

YSB Courses **243**

37.5 % **English-taught Courses**

▲ Undergraduate

YSB International **75** **Global Partner Schools**

569 **Exchange Students**

▲ Undergraduate, MBA IN/OUT

2024 FACTS & FIGURES

PART 1 YSB OVERVIEW

34 th
QS | Business & Management

3 Times Korea No. 1 Ranking

82 nd
QS | Full-Time MBA (Global MBA)

▲ 2024-2025 WORLD UNIVERSITY RANKING

49 th
FT | Executive MBA

3
Global | AACSB, EQUIS, AMBA

4 Business School Accreditations

1
Korea | KABEA

▲ 2024 AMBA Accreditation Acquired

Annual Scholarships Awarded 8.24 billion won Scholarship

254 Donors

631 billion won Amount of Funds Raised

▲ Undergraduate, Masters, Doctorate, MBA

In 2024, Yonsei University School of Business has made leaps and bounds in both quality and quantity. The figures above reflect the innovative challenges of YSB connecting with the world while engaging and expanding during the path of a new era

FROM THE DEAN

YONSEI SCHOOL OF BUSINESS HAS CONTINUED TO GROW THROUGH THE YOUR STEADFAST SUPPORT AND INVOLVEMENT, AND WE BELIEVE THAT TOGETHER, WE WILL CONTINUE TO ACHIEVE EVEN GREATER STRIDES IN THE FUTURE.

Dear Yonsei Family and Friends

I am Daesik Hur, and began my term as Dean of the School of Business and the Graduate School of Business at Yonsei University in February 2025.

Since its founding in 1915, Yonsei University School of Business(YSB) has been at the forefront of modern business education and research in Korea, achieving continuous innovation and growth over the past 110 years. This year is especially meaningful, as we celebrate the 140th anniversary of Yonsei University's founding, the 110th anniversary of the School of Business, and the 60th anniversary of the Graduate School of Business Administration.

Yonsei School of Business has established itself as a world-class business school through unique and differentiated education as well as pioneering research. It is the only business school in Korea accredited by all four major organizations—AACSB (US), EQUIS (Europe), AMBA (UK), and KABEA (Korea)—and has achieved outstanding results in major global university rankings.

In the 2024 Times Higher Education (THE) World University Rankings, Yonsei School of Business ranked 1st in Korea and 47th globally. In the 2025 QS World University Rankings, it was ranked 1st in Korea and 34th worldwide. These remarkable achievements are the result of the dedication of all members of the YSB community in education and research.

At the heart of the YSB community are our donors, alumni, students, and professors, who have always shown deep affection and interest in our school. Thanks to your continued support and engagement, Yonsei School of Business has achieved constant growth, and I believe we will continue to make even greater strides together in the future.

Through this annual report, we hope to share Yonsei School of Business's vision, the latest news, and diverse stories from our community members. We will also listen carefully to your valuable voices and communicate more closely with you.

Once again, I would like to express my deepest gratitude for your interest and unwavering support for Yonsei School of Business.

Thank you.

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

LEADERSHIP

* As of March 1, 2025

Yonsei School of Business / Graduate School of Business

YONSEI UNIVERSITY
SCHOOL OF BUSINESS

Daesik Hur Dean

Jooyoung Kwak Associate Dean for MBA
Seungjae Park Associate Dean for Faculty and Academic Affairs
Wonsang Ryu MS / Ph.D. Program Chair
Daegon Cho Associate Dean For Planning & International Affairs

Jaeyoung Lee Chair of Marketing Division
Jihyun Kim Chair of Management Division
Jaehoon Hahn Chair of Finance Division
Daehee Yoon Chair of Accounting Division
Soonhong Min Chair of O.D.I Division

Soonhong Min Director for AMP
Seungbum Soh Director for Corporate MBA
Jiyoon Lee Director for Finance MBA
Youngchan Kim Director for Executive MBA
Jongmin Lee 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 always aims to be the best in line with its reputation as number one. Since its founding in 1915, more than 43,000 alumni have become leaders of modernization and economic development in Korea within the era of democratization.
YSB aims to pursue its contribution and leadership for sustainable development of the human community as of today on the world stage.

1915

Establishment of Commerce Department at Chosun Christian University

1917

Establishment of Yonhui College

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

Merger of Commerce and Business Administration Departments

1976

Establishment of Advanced Management Program (AMP) of the Graduate School of Business

1998

- **Establishment of Korea's First Full-time Global MBA**
- **Opened Sangnam Institute of Management**

2003

Establishment of School of Business

2006

Establishment of the Graduate School of Business Administration as a Professional Graduate School

2008

Acquired AACSB and KABEA Accreditations

2010

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

YSB

Change the world, Lead the future

YONSEI SCHOOL OF BUSINESS 100 1915 2015

2015

- 100th Anniversary of Yonsei University Business School
- Completion of the Building of Yonsei University School of Business

2023

- **Times Higher Education (THE)**
  Business & Economics
  World No. 47 | Korea No. 1
- **Quacquarelli Symonds (QS)**
  Business & Management
  World No. 54 | Korea No. 1
- **Quacquarelli Symonds (QS)**
  Full-Time MBA (Global MBA)
  World No. 101-110 | Korea No. 1
- Establishment of Advanced MBA & Police MBA
- Re-selected in BK21FOUR Project, Education Research Institute of Professional Business Workforce for Social Value Activation of the School of Business
- Korea's First Re-accreditation of AACSB-KABEA through Joint Inspection For the Next Five Years

2024 - 2025

- **Quacquarelli Symonds (QS)**
  Business & Management
  World No. 34 | Korea No. 1
- **Quacquarelli Symonds (QS)**
  Full-Time MBA (Global MBA)
  World No. 82 | Korea No. 1
- **Financial Times (FT)**
  Executive MBA
  World No. 49 | Korea No. 1
- **AMBA(UK) Accreditation Acquired**
- **Signed Dual MBA Degree Agreement with Tsinghua University**

2011 - 2012

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

2017

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

2018

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

2021

- **Quacquarelli Symonds (QS)**
  Accounting & Finance · World No. 85
  Business & Management · World No. 54
  Global MBA · World No. 141-150
- **Times Higher Education (THE)**
  World University Impact Assessment
  World No. 30 | Korea No. 1
- **The Economist**
  World's Top 100 Full-Time MBA
  Ranked as the Only Global MBA in Korea

2022

- **Quacquarelli Symonds (QS)**
  Business & Management · World No. 43 | No. 1
  (in Private Universities)
  Full-Time MBA (Global MBA) · Korea No. 1
- **Times Higher Education (THE)**
  Business & Economics · World No. 44 | Korea No. 1
- **Financial Times (FT)**
  Executive MBA · World No. 29 | Korea No. 1
- **Establishment of AI-Business Concentration Major**

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

Creative Leadership Curriculum

Increasing students' Initiative and Engagement

Creativity · Integrity · Global Perspective

WORLD RANKING
2024-2025

QS WORLD UNIVERSITY RANKINGS — **Business and Management**

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

QS WORLD UNIVERSITY RANKINGS — **Global MBA**
Full-Time

World No. **82** | Korea No. **1**

FT FINANCIAL TIMES — **Executive MBA**

World No. **49** | Korea No. **1**

THE Times Higher Education — **Business and Economics**

World No. **84** | Korea No. **2**

Organization	Subject	2021	2022	2023	2024	2025	Ranking (Korea)
Times Higher Education	Business & Economics	126-150	78	44	47	**84**	
Quacquarelli Symonds	Business & Management	59	54	43	54	**34**	**No. 1**
Quacquarelli Symonds	Accounting & Finance	94	85	64	65	**51**	
Quacquarelli Symonds	Full-time MBA (Global MBA)	151-200	141-150	121-130	101-110	**82**	**No. 1**
Financial Times	Executive MBA	40	29		**49**		**No. 1**

Changhee Park Associate Professor | Marketing

Marketing is a field that deals with a wide range of issues arising throughout the entire process of planning and selling products, as well as receiving feedback, which makes its scope extremely broad. Moreover, as technology advances and market conditions change over time, new phenomena and problems continuously emerge, which I believe makes it an exciting field with no room for boredom. Above all, marketing emphasizes a company's efforts to meet consumer needs while generating profit, which I find very appealing because it benefits both companies and consumers. I am truly honored to become a member of Yonsei University School of Business, which leads the business education and research in Korea and is recognized for its global competitiveness. Knowing that many of our students will go on to become leaders in various organizations in our society, I feel a strong sense of responsibility and pride in the lectures and education offered at our university. I hope to contribute to maintaining and further advancing the prestige of Yonsei Business School, which has been built by our esteemed professors and alumni.

Sungjune Pyun Assistant Professor | Finance

Finance is the core of business administration, as it deals with the flow of money. If business administration is fundamentally the study of corporate decision-making, finance focuses on maximizing a company's value or the wealth of its shareholders, and I believe finance plays a key role in achieving these objectives. While other areas of business administration also play an important role, finance is especially appealing because it is at the center of corporate decision-making.

As we move past the difficult and challenging COVID-19 era and enter a period of new opportunities, I am truly delighted to have been appointed as a professor at my alma mater, Yonsei University School of Business. I look forward to opportunities to communicate and engage with many students in the future.

Seoungwoo Lee Assistant Professor | Marketing

The charm of marketing lies in its close connection to various consumer activities we experience in our daily lives. Because everything we do—such as using apps, drinking coffee, buying clothes, and even making donations—can become a topic of research. The research process itself is engaging and reading the results is enjoyable as well.

I am very happy and excited to join Yonsei School of Business. I am especially delighted at the opportunity to interact closely with outstanding students as well as excellent fellow professors. I will do my best to become a cornerstone of Yonsei School of Business's vision, which leads global business education and research.

NEW FACULTY

* 2023 Fall Semester - 2025 Spring Semester

Jennifer Sun Assistant Professor | Marketing

Hello. I am Professor Jennifer Sun, newly appointed to Yonsei University School of Business starting fall semester of 2024. I have conducted research and taught courses focusing on consumer experience, with an interest in sustainable marketing and experiential consumption. I am delighted and honored to be able to share knowledge and conduct new research at Yonsei.
The appeal of marketing lies in its close connection to people's daily lives. Marketing enables meaningful communication between consumers and companies beyond simple transactions, and it can create positive value for individuals and society by designing memorable consumer experiences. This is what makes marketing a very attractive field.
I am honored to become a member of Yonsei School of Business, working alongside passionate students and outstanding professors, and I hope to contribute to research and education that align with the school's vision and values.

Daegon Cho Associate Professor | O.D.I. / Information System

Hello. I am Professor Daegon Cho, newly appointed to Yonsei University School of Business starting in the fall semester of 2024. After majoring in business administration and economics at Yonsei, I worked at SK Telecom and earned my master's degree at Columbia University and my Ph.D. at Carnegie Mellon University, followed by about 10 years of conducting research and teaching at POSTECH and KAIST. This semester, I am teaching Management Information Systems and Business Analytics at Yonsei. My research analyzes how digital technologies impact firms and society using real data. In particular, I am collaborating with companies in digital healthcare, mobile commerce, and fintech.
The field of Information Systems (IS) is especially appealing because it is closely connected to our daily lives in general. Streaming, social networking services, online shopping, and digital education—all of these modern activities are subjects of IS research. The core of this field is exploring how cutting-edge technologies such as generative AI and digital healthcare can be effectively applied to business management and individual lives. Yonsei School of Business is where I nurtured my academic dreams, so it is deeply meaningful for me to return here to teach and conduct my research. I will do my best to grow together with the school and make meaningful contributions.

PART 2 EDUCATION

UNDERGRADUATE

2,400 students with diverse backgrounds and promising future

5 main fields

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

MS/PH.D

270 students

Incentives are 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 for students

MBA Program

- Corporate MBA
- 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)

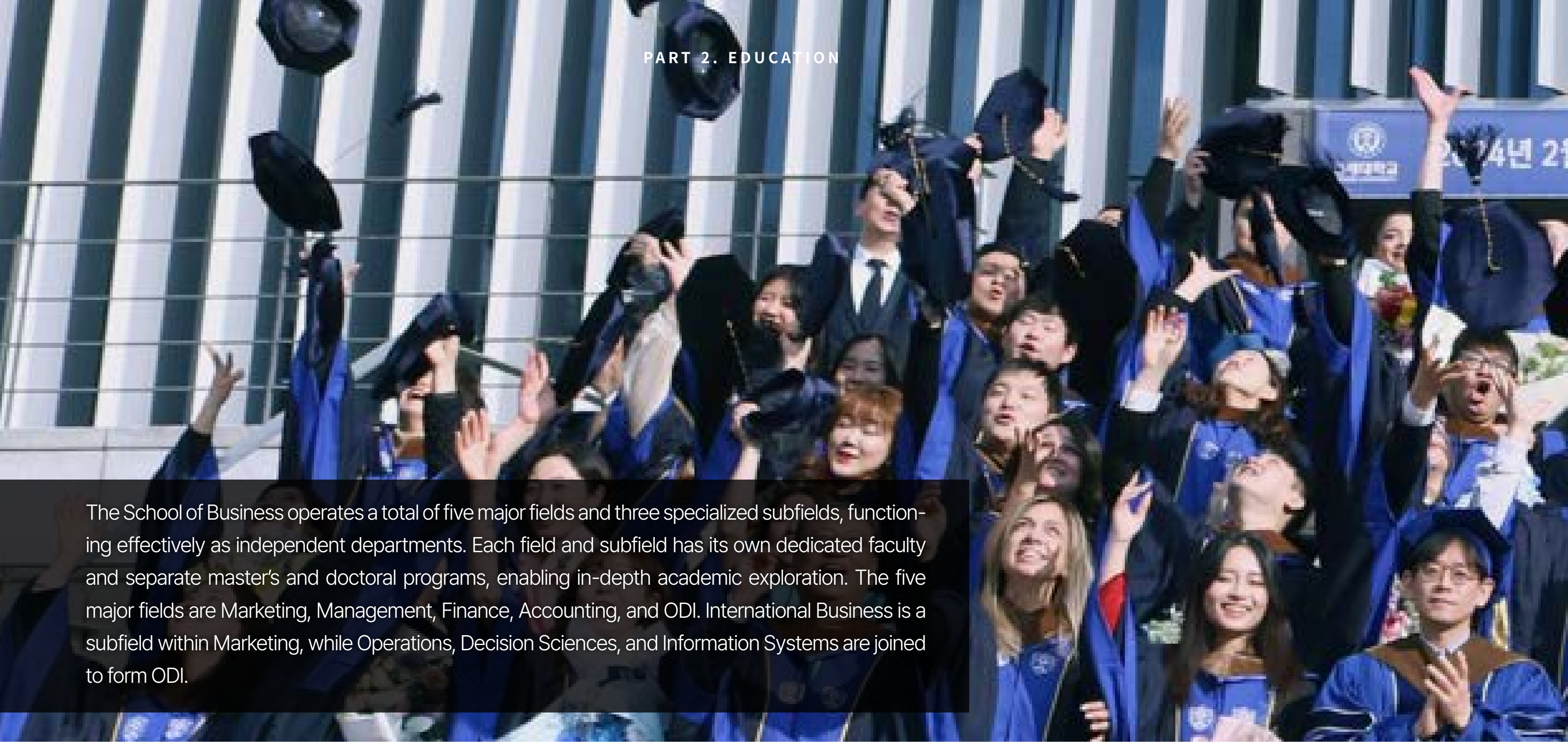
AMP

First AMP program in Korea opened in 1976

By inviting top professors and experts, we deliver the latest management theories and practical applications to senior executives in various fields.

Yonsei AMP (Advanced Management Program) provides executives with the opportunity to develop leadership skills that enable them to lead organizations with a broad perspective and foresight into the future. It also helps them present new visions for their companies and gain world-class competitiveness.

Today, over 5,000 alumni of the program are making significant contributions as top global leaders in various sectors of society.



The School of Business operates a total of five major fields and three specialized subfields, functioning 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 a subfield within Marketing, while Operations, Decision Sciences, and Information Systems are joined to form ODI.

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 more. On the educational side, the curriculum is designed to be practice-oriented, incorporating the latest trends in areas such as digital marketing, consumer behavior, 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 or 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.

Both undergraduate and graduate programs provide not only fundamental financial knowledge but also practical experiences through opportunities such as internships at international financial institutions and industry-academia collaboration projects. Additionally, by offering interdisciplinary courses that integrate AI and data science, the curriculum continues to expand in breadth and depth.

DEGREE PROGRAMS

Innovative Curriculum

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 statements provided to investors and creditors, and it analyzes how to interpret 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.

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 competitive environment. Various analytics-focused courses also provide students with practical skills in data analysis and application.

Management Science(MS)

Management Science field is a discipline that analyzes and solves various problems arising 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.

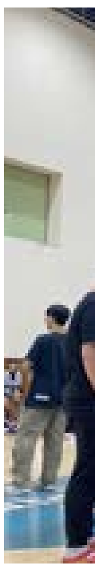
Traditionally, management science has focused on developing effective decision-making models through optimization, simulation, and statistical analysis. Based on this foundation, the program aims to cultivate talents equipped with sophisticated and practical problem-solving skills by integrating the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

The Management Information Systems (MIS) field aims to cultivate talents who can drive innovation in businesses and society based on digital technologies and data utilization 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'.



Undergraduate Freshmen Orientation

February 20, 2024

In his welcoming remarks, Associate Dean Jonghwan Kim said, "I sincerely welcome you, who have overcome fierce competition to enter Yonsei School of Business. Yonsei Business has grown beyond Korea to become a world-class business school, as proven by our AACSB and EQUIS accreditations and excellent evaluations in THE and QS rankings. I hope that you receive the highest quality education here and grow into leaders who make a positive impact on industry and society."

During the subsequent academic guidance session, detailed information was provided on the major curriculum offered by the School of Business, as well as on startup and employment support, exchange programs, and potential career paths after graduation. In particular, explanations of practical data related to students' career choices and the available support systems drew significant interest from the freshmen.

The CPA information session that followed was led by Honorary Professor Inki Joo, who has had a long and distinguished career in the field of accounting. Professor Joo introduced the roles and responsibilities of Certified Public Accountants (CPAs) and gave an in-depth explanation of the CPA examination preparation process and the operation of the CPA study group within Yonsei University School of Business. Professor Joo has served as President of the Korean Accounting Association, Vice President for International Affairs at the Korean Institute of Certified Public Accountants, and President of the Korean Academic Society of Business Administration. In 2023, he was inducted into the "Accounting Hall of Fame" in recognition of his contributions.

This orientation provided freshmen with a firsthand experience of Yonsei School of Business's excellent educational environment and diverse opportunities, raising their expectations for their upcoming university life. The School of Business plans to continue offering student-centered support and guidance to help freshmen grow into global leaders.

Undergraduate Freshmen Training Program

February 25-27, 2024

From February 25, 2024, Yonsei University School of Business successfully held the "2024 Freshmen Training Program" (hereinafter referred to as "Saeteo") for three days at Welli Hilli Park in Hoengseong, Gangwon-do.

Approximately 460 new students and 190 current students participated in this event, spending meaningful time together as they took their first steps into university life through mutual interaction.

Professor Seungbeom Seo from the School of Business accompanied the group, providing guidance and generous support to help the freshmen adapt smoothly to campus life.

As Yonsei University is renowned for its vibrant cheering culture, exemplified by events such as Akaraka and the Yonsei-Korea Games, the traditional "Cheering Orientation" was also held during Saeteo. Through this session, the new students learned about Yonsei's unique cheering traditions, fostering a sense of belonging and pride as members of the Yonsei community.

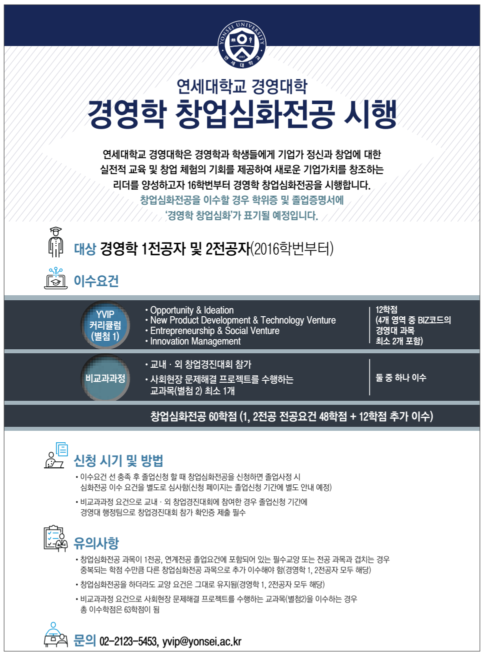
During the event, various performances were held by student clubs and groups, including "Achimhyanggi (Morning Scent)," a pop music band from the College of Commerce and Business, and "Churros," Yonsei University's dance club. Other performances featured groups such as Sangunwi Band, High Tension, Odobangjeong, Rock & Rock, and Sangunwi Dance Team. The freshmen enjoyed these passionate performances, which gave them the opportunity to consider joining clubs and student groups for their future campus activities.

In addition, through team-based games organized by class groupings, the freshmen were able to learn each other's names and faces, building a bond with their peers.

This Saeteo provided freshmen with valuable experiences as they adapted to their new university environment, and it is hoped that it will serve as a positive starting point for their future campus life.

Undergraduate Entrepreneurship Concentration Major

The School of Business Administration operates the Entrepreneurship Concentration Major and the AI Management Concentration Major to provide creative and integrated education that meets the demands of the times. The Entrepreneurship Intensive Major aims to help students develop an entrepreneurial mindset and grow into leaders who create new corporate value through practical startup education. Through courses that include participation in startup competitions and projects to solve social problems, students can acquire the necessary processes for entrepreneurship and gain practical experience.



Since 2018, Yonsei School of Business has been offering the Entrepreneurship Concentration Major to provide more systematic and practical education for students interested in entrepreneurship. The Entrepreneurship Concentration Major is designed for business administration majors and double majors, enabling them to gain real startup experience based on a solid understanding of entrepreneurship and an entrepreneurial mindset.

To complete the Entrepreneurship Concentration Major, students must earn a total of 60 credits by taking 12 additional credits related to entrepreneurship on top of the 48 credits required for the Business Administration major. Students are required to complete entrepreneurship-related courses in four areas: 'Opportunity & Ideation', 'New Product Development' & 'Technology Venture', 'Entrepreneurship & Social Venture', and 'Innovation Management'. Representative courses include <BIZ3143 Entrepreneurial Management>, <BIZ4192 Marketing Analytics>, and <BIZ3182 Product and Service Innovation>. Through these courses, students can select from a wide range of topics and gain comprehensive knowledge, from the fundamentals of entrepreneurship to practical aspects of running a business.

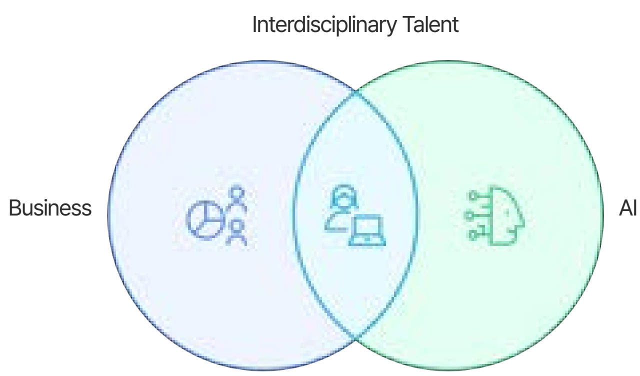
In addition, as part of the extracurricular program, it is a mandatory requirement for the Entrepreneurship Concentration Major to participate in a startup competition or completing courses that involve projects addressing real-world social issues.

Through these experiences, students can apply the theories learned in class to practical situations and gain hands-on experience. Through the Entrepreneurship Concentration Major, students can gain firsthand experience with a variety of challenges that may arise during the startup process and develop the ability to solve them. For students with an interest in entrepreneurship and a spirit of challenge, the Entrepreneurship Concentration Major offers a meaningful opportunity to explore new possibilities and gain practical experience.

Yonsei School of Business plans to further enhance the curriculum of the Entrepreneurship Concentration Major and strengthen support so that students can confidently take on the challenge of entrepreneurship. Through these efforts, students are expected not only to acquire the fundamental qualities of an entrepreneur, but also to develop innovative thinking and problem-solving skills necessary to thrive in a rapidly changing business environment.

Undergraduate AI-Business Concentration Major

The AI-Business Concentration Major aims to cultivate future-oriented, interdisciplinary talents capable of designing, managing, and evaluating business models based on a comprehensive understanding of artificial intelligence. The School of Business joined the AI-Business Concentration Major program in its early stages of development and has been actively working to nurture such interdisciplinary talents. Through courses such as 'Introduction to AI Business Projects', students are provided with opportunities to gain a broad understanding of how AI technologies are applied in the field of business.



Startup Incubation (Igloo)

School of Business Startup Space 'Igloo'

Igloo

In early 2020, a startup space was expanded on the second floor (Room 209) of the Business Hall and named Igloo and Igloo Lounge. This space is provided free of charge to aspiring entrepreneurs or teams that include at least one Yonsei Business School student and is actively supporting startup incubation activities by helping them refine their business ideas or items. Currently, six teams are occupying the space. Selected teams not only benefit from reduced costs for securing office space, but also gain the advantage of building a valuable network through natural interactions with other resident teams.

Six Startup Teams in Igloo 2024-2

Team	Business Item
Magic Note	Providing accurate explanations and personalized learning contents for highschool students
Team Maestro	Data labeling solution utilizing overseas workforce
Kuokka Crew Ltd.	Dating application for college students
Teamgloo Co. Ltd.	A remote study abroad consulting service utilizing AI recommendation and search technology
RE:OCEAN	Producing eco-friendly buoys to help reduce marine environmental pollution
Vegan Again	Developing vegan alternative foods made from seaweed

Top Startup Team

QUOKKA CREW

This startup team has developed and operates the [Yeonpick] app with the goal of supporting healthy dating among university students.They have been residing in the Igloo for both semesters of 2024 and are continuously growing. As of the first half of 2024, the Yeonpick app surpassed 65,000 subscribers and generated revenue of 150 million KRW. The team aims to achieve domestic sales of 600 million KRW by 2025.

Student Exchange Program

Exchange Program Partner Schools | Undergraduate

IN 416 students YSB-exclusive exchange student 35
Exchange student through international office 190
Visiting student through international office 191

OUT 114 students YSB-exclusive exchange students 6
YSB-exclusive double major students 2
Exchange students from YSB through international office 106

2024 YSB Exchange, Visiting Student Status

Continent	Country	Exchange Students(IN)	Exchange Students(OUT)
Europe	Netherland	15	3
	Norway	1	-
	New Zealand	2	1
	Denmark	2	-
	Germany	17	6
	Belgium	3	1
	Sweden	4	2
	Switzerland	4	3
	Spain	6	3
	Ireland	1	-
	United Kingdom	5	11
	Austria	4	1
	Italy	5	3
	France	13	7
	Finland	4	-
	Russia	1	-
Asia / Oceania	Taiwan	1	-
	Vietnam	1	-
	Philippines	1	-
	Singapore	5	1
	Australia	5	1
	Israel	1	-
	Japan	5	3
	China	1	2
	Hongkong	24	-
North America	United States	270	63
	Canada	6	3
South America	Mexico	9	-
Total		416	114

Exchange Program Partner Schools | MBA

IN 23 students

OUT 6 students GMBA 5
FMBA 1

2024 MBA Exchange Students Status

Continent	Country	Exchange Students(IN)	Exchange Students(OUT)
Europe	Denmark	1	-
	Germany	1	-
	Sweden	2	-
	Spain	3	1
	Italy	2	-
	France	6	-
	Finland	1	-
Asia	Philippines	1	-
	Singapore	-	-
	Israel	1	-
	China	1	-
North America	United States	3	4
	Canada	-	1
South America	Mexico	1	-
Total		23	6

Global Incoming Program

EDHEC Global Manager Certificate Program

France EDHEC Business School
Period 2024. 3. 4.~ 6. 21. (24 students)

Exchange Program Partner Schools | Undergraduate

Canada HEC Montreal
USA University of Washington Michael G. Foster School of Business
University of South Carolina Darla Moore School of Business
Germany University of Mannheim School of Business
University of Muenster, School of Business and Economics
France Paris Dauphine University
ESSEC Business School
Audencia Nantes School of Management

Spain	ESADE School of Business University of Navarra, School of Economics and Business Administration
Netherlands	Nyenrode Business University
Sweden	Jonkoping University Business School
Denmark	Copenhagen Business School
UK	Bradford University, School of Management
Finland	Aalto University, School of Business
Israel	Hebrew University of Jerusalem
Japan	Doshisha University, Faculty of Commerce
Singapore	National University of Singapore
Vietnam	VNU University of Economics and Business

Exchange Program Partner Schools | MBA

France	ESCP Business School IESEG School of Management ESSEC Business School
Israel	Coller School of Management
Spain	ESADE Business School
Italy	Politecnico di Milano
Mexico	IPADE Business School
Germany	Georg-August University Göttingen
Sweden	University of Gothenburg, School of Business, Economics and Law
USA	NYU Stern School of Business Washington University in St. Louis
Finland	Aalto University, School of Business Hanken School of Economics
Denmark	Copenhagen Business School
Philippines	Asian Institute of Management

Global Outgoing Program

Exchange Program Partner Schools | Undergraduate

France	Paris Dauphine University ESSEC Business School
Germany	University of Mannheim
USA	University of Washington
Singapore	National University of Singapore

Exchange Program Partner Schools | MBA

USA	Duke University Fuqua School of Business Leonard N. Stern School of Business, New York University
Canada	University of British Columbia, Sauder School of Business
Spain	ESADE Business School

Global Study Tour (GST)

2024-Summer Semester

Switzerland	HES-SO | Corporate·Finance MBA(10 students) / Advanced MBA(26 students) **Period** 2024. 8. 13. ~ 8. 16.
USA	University of California, San Diego | Executive MBA **Period** 2024. 7. 17. ~ 7. 19. (25 students)
	University of California, Irvine | Global Business Innovation MBA **Period** 2024. 7. 12. ~ 7. 25. (19 students)
	University of Washington | Corporate·Finance·Global MBA **Period** 2024. 7. 23. ~ 7. 25. (32 students)
UK	King's College London | Executive MBA **Period** 2024. 7. 1. ~ 7. 3. (52 students)
Finland	Aalto University | Advanced MBA **Period** 2024. 8. 5. ~ 8. 8. (53 students)

2024-Winter Semester

Singapore	National University of Singapore | Executive MBA **Period** 2025. 1. 8. ~ 1. 10. (44 students)
Australia	University of New South Wales | Corporate·Finance·Global·Advanced MBA **Period** 2025. 2. 4. ~ 2. 6. (36 students)
Thailand	Chulalongkorn University | Corporate·Finance·Advanced MBA **Period** 2025. 1. 22. ~ 1. 24. (47 students)

Global In/Out Program

Global Study Tour (GST)

2024-Summer Semester

HES-SO | Switzerland

2024. 8. 13. ~ 8. 16. / Corporate-Finance MBA(10 students) / Advanced MBA(26 students)


University of California, San Diego | USA

2024. 7. 17. ~ 7. 19. (25 students)



University of California, Irvine | USA

2024. 7. 12. ~ 7. 25. (19 students)


Aalto University | Finland

2024. 8. 5. ~ 8. 8. (53 students)


University of Washington | USA

2024. 7. 23. ~ 7. 25. (32 students)

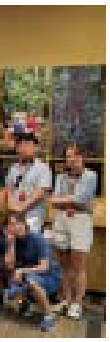

King's College London | UK

2024. 7. 1. ~ 7. 3. (52 students)

2024-Winter Semester

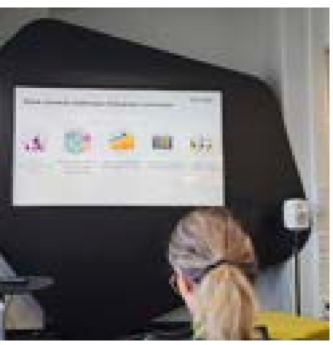
National University of Singapore | Singapore

2025. 1. 8. ~ 1. 10. (44 students)



University of New South Wales | Australia

2025. 2. 4. ~ 2. 6. (36 students)



Chulalongkorn University | Thailand

2025. 1. 22. ~ 1. 24. (47 students)

MBA Dual Degree MOU with Tsinghua SEM

October 10, 2024

Yonsei University School of Business signed an MBA dual-degree agreement with Tsinghua University School of Economics and Management (SEM) on October 10, 2024, at Tsinghua University in Beijing, China. This agreement marks a significant milestone, as Yonsei becomes the first university in Asia to establish a dual-degree MBA program with Tsinghua SEM. Tsinghua SEM is a world-renowned institution, ranked 8th globally in Business & Economics by the 2024 Times Higher Education (THE) and 24th in Business & Management by QS. It has already implemented dual-degree programs with leading institutions such as MIT, Columbia University, and HEC Paris. With this new agreement, Tsinghua has partnered with an Asian university for a dual-degree program for the first time.

The dual-degree MBA program will commence in the spring semester of 2025 and will be open to students from Yonsei's Executive MBA, Corporate MBA, Finance MBA, and Global MBA programs, as well as Tsinghua's Global MBA program. Up to five students will be selected annually to study one year at each institution. Upon graduation, students will receive MBA degrees from both Yonsei University and Tsinghua University.

MBA Dual-Degree MOU with ESCP Business School

October 21, 2024

On October 21, 2024, Yonsei University School of Business and ESCP Business School signed an MBA dual-degree agreement at Room 407 of Yonsei School of Business building. Through the Yonsei X ESCP MBA Dual-Degree Program, each school will select two students annually, who will study one year at their home institution followed by one year at the partner school.

Founded in 1819, ESCP Business School is the world's oldest business school and an international management institution based in Europe. In the recently announced Financial Times (FT) Executive MBA 2024 ranking, ESCP was ranked 2nd globally, and it achieved 1st place worldwide in the 2024 Master in Finance pre-experience ranking. The school has campuses in major European cities, including Paris, London, Berlin, Madrid, Turin, and Warsaw, and is in the process of establishing a campus in Dubai, offering unparalleled global learning opportunities.

Through this agreement, ESCP aims to enhance its recognition in Asia, while Yonsei Business seeks to provide its MBA students with the unique opportunity to study European management at one of Europe's top institutions.

2024 AAPBS Academic Conference

May 30 - June 1, 2024

The 2024 AAPBS Academic Conference, held at Yonsei University School of Business from May 30 to June 1, 2024, concluded successfully. The Association of Asia-Pacific Business Schools (AAPBS) was established in 2004 with the aim of promoting academic collaboration and networking among business schools in the Asia-Pacific region. Today, it boasts over 150 member institutions, including leading universities such as Waseda University, Tsinghua University, the Hong Kong University of Science and Technology, and the National University of Singapore.
Following Yonsei University's successful bid last year to host the AAPBS headquarters, the university organized this year's spring academic conference, which also celebrated the 20th anniversary of the association's founding.
The 2024 conference brought together over 100 deans from 15 countries. The first day featured Executive and Council Meetings, followed by a special lecture hosted by Yonsei Business. On the second day, Professor Yoojung served as moderator as Mr. Joohyung Lee, Executive Vice President of Samsung Electronics, delivered a keynote speech on the topic of "Innovation in K-Technology." In the afternoon, participants visited LG Science Park, where they attended a special lecture by Mr. Taehong Park, manager at LG, and toured the LG Innovation Gallery.
The third day began with a congratulatory message from PSY on the theme of "Trends in K-Culture." Mr. Sangwook Park, Executive Vice President of CJ CheilJedang, presented case studies on the global expansion of K-Foods, highlighting the growing worldwide popularity of Korean cuisine.
During the closing session, Professor Chongen Bai, President of AAPBS, introduced the upcoming Annual Meeting to be held at Tsinghua University later this year and announced the newly admitted member schools.
Participants shared positive feedback, expressing that they had an enriching and memorable experience thanks to Yonsei's well-prepared keynote speeches, panel discussions, cultural programs, and meals.

In May 2024, Yonsei University School of Business also earned AMBA accreditation, becoming a globally recognized business school by holding the "Triple Crown" of international accreditations: AACSB, EQUIS, and AMBA.

AMBA ACCREDITED

AACSB ACCREDITED

EQUIS ACCREDITED

연세대학교 경영대학/경영전문대학원
YONSEI UNIVERSITY SCHOOL OF BUSINESS

Company Visit

Through its talent development MOU program with HD Hyundai, the School of Business provides opportunities each semester for company visits and employment-linked internships at HD Hyundai. During the company visits, students tour HD Hyundai's Global R&D Center (GRC) to experience the company's culture firsthand and receive practical career advice from alumni mentors. After completing the employment-linked internships, some students go on to join HD Hyundai as full-time employees.

HD Hyundai-GRC Company Visit

Since signing a talent development Memorandum of Understanding (MOU) with HD Hyundai in March 2023, Yonsei University School of Business has been running a regular company visit program each semester to HD Hyundai's Global R&D Center (GRC) in Pangyo. In 2024, two visits were held on May 16 and November 6, with participation from students not only from the School of Business but also from the Colleges of Humanities and Social Sciences, Engineering, and Science.

The company visit on May 16 began with a welcome address from the CEO of HD Hyundai Energy Solutions Jonghwan Park, a Yonsei Law graduate (Class of '89), followed by the opening speech from the Dean of the School of Business, Sungmoon Kim. The program continued with an introduction to HD Hyundai's industrial sectors and vision, accompanied by a quiz session to help participants deepen their understanding. Students then engaged in small-group mentoring over lunch with Yonsei alumni currently working at HD Hyundai, and experienced the working environment through a tour of the GRC's facilities. During the mentoring, alumni introduced their roles, shared their hiring experiences, and discussed the key competencies needed for their positions. The event concluded with a presentation by the Head of the Future Talent Team, who explained the company's HR systems and recruitment-linked internship program, and distributed commemorative gifts to participants. The November 6 event followed a similar program structure, featuring practical mentoring sessions with Yonsei alumni employees. Among the mentors, Ms. Sojung Lee (Business 20), a manager at HD Korea Shipbuilding & Offshore Engineering, reflected on her own experience as a mentee in the previous year. Participating students responded positively, sharing comments such as, "It was great to experience the company firsthand and gain insights into various industrial fields," and "I'm motivated to apply for an internship."

Yonsei School of Business is also offering an employment-linked internship programs during the vacation.

Career Development Center

Osstem Implant Company Visit (Global MBA)

On November 22, approximately 30 students from Yonsei University's Global MBA program visited the headquarters of Osstem Implant, located in Magok, for a company visit. The program consisted of a company introduction, a tour of the headquarters, and an overview of current recruitment opportunities. During the company introduction, participants learned about Osstem Implant's history, business areas, and vision. The headquarters tour provided deeper insights into the company's specific business operations. Osstem Implant has expanded its business beyond dental implants to include dental equipment and pharmaceuticals, dental IT solutions, interior design for dental clinics, education, and broadcasting, making significant contributions across the entire oral healthcare industry.

As they toured the headquarters, students visited research labs and broadcasting studios, then moved to Osstem's product exhibition hall, where they explored products developed and distributed by Osstem and even had the opportunity to try out dental medical instruments firsthand. Finally, in the recruitment session, Osstem briefly introduced the types of talent the company seeks and the positions currently open for hiring, followed by a Q&A session where students asked questions to clarify their curiosities.

Luciana Juarez, one of the Global MBA students who participated in the company visit, shared her thoughts: "It was great to see firsthand how such a large company operates. I especially appreciated the opportunity to try out the company's products, which made me even more interested in the company and the industry."

Coupang Finance Development Program Campus Recruiting

On November 7, a campus recruiting event for the Coupang Finance Development Program was held at Yonsei School of Business building for international students enrolled in YSB. This recruitment session provided a valuable opportunity for students to learn in detail about the available positions and the hiring process of the special recruitment for Coupang Finance Development Program.

The special recruitment positions offered through this program included FP&A, Corporate Development, Central Finance, and Treasury, with application opportunities available to MBA graduates or soon-to-be graduates. To support the event, Mr. Suhrob Radjabov and Mr. Jonathan Kim, both Vice Presidents of Finance at Coupang, along with staff members from Coupang's HR department, visited the campus to provide an introduction to the company, explain the recruitment program, and conduct a Q&A session.

Kamel Khellaf, a student in the Yonsei Global MBA program who attended the recruitment session, shared his thoughts: "I gained a lot of insights into the company culture and career opportunities through the Q&A session, and I was also able to resolve some of the concerns I had about the practical aspects of the job search process in Korea. I hope there will be more of these valuable opportunities in the future."

Friends of Yonsei
School of Business

PART 3 FACULTY & RESEARCH

FACULTY

* As Of March 1, 2025

FULL-TIME

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)

Marketing 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)
Dongyoub Shin	Ph.D. (Yale University, 1996)
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)
Seungwha Chung	Ph.D. (University of Pennsylvania, 1993)

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)
Jaehoon Hahn	Ph.D. (Columbia University, 2003)

Accounting

Andres Guiral	Ph.D. (University of Alcala, 2003)
Jonghwan Kim	Ph.D. (University of Southern Carolina, 2013)
Doocheol Moon	Ph.D. (Baruch College,City University of New York, 2001)
Daehee Yoon	Ph.D. (Yale University, 2008)
Hoyoung Lee	Ph.D. (University of Oregon, 2000)
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)

O.D.I. 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)

O.D.I. Information System

Seunghyun Kim	Ph.D. (Carnegie Mellon University, 2008)
Youngsok Bang	Ph.D. (McGill University, 2015)
Jaiyeol Son	Ph.D. (Georgia Institute of Technology, 2001)
Hogeun Lee	Ph.D. (University of Texas at Austin, 1993)
Kunshin Im	Ph.D. (University of South Carolina, 2000)
Il Im	Ph.D. (University of Southern California, 2001)
Daegon Cho	Ph.D. (Carnegie Mellon University,2013)

EMERITUS / RETIRED

Keeyoun Kang	Ph.D. (Washington University,2017)
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)
Saeyeul Park	Ph.D. (University of Georgia,2014)
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., 2010)
Wansoo Lee	D.B.A. (University of Tennessee, 1981)
Subin Im	Ph.D. (University of North Carolina, 2000)
Ungki Lim	Ph.D. (University of Illinois at Urbana-Champaign, 1979)
Daeryun Chang	D.B.A. (Harvard University, 1986)
Jinho Chang	D.B.A. (Harvard University, 1999)
Kuhyun Jung	Ph.D. (University of Michigan, 1976)
Jongrock Chung	Ph.D. (University of Pittsburgh, 1982)
Chongam Chung	Ph.D. (Yonsei University, 1982)
Inki Joo	Ph.D. (New York University, 1986)
Jaewoon Choi	Ph.D.(New York University, 2010)

FACULTY AWARDS

CHOHUN ACADEMIC AWARD

Sumi Jung

INTERNAL. EXTERNAL AWARDS

Bokyung Kim
- Korean Strategic Management Society, Journal of Strategic Management Outstanding Paper Award
- Korean Academy of Management, Korean Journal of Management Best Paper Award

Seongmoon Kim
The Korean Operations Research and Management Science Society Outstanding Paper Award

Seunghyun Kim
Best Workshop Paper Award, KrAIS Winter Workshop

Soonhong Min
The Korean Academic Society of Business Administration K-Management Innovative Paper Award Outstanding Paper Award

Kyungmin Park
- Yonsei Business Research Best Paper Award
- The Korean Association of Small Business Studies Small Business Research Best Paper Award

Seungjae Park
Korea Logistics Society Best Paper Award

Youngsok Bang
KrAIS Best Student Paper Runner-up Award

Youngho Eom
Best Paper Award, Asia-Pacific Journal of Financial Studies

Mooweon Rhee
The Korean Academic Society of Business Administration K-Management Innovative Paper Award

Seoungwoo Lee
2024 Yonsei University Outstanding Achievement Professor Award in Education Category

Jongmin Lee
- Multinational Business Review Best Paper Award
- Korea Corporation Management Association Byeokso Best Paper Award
- Korean Academy of International Business Best Conference Paper Award
- Korean Academy of International Business Best Conference Paper Presentation Award

Jiyoon Lee
- 2024 Yonsei University Best Achievement Professor Award in Research Category
- 2024 Maeil Business Emerging Scholar Paper Award

Il Im
Academy of Management (AoM) Best Published Paper Award

Sumi Jung
The Korea CEO Association Korea CEO Academic Award Outstanding Paper Award

Daegon Cho
Korea Society of IT Services

TEACHING EXCELLENCE AWARD

Jooyoung Kwak	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Optional)	Spring 2024
Byungkyu Kim	Teaching Excellence Award, Yonsei University	Undergraduate	2024
Seongmoon Kim	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Required)	Spring 2024
Boram Do	Teaching Excellence Award, Yonsei University School of Business	GMBA	Spring 2024
Sunju Park	Teaching Excellence Award, Yonsei University	Undergraduate	2024
Seungjae Park	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Fall 2024
Changhee Park	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Required)	Fall 2024
Youngsok Bang	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Fall 2024
Hongseok Oh	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Spring 2024
Seoungwoo Lee	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Spring 2024
Jaeyoung Lee	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Fall 2024
Jongmin Lee	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	General Graduate School	Fall 2024
Hoyoung Lee	Teaching Excellence Award, Yonsei University School of Business	General Graduate School	Spring 2024
Il Im	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	CFMBA(Optional)	Fall 2024
Sueryung Chang	Teaching Excellence Award, Yonsei University	Undergraduate	2024
Youjung Jun	Teaching Excellence Award, Yonsei University School of Business	GMBA	Fall 2024
Seunghwan Jung	Teaching Excellence Award, Yonsei University	Undergraduate	2024
	Teaching Excellence Award, Yonsei University School of Business	EMBA	Spring 2024
Daegon Cho	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Fall 2024
Wonwook Choi	Teaching Excellence Award, Yonsei University School of Business	Undergraduate	Spring 2024
Daesik Hur	Teaching Excellence Award, Yonsei University School of Business	EMBA	Fall 2024

* Listed in Korean Alphabetical Order | Period: 2024.03 ~ 2025.02

RESEARCH

INFLUENTIAL RESEARCH

ACADEMIC PUBLICATIONS

International | Faculty

Keeyoun Kang | Finance
Digital Currency and Privacy, *Theoretical Economics*, 19(1), 2024.01

Seunghyun Kim | ODI-IS
Reproducibility in Management Science, *Management Science*, 70(3), 2024.03

Chilling Effect of the Enforcement of Computer Misuse Act: Evidence from Publicly Accessible Hack Forums, *Information Systems Research*, 35(3, 2024.09

The Effect of Ad Image's Sentiment Scores and Mobile Device Attributes on Mobile Ad Response Behavior, *IEEE Transactions on Engineering Management*, Volume 71, 2024

Jonghwan Kim | Accounting
Financial information, spillovers, and innovation performance, *Journal of Accounting and Public Policy*, 45, 2024.05

The effect of conscientiousness on managerial learning from stock prices, *Applied Economics*, 56(54), 2024.11

Peer comparison and management forecast behavior, *Spanish Journal of Finance and Accounting*, 53(4), 2025.11

Jinwoo Kim | ODI-MS
A Preliminary Study of Voicebot to Assist ADHD Children in Performing Daily Tasks, *IInternational Journal of Human-Computer Interaction*, 40(10), 2024.05

Smartphone-Based Speech Therapy for Poststroke Dysarthria: Pilot Randomized Controlled Trial Evaluating Efficacy and Feasibility, *Journal of Medical Internet Research*, 26(1), 2024.04

Exploring a Multimodal Approach to Pediatric Mental Health Screening Using Digital Biomarkers, *Frontiers in Psychiatry*, 15, 2024.04

A Randomized Controlled Trial Protocol to Evaluate the Efficacy and Feasibility of Digital Unni Therapy for Post-Stroke Dysarthria, *Frontiers in Neurology*, 15, 2024.01

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A Study on Local Commercial Districts and Pet Care, *Korean Distribution Association Summer Conference*

LI, LAN — Seoul(Korea)
Unpacking the NFT Hype: The Impact of NFT Awareness on the Auction Market for Visual Artwork, *Korea Society Of Management Information Systems*

LI, ZIDONG — Seoul(Korea)
The Impact of IP-Based Location Disclosure Policies on Internet Comments: A Case of Sina Weibo, *ICEC2024*

ZHANG XINYUE — Seoul(Korea)
International Participation in the State Project and the Effects on Network Embeddedness: The Case of Digital Belt and Road Initiative, *AIB2024*

Jihyun Park — Jeju Island(Korea)
Supply Shock and Recovery Resilience, *2024 Korean Production and Operations Management Society Spring Conference*

Hajeong Shin — Seoul(Korea)
HCNs' Cultural Intelligence as a Promoter of Knowledge Sharing in Foreign Subsidiaries, *AIB2024*

Donghee Lee — Jeju Island(Korea)

RESEARCH

A Variable Selection Method for Freight Volume Prediction Optimized for Rapid Delivery, *2024 Korean Production and Operations Management Society Spring Conference*

Minjoo Lee — Busan(Korea)
CEO-CFO Commonality and Firm Value: Financial Professional Background Perspective, *2024 Korean Accounting Association International Summer Conference*

Seonghyun Lee — Jeju Island(Korea)
The Impact of Employee Experience on Attitudes and Performance, *2024 Korean Production and Operations Management Society Spring Conference*

Sehwan Lim — Jeju Island(Korea)
Development of a Lead Time Prediction and Management Model for Inventory Optimization, *2024 Korean Production and Operations Management Society Spring Conference*

Minsoo Jung — Yeosu(Korea)
Sustainability and Digital Transformation: The Role of ICT and AI, *2024 Spring Joint Conference*

Hyunwoo Jung — Gwangju(Korea)
Peer-to-Peer Transactions of Fashion Products, *Korean Distribution Association Spring Conference*

Jinah Hwang — Busan(Korea)
Examining the Value Relevance of Related-Party Transactions : The Role of Controlling Power, *2024 Korean Accounting Association International Summer Conference*

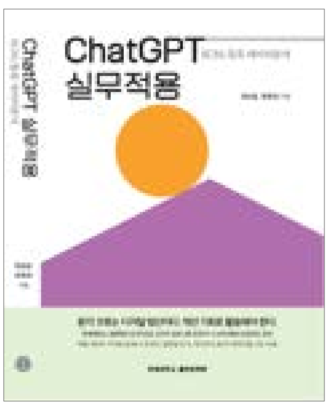
Jung Kiho Outstanding Research Faculty Awards

Level	Name	Recipient	Field	Period
Level 1	Jung Kiho Outstanding Research Faculty	Jaeyoung Lee	Marketing	2022-1st Sem ~ 2024-2nd Sem
		Bokyung Kim	Management	2022-1st Sem ~ 2024-2nd Sem
		Junkyung Auh	Finance	2023-1st Sem ~ 2025-2nd Sem
		Youngsok Bang	ODI-IS	2023-1st Sem ~ 2025-2nd Sem
		Wonsang Ryu	Management	2024-1st Sem ~ 2026-2nd Sem
		Jiyoon Lee	Finance	2024-1st Sem ~ 2026-2nd Sem
Level 2	Jung Kiho Research Achievement Faculty	Seungjae Park	ODI-OM	2023-1st Sem ~ 2025-2nd Sem
		Seunghwan Jung	ODI-OM	2024-2nd Sem ~ 2027-1st Sem
Level 3	Jung Kiho Outstanding Research Achievement Faculty	Daehee Yoon	Accounting	2020-1st Sem ~ 2024-2nd Sem
		Jeonghye Choi	Marketing	2020-2nd Sem ~ 2025-1st Sem
		Seunghyun Kim	ODI-IS	2020-2nd Sem ~ 2024-1st Sem
Level 4	Jung Kiho Best Research Achievement Faculty	Seunghyun Kim	ODI-IS	2024-2nd Sem ~ 2029-1st Sem

Book Publication | Faculty

Seunghwan Jung
Practical Applications of ChatGPT, *Yonsei University Press*

Sungkyu Sohn
Business Management and Accounting Information, *Parkyoungsa*



Powerful Politicians, Political Costs, and Income Smoothing

Powerful Politicians, Political Costs, and Income Smoothing, The Accounting Review, 99(5): 279–305, 2024.09 / Jung Sumi

Author
Sumi Jung, Associate Professor, Accounting

Once-quiet companies in a small, relatively unnoticed U.S. state suddenly began attracting significant media attention. The reason was simple: a senator from that state had been promoted to chair a powerful standing committee in the U.S. Congress.
But what changes when a senator becomes a committee chair? It's not just a matter of prestige. In the United States, committee chairs wield substantial influence over federal budget allocations and policy decisions. This often allows them to direct more government funding to their home state and help local companies secure lucrative federal contracts.
Naturally, companies based in that state begin to thrive. Revenues rise, profits increase, and stock prices surge. But along with the boom, problems begin to emerge.

"You guys are doing really well — do you have a politician backing you?"
The media and the public start to take notice.

"Why are they suddenly making so much money?"
"Did the committee chair help them out?"
"Is this some kind of political favoritism?"

Such conspicuous profits can in turn become a liability for companies.
They attract political criticism, government investigations, and tighter regulations — the so-called political costs.
As a result, companies begin to think:

"Let's not look too successful. But we shouldn't appear to be struggling either. Let's just... stay quietly steady."

This mindset leads to a strategy known as income smoothing.
Put simply, it refers to the use of accounting techniques to slightly reduce or increase reported earnings, making them appear more stable and less noticeable over time.

"Smoothing Earnings" – A Strategy, Not Manipulation
To investigate this phenomenon, researchers analyzed firms

across 41 U.S. industries that were heavily dependent on government contracts, using data from 1971 to 2012.

The study focused on cases where U.S. senators were promoted to chair one of the top 10 most powerful congressional committees.

The findings revealed a clear pattern:

Companies headquartered in the home states of these newly appointed committee chairs tended to smooth their earnings over a period of approximately seven years — the average tenure of a committee chair — following the senator's promotion.

But why does this need to be uncovered?

This is not merely a story about "companies manipulating their earnings."

While accounting figures are often interpreted simply as reflections of a firm's performance, this study shows that accounting can be the result of political calculation.

It also raises the concern that income smoothing is not just "management," but can lead to garbling of information, undermining informational efficiency for investors and markets.

Therefore, without understanding the political-economic link, one may misinterpret accounting figures.

In other words, rather than simply concluding, "This firm's earnings look stable," we should also ask, "Could these numbers have been deliberately shaped for political reasons?"

Conclusion

This paper explains, in a political context, why firms choose not to report earnings "as they are," but rather seek to "smooth" them.

It suggests that this is not merely a matter of accounting techniques or manipulation, but a strategic use of accounting as part of a firm's survival strategy.

Thus, accounting figures often carry the shadow of politics, and the ability to discern this is essential — a key implication of this study.

RESEARCH SPOTLIGHT: 2024

Chilling Effect of the Enforcement of Computer Misuse Act: Evidence from Publicly Accessible Hack Forums

Chilling Effect of the Enforcement of Computer Misuse Act: Evidence from Publicly Accessible Hack Forums, Information Systems Research, 35(3), 2024.09 / Qiu-Hong Wang, Ruibin Geng, Seung Hyun Kim

Author
Seunghyun Kim, Professor, ODI-IS

01 Research Abstract

While advancements in information technology have brought numerous benefits to humanity, they have also made cyberattacks easier and more widespread. In contrast, defending against such attacks remains costly, and due to anonymity and cross-border jurisdictional issues, it is difficult to prosecute offenders. Against this backdrop, several countries—including Australia, China, and the United States—have implemented legal measures aimed at preventing cybercrime before it occurs. These include the enactment of Computer Misuse Acts, which criminalize not only the execution of cyberattacks but also the creation, distribution, and possession of hacking tools.However, cybersecurity technologies possess a dual-use nature, meaning they can be utilized for both security and hacking purposes. As such, assessing criminal intent or predicting potential misuse solely based on the mere possession of technologies with possible applications for abuse is legally complex and entails significant uncertainty. This has raised concerns about the potential misjudgment of legitimate providers of security technologies. Moreover, such legal uncertainty may lead to a chilling effect, discouraging lawful and socially beneficial cybersecurity activities that were never intended to be regulated under such laws. This study presents a theoretical framework based on decision-making under uncertainty to examine the potential chilling effect of such law enforcement measures, and empirically analyzes this effect. In particular, the study investigates how the implementation of Computer Misuse Acts, while not directly regulating public hacker forums, has influenced posting activity related to cybersecurity topics with public-interest potential.

Although the potential unintended chilling effects of legal enforcement have been widely discussed, empirical evidence and a clear understanding of the underlying mechanisms have remained limited. This study provides empirical evidence of the chilling effect caused by the implementation of the amended Computer Misuse Act in China in 2009, focusing on users' posting behavior related to cybersecurity topics in public hacker forums. To examine whether users voluntarily reduced their participation in cybersecurity-related discussions—even when the content was not directly subject to regulation—the study designated two major Chinese public hacker forums as the treatment group and a leading English-language hacker forum as the control group. Using a dataset of over 250,000 posts from approximately 50,000 users between 2007 and 2011, the study conducted a comparative analysis to assess the differences in activity between the two groups following the law's enforcement. To this end, a deep learning model was employed to identify posts related to cybersecurity topics, and to quantify the degree of cybersecurity relevance for each post. The results revealed that following the implementation of the Computer Misuse Act, there was a significant decline not only in the number of

cybersecurity-related posts but also in the intensity of cybersecurity keyword usage within those posts. This demonstrates that the chilling effect was present even in content not directly targeted by the law but potentially beneficial to the public interest.

This study also conducted a theory-driven analysis, focusing on the variation in the degree of the chilling effect across individual users. In particular, it sought to explain the differing user responses under uncertainty—arising from the dual-use nature of cybersecurity technologies—through the lenses of Knightian Decision Theory, Social Learning Theory, and Uncertainty-Identity Theory. First, users who had previously posted more frequently on cybersecurity-related topics exhibited a smaller decline in activity following the implementation of the Computer Misuse Act, likely due to behavioral inertia. Second, users who had received more cybersecurity-related feedback from others within the forum were more likely to perceive their own content as legitimate, and thus also showed a relatively smaller decrease in posting activity. Third, under conditions of uncertainty, some users demonstrated a tendency to craft their posts in a manner similar to that of officially recognized cybersecurity experts, in an apparent attempt to be perceived as part of a legitimate expert community. In this way, the study goes beyond the simple deterrent effect of law enforcement and provides a quantitative analysis of the unintended chilling effects at the individual level. By integrating various social-psychological theories, it offers a sophisticated theoretical framework and empirical evidence that can make a meaningful contribution to the design of cybersecurity policies and the improvement of related legal frameworks.

02 Theoretical Implications

This study extends existing theoretical discussions on the chilling effect and makes a significant academic contribution to the fields of information systems and law and economics. Traditional theories of the chilling effect, grounded in Rational Choice Theory, have primarily focused on the mechanism by which individuals restrain their behavior based on a calculated assessment of potential legal sanctions. However, this study highlights that in real-world digital environments, uncertainty is often non-quantifiable, and individuals frequently lack knowledge of the probability distribution of potential outcomes. To address the limitations of Rational Choice Theory and enhance explanatory power in such contexts, the study proposes a composite theoretical framework that incorporates three advanced theories capable of explaining decision-making under legal uncertainty. Rather than relying on a single theoretical lens, the study presents a multi-layered theoretical structure that accounts for individuals' cognitive, behavioral, and social responses under uncertainty. In doing so, it offers broad theoretical implications across research in information systems, law enforcement, and cybersecurity policy. This study also contributes to the expansion of the empirical literature on the chilling effect. Whereas prior researches has primarily examined the chilling effect at the collective level and focused on fears of privacy violations rather than legal harm, this study is the first to analyze the chilling effect at the individual level, specifically in high-anonymity contexts, driven by fear of legal consequences.

03 Practical/ Regulatory Implications

By providing quantitative evidence on the actual effects of cybersecurity law enforcement, this study offers important practical and policy implications for the design of cybersecurity policies and legal frameworks. Specifically, it empirically demonstrates that laws such as the Computer Misuse Act, which criminalize the creation, distribution, and possession of cybersecurity tools, may have unintended side effects — discouraging not only illegal activities but also legitimate and socially beneficial behaviors in practice. In particular, the study reveals that forum users, despite not being direct targets of legal regulation, voluntarily refrained from posting or sharing knowledge related to cybersecurity due to uncertainty over potential wrongful prosecution. This finding suggests that such uncertainty may undermine the organic learning and innovation ecosystem within cybersecurity communities, highlighting the need for policy reconsideration. Furthermore, the study shows that the degree of the chilling effect perceived by users varies based on their prior activity history and feedback received from others, indicating that uniform regulatory approaches may lead to uneven and unintended consequences across individuals. This implies that certain user groups may be more affected by legal ambiguity in the policy context, highlighting the need for more refined risk communication and the provision of clearer guidelines in policy design. Moreover, considering that the goal of law enforcement is not only to deter cybercrime but also to protect legitimate security research and ethical hacking activities, there is a need for institutional improvements, such as enhancing legal clarity and introducing or strengthening protective provisions for researchers. As several countries—including the United Kingdom and the United States—are currently discussing amendments to their Computer Misuse Acts to mitigate chilling effects, this study provides an empirical foundation that can offer quantitative support for such policy debates.

Finally, the reason this study was accepted for publication in Information Systems Research, a leading academic journal in the field of business, lies in its contribution beyond merely evaluating the effects of legislation. The study offers a rigorous analysis of management-relevant issues, such as the interaction between digital platforms and user behavior, the impact of legal risk perception on knowledge sharing within the information ecosystem, and the self-regulatory mechanisms of digital organizations. By empirically examining how organizations and users respond to legal uncertainty and strategically adjust their behavior in digital environments, the study explains the complex interactions among law, technology, and organizations from a business research perspective. This offers significant theoretical and practical insights for future research in areas such as platform governance, internal information security policy design, and digital risk management strategies.

BrainKorea21 FOUR

Vision

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

3 Key Strategies

Student Capability Growth

Social Problem Solving

Global Impact

Student Capability Growth

Social Problem Solving

Global Impact

4 Key Strategies
1 & 2

Education	Research
Fostering professional researchers through value-creating education.	Becoming a Leading Business Research School through a Transition to Qualitative Research

4 Key Focus Areas

- Startups / Entrepreneurship
- Digital Transformation / AI
- ESG / Corporate Ethics
- K-Management

4 Key Strategies
3

Globalization

Generating International Research Outcomes through Global Networking

4 Key Strategies
4

Sustainability

Continuous Educational and Research Innovation by the Education Research Group

Performance Indicators

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

YSB BK21 FOUR Education Research Group

4-Step BK21 Project Overview

Since September 2020, the Yonsei School of Business has been operating as the "Education and Research Group for Social Value-Driven Business Leaders," selected under the 4th phase of the BK21 (Brain Korea 21) Project, an initiative led by the Ministry of Education and the National Research Foundation of Korea.
The BK21 program aims to foster world-class graduate schools and nurture outstanding research talent by providing intensive support to master's and doctoral students, as well as early-career researchers. The 4th phase spans seven years, from September 2020. Most of the funding is allocated as research scholarships, with doctoral students receiving KRW 1.6 million, master's students KRW 1 million, and early-career researchers KRW 3 million monthly. In the fifth year of the program (March 2024–February 2025), KRW 368.4 million was provided in research scholarships, including support for early-career researchers. The program also supports international cooperation through short- and long-term overseas training, participation in global conferences, and academic activities.
he ultimate goal of the Yonsei School of Business BK21 Education and Research Group is to nurture business professionals who create social value. To achieve this, the group has set a vision of cultivating world-class educational and research talent and achieving research competitiveness within the global top 30. Both education and research are critical in talent development. In particular, fostering individuals capable of addressing social challenges requires international perspectives and competencies. Moreover, sustainability must underpin all efforts to realize the group's goals and vision. Accordingly, the Education and Research Group has identified education, research, internationalization, and sustainability as its key strategic areas.
Among the many fields within business administration, the Yonsei School of Business BK21 Education and Research Group focuses on creating social value, with four key areas of emphasis: >Entrepreneurship, >Digital Transformation and AI, >ESG and Business Ethics, and >K-Management. These areas reflect Yonsei Business's long-standing commitment to education and research in socially impactful topics and also address critical challenges currently facing Korean society.

「Saga National Univ. Japanese Economy and Social Issue Seminar」

2024.09.20.

The Yonsei University School of Business BK21 FOUR Education and Research Group invited Professor Ryunosuke Sonoda and Professor Hanmo Jang from the Institute for Social Issues, Faculty of Economics at Saga University (Japan), along with Japanese students. The event featured a special lecture on Japan's demographic decline, digital transformation, and long-term economic issues, followed by a seminar on social issues (the "S" in ESG) that show similar patterns in both Japan and Korea. Additionally, a research presentation was held on external monitoring in Korea's capital markets through accounting audits.

YBRI | Yonsei University Business Research Institute

YONSEI UNIVERSITY
BUSINESS RESEARCH INSTITUTE

2024 Academic Year Overview

Academic Events	Seminars	90	**Incentive Support for Faculty Journals Publication**	Faculty	International	77
	Academic Conference	1			Domestic	71
	International Symposium	8		MS · Ph.D.	International	32
					Domestic	61
Academic Support (Research Interns)	Number of Research Interns	19	**Published Journals**	Journal Title	Yonsei Business Research	
	Scholarship	28 million KRW		Vol. / No.	Vol.61 No.1, No.2	

Yonsei Business Research Institute is a business research institute, which leads successful corporate and national businesses with future-oriented and creative value creation. In 2024, a total of 90 seminars were held, featuring lectures by domestic and international researchers as well as corporate executives. These events helped uncover diverse business cases and provided opportunities for business consulting engagement. Additionally, through ongoing academic exchange with Waseda University in Japan, symposia were successfully held in February and August. Further symposia were organized in July with Doshisha University (Japan) and in December with Cheung Kong Graduate School of Business (China). Through these efforts, the School aims to strengthen global research collaboration and promote academic exchange. In 2024, it actively supported tenured faculty members in publishing their research in domestic and international academic journals. As a result, a total of 71 domestic and 77 international journal articles were supported, contributing to enhanced research competitiveness. The research institute also supported the publication of scholarly books to bolster faculty research capabilities. In 2024, it sponsored the publication of two titles: "Practical Applications of ChatGPT" and "Corporate Management and Accounting Information."

To nurture the next generation of scholars, the School of Business has operated an Undergraduate Research Internship Program since 2023, offering research opportunities and scholarships to undergraduate students. Intern researchers assist faculty by analyzing research data, investigating business cases, and writing research articles that derive meaningful insights. In 2024, 10 students were selected as the second cohort of interns and are currently engaged in research activities. Yonsei Business Research is an academic journal published by the Yonsei University School of Business Research Institute, contributing to the development and accumulation of theoretical, empirical, and practical knowledge

in the field of business administration.

Through these efforts, the journal aims to expand opportunities for academic discourse and fulfill its core mission of providing modern management theories, practical techniques, and educational resources to both academics and professional business leaders.

Since 1963, the journal was published under the title Industry and Business, with a total of 30 volumes released by 1993. Beginning in 1994, the journal was renamed Yonsei Business Review and has been published under this name starting from Volume 31.

In 2024, two issues—Volume 61, Issue 1 and Issue 2—were published. To attract high-quality submissions and enhance the overall quality of research, the journal also selects and awards outstanding papers from those published each year.

Currently, Professor Jiman Lee (Management) serves as Editor-in-Chief, and Professor Jeonghye Choi (Marketing) serves as Deputy Editor-in-Chief. Through ongoing research activities and international exchange, the institute continues to contribute to the advancement of the study of business administration.

Academic Conference and Symposiums

Category	Date	Topic	Lecturer	Host	Notes
Conference	2024.03	The Present and Future of Small Business Management	Kiseop Jung(Hoseo Univ.), Byungjin Lim(Yeungnam Univ.), Eunjung Ko(Seoul Nat. Univ.), Seonpil Hwang(Chosun Univ.), Gunhee Lee(Kookmin Univ.), Jongwook Lee Seoul Women's Univ.), Yoonwook Nam(Defense Agency for Technology and Quality) and 10 others	The Korean Association of Small Business Studies, Korea Federation of SMEs	2024 Korean Association of Small Business Studies Spring Conference / Business Research Institute Sponsorship
Symposium	2024.06	The 2024 Yonsei-Doshisha Research Workshop	Seunghwan Jung(Yonsei Univ.), Ken Naganuma & Evgeny Kiselev(Doshisha University), Hideyuki Mizobuchi(Doshisha University), Seoungwoo Lee(Yonsei Univ.)	Doshisha University, Business Research Institute	
	2024.07	Yonsei-Saitama Graduate Student Research Workshop	Sehwan Lim, Soonhong Min(Yonsei Univ.), Seonghyun Lee, Ryu Kim, Khakimova Shakhnoza(Saitama Univ.), Ryosuke Sugie (Saitama Univ.)	The Center for Global ESG and Business Ethics, Business Research Institute, Saitama University Faculty of Economics	
	2024.07	Yonsei-Saga Research Workshop	Hoyoung Lee(Yonsei Univ.), Soonhong Min(Yonsei Univ.), Hyunyeong Park(Korea National Open Univ.), Inkyeong Yoon(Gachon Univ.), Jaemin Kwon(Yonsei Univ.), Seulgi Oh(Yonsei Univ.)	The Center for Global ESG and Business Ethics, Business Research Institute, Saga University Faculty of Economics	
	2024.08	Waseda-Yonsei Business Research Conference	Kiyoung Lee(Yonsei Univ.), MAHDAVINEJAM maryam(Waseda Univ.), Jeonghye Choi(Yonsei Univ.), Hyunwoo Jung(Yonsei Univ.), Hitoshi Mitsuhashi(Waseda Univ.), Ya Jiao(Waseda Univ.), Boram Do(Yonsei Univ.), Daisuke Miyakawa(Waseda Univ.)	Business Research Institute	
	2024.11	Sustainability of the Korean Corporate Community	Inhak Hwang (Kookmin Univ.), Makoto Abe (Institute of Developing Economies – IDE-JETRO), Isao Yanagimachi (Keio Univ.), Toshiyuki Endo (Doshisha Univ.)	Yonsei Financial Research Center, Business Research Institute	
	2024.12	CKGSB-Yonsei Academic Research Workshop	Jongmin Lee(Yonsei Univ.), Sun Tianshu(CKGSB), Seunghwan Jung(Yonsei Univ.), Fan Xinyu(CKGSB), Li Wei(CKGSB)	Business Research Institute, CKGSB	
	2025.02	한일수교 60주년 기념 Yonsei Univ.-Doshisha University-고베대 학술대회	Izumi Mitsui(Kobe Univ.), Emeriya(Nihon University), Masayo Fujimoto(Doshisha University), Zhao Lifang(Honam Univ.)	Small Business Research Center, Business Research Institute	
	2025.02	Waseda-Yonsei Business Research Conference	Youjung Jun(Yonsei Univ.), Jiman Lee(Yonsei Univ.), Seoungwoo Lee(Yonsei Univ.), Tomomi Kito(Waseda Univ.), Alex Coad(Waseda Univ.), Takeshi Murai(Waseda Univ.), Koji Suzuki(Waseda Univ.)	Waseda Univ., Business Research Institute	

Graduates of the Yonsei School of Business have gone on to excel in a wide range of fields. As of 2024, the most common career paths include large corporations, financial institutions, accounting firms, multinational companies and overseas employment, as well as government agencies and public enterprises.

Notable destinations include prestigious organizations such as Samsung Electronics, Hyundai Motor Company, Naver, POSCO, J.P. Morgan, Google, Korea Development Bank, and EY Korea.

In addition, a number of graduates continue their academic pursuits at prestigious graduate schools in Korea and abroad. Recently, an increasing number have been admitted to law schools, reflecting a trend of expanding beyond traditional business fields into diverse areas of specialization. Graduates of Yonsei Business School are also making their mark in creative and innovative fields such as ICT, cultural content, and startups.

The Business Administration major offers broad-based knowledge and skills that can be applied across a wide range of industries and job functions. It is particularly well-suited for students who enjoy problem-solving and decision-making, have a strong interest in business and people, and seek to understand the world from a global perspective. Business Administration encompasses diverse areas including marketing, finance, accounting, strategy, and data analytics. Beyond shaping individual career paths, it also equips students with the mindset and knowledge necessary for effective decision-making and resource management in everyday life. Through this major, students can systematically build fundamental competencies such as budgeting, time management, and teamwork.

The School of Business is not merely a place to acquire business skills, but a community dedicated to cultivating individuals who can positively impact the world through ethical leadership and creative thinking. For students who approach the future with a spirit of challenge and a positive mindset, studying business administration will be an exceptional opportunity for growth and development.

PART 4 IMPACT & NETWORK

PART 4. IMPACT & NETWORK

YSB PEOPLE

Sungwook Choi

Business 05
CEO of Sentbe

The moment I decided to pursue my own path, the journey of entrepreneurship began.

Hello, My name is Sungwook Choi, class of 05 of Yonsei Business School, and I currently serve as the CEO of Sentbe, a global fintech company specializing in cross-border payments. Sentbe is a fintech company that provides easy, convenient, and transparent international remittance services, aiming to solve inefficiencies in the financial system.

Looking back, my journey to this position was shaped by a variety of professional experiences. I worked in fields such as business consulting, entertainment marketing, and foreign exchange brokerage. Rather than following a clearly defined career path, I approached each opportunity as a way to explore and test myself in changing environments — with roles ranging from as short as three months to as long as two years.

Through these experiences, I came to an important realization: no matter where you go, people and work are fundamentally the same. Regardless of the organization or position I held, I found that human relationships and the essence of work remain consistent. This led me to a natural conclusion — "It's time to try building something of my own." And so, I began my entrepreneurial journey.

To me, entrepreneurship is not just about doing what you want to do; it's about creating the environment that enables you to do it. It's essential to understand who you are, what kind of work excites you, and then build the capability to pursue that work and to work alongside trusted colleagues. Ultimately, entrepreneurship is about people and relationships.

Fintech is, by nature, a heavily regulated industry. International remittance in particular is a complex industry due to issues like money laundering and terrorist financing. That's why I often tell aspiring founders: "You need to understand the regulations tied to your business even better than a lawyer would." You can't avoid the challenges that come with building something real, but what matters most is having the conviction that every problem has a solution.

I still have so much I want to learn. I'm not bound by a specific field or discipline — I simply want to keep exploring the topics that spark my curiosity. Yonsei University's School of Business gave me the perfect environment to develop that mindset. The experiences I had there, and the relationships I built, continue to be a valuable part of my life today.

No matter which path you take, the experiences and connections you gain along the way will surely help you grow. Though entrepreneurship may often be uncertain and challenging, it is a path that is as meaningful.

To pour out everything you have, with no regrets left in the process to the point where you have no strength left to try again, that, to me, is the mark of a truly successful test taker, regardless of the outcome.

YSB PEOPLE

Nahyeon Kim

Business 21
2024 CPA Top Scorer

Q. How have you been doing after passing the CPA exam?

A. Hello, my name is Nahyun Kim, a junior majoring in Business Administration at Yonsei University. It's already been quite some time since I passed the exam. Last September, I returned to school after taking a leave of absence for three semesters. During that time, I received job offers from several accounting firms and eventually joined one of them. Over the winter break, I gained hands-on experience working in corporate tax-related tasks for about three months. Currently, I'm back on campus, having taken a temporary leave from the firm to resume my studies.

I was definitely happy about the big achievement I was lucky enough to accomplish — but it wasn't all pure joy. I didn't feel ready to dive into working life so suddenly, and the unexpected attention and high expectations from those around me felt a bit overwhelming. Now that things have slowed down, I think the exhaustion from that intense exam period is finally hitting me, and it's been tough to deal with. What I regret is not having enough time to really reflect on the journey, which meant more to me than the result, not having given myself more space to rest and heal. However, because I know that I've been given the chance to have an amazing experience and meet respectable people for succeeding in a single exam, I try my best to be grateful everyday.

Now that I've wrapped up my short time as an accountant and returned to being a student, I find myself filled with uncertainty. It feels a lot like when I first entered Yonsei University. I thought getting admitted would be the finish line, but it turned out to be a whole new beginning. Not long ago, my mom told me, "Stagnant water eventually goes bad," and that really stayed with me. I realized I need to be careful not to settle into my current state without even noticing. In my remaining semesters, I hope to take time to understand myself better, get the rest I need, and reflect more deeply once again on the life I'll live from now on.

Q. If there was any help you got during your time in YSB, what would it be?

A. Since I prepared for the exam while living at home in Daegu, I didn't have many opportunities to directly use the school's resources or facilities during my study period. However, I made sure to come to Seoul to take the mock exams and diagnostic tests offered by the university's exam preparation program. They were a great way to assess my progress and check in on my readiness along the way.

Outside of the exam itself, I think I was deeply inspired and influenced by the incredible alumni I met along the way. There was a particularly difficult moment after entering Yonsei University. I had always believed that my strengths were my diligence and consistency. But at Yonsei, I found myself surrounded by people for whom those traits were simply a given — and who also possessed unique talents of their own. It left me feeling anxious and even a bit discouraged at times. But looking back, I think that struggle helped me grow the most. When I began preparing for the CPA exam, what kept me going was a mindset shift: Don't let my strengths stop at someone else's baseline — turn them into something uniquely mine. Being around alumni who lived with such purpose and continuously challenged themselves gave me the motivation I needed throughout my exam journey.

After entering university, I had the opportunity to attend the alumni gatherings for the College of Business and Economics. It was there that I first met Mr. Changwoo Seo, Chairman of Papa John's Korea, who has since become a life mentor and a tremendous source of encouragement. After I passed the exam, he introduced me to several of his other mentees, senior alumni currently working as CPAs, who generously shared practical advice on both career planning and life at the firm. To me, the greatest strength of Yonsei University's School of Business lies in its alumni: accomplished professionals who remain deeply invested in supporting the next generation. I'd like to take this opportunity to sincerely thank Chairman Seo for believing in me when I was just twenty, for giving me the confidence to see myself as someone capable of success, and for continuing to support me ever since. I'll do my best to grow into an alum who can offer that same encouragement and guidance to those who come after me.

The warm support of the alumni who have taken the challenged, failed, and got up again, gives students the courage to take on their own challenges.

Q. What changes have you seen since getting the scholarship?

A. Hello, I'm Taehwan Yoo, Business 19, who took part in the Discovery Track 1 and Entrepreneur Track 1.

Since I was young, I've always been interested in environmental issues. To me, social ventures felt like the most effective way to tackle those problems. I had a jumble of ideas related to environmental social ventures swirling around in my head, but I wasn't sure if I could ever turn them into reality. All I had was an unpolished concept — no experience, no team, no funding — none of the essentials needed to start a business.

For me, the Discovery Track was a gateway to a broader world. Traveling through Western European countries where social ventures are already well established, I had the opportunity to interview a range of people — from leaders of social enterprises to officials from environmental ministries. These experiences deepened my understanding of the social venture ecosystem and allowed me to dream even bigger.

Building on the insights I gained through the Discovery Track, I decided to join the Entrepreneur Track. My social venture idea focuses on creating eco-friendly merchandise for K-pop fans. While I had gained valuable experience through the Discovery Track and other activities, I lacked the funding and mentorship needed to take on a new challenge. For someone like me, the Entrepreneur Track, which offered both startup funding and mentoring support, was exactly what I needed to move forward.

By participating in the Track twice, I worked tirelessly to develop and refine my startup idea. As a result, I successfully completed two rounds of crowdfunding and was honored to be selected as the top team of the Entrepreneur Track 1. None of this would have been possible without the support of the Blue Butterfly Scholarship.

Q. What did the Blue Butterfly Scholarship mean to you?

A. The Blue Butterfly Scholarship was like training wheels on a bicycle for me. When a child first learns to ride a bike without training wheels, they're likely to fall and get hurt. That pain and fear can make them hesitant to try again. But with training wheels, the child can learn how to balance and pedal — without the fear of falling. And once they become comfortable, they can eventually ride on their own, even without the extra support.

Without the Blue Butterfly Scholarship, I would have faced far more setbacks and failures in my journey to launch a social venture. Financial constraints would have made me hesitant to try something new, and out of fear of failure, I likely would have chosen only the safest paths. But as we all know, an entrepreneur who only chooses the safe route is bound to fail. For me, the Blue Butterfly Scholarship served like training wheels — helping me adapt to the startup ecosystem without falling too hard. Thanks to that support, I was able to test and validate many of the ideas and hypotheses I had only imagined.

I'm still pursuing my dream of launching a social venture. Without the support of the alumni who came before me, I likely would have given up long ago and chosen a more stable path instead. To all the alumni who have supported my dream, and the dreams of so many students from Yonsei's College of Commerce and Economics, I offer my heartfelt gratitude.

Taehwan Yoo

Business 19

Blue Butterfly Scholarship Recepient

Being a professor is a joyful profession because it allows you to turn what you love studying into your career.

YSB PEOPLE

Being a professor is a joyful profession because it allows you to turn what you love studying into your career. What drew me to this path was the opportunity not only to immerse myself in research, but also to continue learning and growing through meaningful interactions with students.

As an undergraduate student in the Business Administration program, I developed an interest in quantitative and empirical approaches to marketing problems while taking Professor Junghye Choi's course on marketing strategy models. I later reached out to her directly, which gave me the opportunity to learn more about academic research and discover how much I genuinely enjoyed the research process itself. Through these experiences, I was naturally drawn to the world of academia and began to seriously consider a career as a researcher.

Currently, I am serving as a faculty member at Purdue University in the United States, where I've been able to experience firsthand the differences in academic and educational culture between Korea and the U.S. Overall, the academic environment in the U.S. feels more open and less hierarchical. Even first- or second-year PhD students are encouraged to freely ask questions or offer constructive criticism during senior faculty members' research presentations. I believe this kind of culture is both ideal and healthy, as open dialogue and critique ultimately lead to stronger research and greater academic growth.

In the classroom as well, I've noticed that American undergraduate students don't hesitate to engage with their professors. They ask questions freely and express their opinions without reservation, all while maintaining a basic level of respect. I found this proactive and communicative attitude quite impressive. It fosters open dialogue between professors and students, which I believe has a positive impact on the overall quality of education.

I may not yet be an experienced scholar with a fully formed philosophy, but with each research project, I try to work with a sense of responsibility and thoroughness from start to finish. While being meticulous can sometimes be tiring, I've found that it has always led to positive outcomes in my work so far.

To those considering a career in academia or hoping to become a professor, I'd like to say this: Being a professor is one of the most rewarding careers, as it allows you to turn your passion for learning into your life's work. If you find joy in discovering new knowledge and feel a sense of purpose in sharing that knowledge with students, I believe this path can offer deeper fulfillment than any other profession. Of course, the journey in academia is not always easy. But being able to make a career out of the pursuit of knowledge is, in itself, a great blessing and privilege. I hope you continue to trust in your curiosity and passion and keep going with your research with perseverance.

Wooyong Jo Professor

Business 08

Professor at Purdue University

A Breakthrough in Economic and Financial Crime Investigation

Hanmin Song Police MBA 1 / Ex. Education Manager

In the field, I've consistently felt the limitations of relying solely on legal knowledge when investigating economic and financial crimes. To uncover the full scope of such crimes, a deep understanding of economic and financial systems, as well as corporate structures, is essential. The Police MBA program at Yonsei University offered the perfect opportunity to address these challenges. Through the program, I was able to systematically learn concepts that are rarely encountered in police work — such as accounting, corporate decision-making structures, and financial systems — all of which have significantly enhanced my investigative capabilities.

The most memorable courses for me were Marketing and Operations Management. These topics are rarely addressed in police work, but through the classes, I came to realize that law enforcement also needs a service mindset that sees citizens as customers. I also gained a new perspective on how improving internal processes to boost efficiency can be just as relevant to public institutions as it is to private companies. By learning the strategies of the private sector, I discovered new ways to enhance the quality of public service.

The courses in Financial and Managerial Accounting marked a major turning point in my investigative work. What I once viewed as just numbers and reports has now become a sophisticated tool for uncovering the economic realities of a company. Through Investment Theory and Capital Markets Law, I also gained an integrated understanding of the structure and legal framework of financial investment products. This knowledge has enabled me to conduct more precise and multidimensional analyses during capital market investigations.

I aim to apply the knowledge gained through the Yonsei PMBA program to help foster a fair market environment and to carry out police investigations that protect people's assets and support creative corporate activity.

Broadening Perspectives and Opening the Door to Change

Sooin Jun Police MBA 1 Class Representative

While fully dedicated to police work, I often felt a sense of concern that my perspective on the world might become too narrow. I had long been thinking about taking on a new challenge, and it was around that time that I came across the recruitment notice for the first class of Yonsei University's Police MBA program. The name "Yonsei" had been a dream of mine since high school, so I didn't hesitate to apply. Looking back now, that decision changed so much in my life.

Among all the courses I've taken, the most memorable were "Current Issues in Business, Economics, and Industry" and "Anti-Money Laundering and Crime Proceeds Tracking." The former broadened my perspective through lectures by experts across various industries, while the latter was especially engaging because it directly related to my line of work. As a police officer, I've often worked within a reactive system—responding to incidents after they occur. These courses, however, helped me develop a more proactive mindset, enabling me to recognize and respond to issues before they escalate.

Through case studies, discussions, and presentations, I became confident that strategic approaches used in the private sector can be effectively applied within police organizations as well. Courses such as Anti-Money Laundering, Capital Markets Law, Fair Trade Law, and Corporate Law were particularly impactful, as they were taught by law school professors, allowing for deep and rigorous learning. These classes were very well-received by fellow students as well. The Yonsei PMBA curriculum, designed with real-world applications in mind, felt like a perfect fit, tailored for police officers like myself.

Of course, how we take the questions and challenges posed by our professors and apply them to real-world practice is ultimately up to each individual. In the time I have left, I plan to keep learning with dedication and do my best to drive meaningful change in the field. For me, this MBA program has been far more than just a degree — it has been a turning point that broadened my perspective and expanded my range of potential.

YSB A/S Lecture

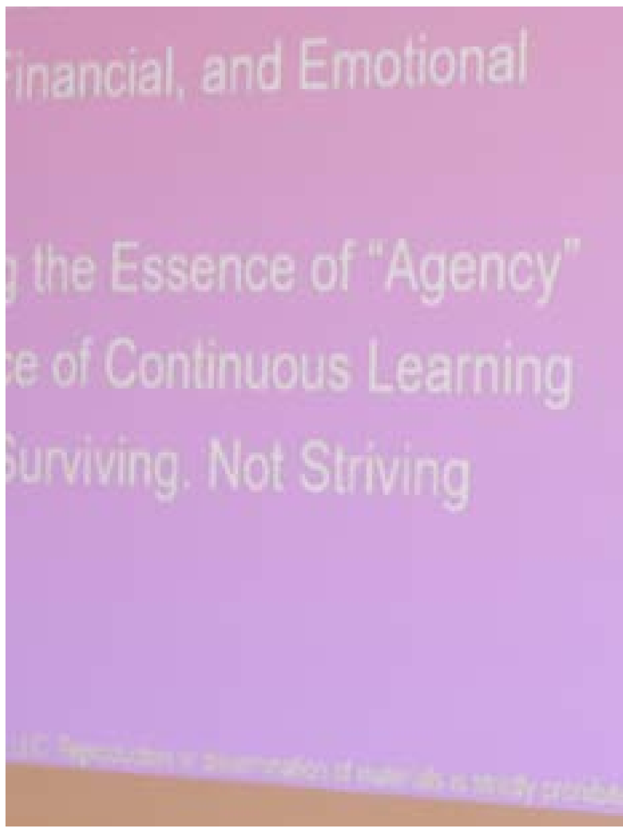
The School of Business hosts three or more "A/S (After School) Special Lectures" annually, open not only to current students but also to alumni. This program aims to provide continuous learning opportunities by offering lectures on the latest trends in business and management, while also fostering an ongoing network between the school and its members. Guest speakers include distinguished Yonsei Business alumni and prominent entrepreneurs, who deliver lectures on various topics related to business and leadership.

53rd YSB A/S Lecture I Geniuses who changed the world, the secret behind their creative mind, Sungkwan Cho, Director of International Genius Research Institute

On September 11, the 53rd YSB A/S Special Lecture was held at Yongjae Hall, Yonsei University School of Business, featuring Sungkwan Cho, Director of the International Genius Research Institute, who spoke on the topic: "Geniuses Who Changed the World: The Secret Behind Their Creative Mind." Director Cho is a graduate of Yonsei University's Department of English Literature and began his career in journalism as part of the 24th trainee class at The Chosun Ilbo. He went on to serve as a reporter for Monthly Chosun, deputy editor of Weekly Chosun, and later as its Editor-in-Chief. In addition to his career as a journalist, Cho is also a writer known for his acclaimed "Geniuses Loved by Cities" series, which includes titles such as "The Geniuses Vienna Loved," "The Geniuses Paris Loved," and "The Geniuses Tokyo Loved." He has authored ten volumes in the series. Notably, his 2010 book "The Geniuses Prague Loved" earned him the Medal of Merit from the Czech Republic.

Since 2005, Director Sungkwan Cho has studied 54 historical figures—including Mozart, Klimt, Freud, Nam June Paik, and Yun Dong-ju—exploring the question, "Where does creative genius come from?" In this lecture, he focused on three figures in particular: Nam June Paik, Gustav Klimt, and Sigmund Freud. Director Cho explained that what made these individuals true geniuses was their ability to fuse new ideas with existing concepts. Nam June Paik combined traditional art with media, Klimt merged Western and Eastern aesthetics, and Freud brought together consciousness and the unconscious to create what Cho described as a new language. He emphasized that creating a new language is equivalent to being 50 years ahead of one's time.

Over 300 participants registered for the 53rd YSB A/S Special Lecture. During the Q&A session following Director Sung-Kwan Cho's talk, questions were raised such as, "What are your thoughts on Steve Jobs?" and "What kind of environment is needed to help young people achieve such creative synthesis?" Yonsei University School of Business has consistently held YSB A/S Special Lectures for alumni, and since last year, has expanded the program to include current students as well.



54th YSB A/S Lecture | The Challenges and Success Story of Young CJ Foodville, Chanho Kim, CEO, CJ Foodville

On October 29, Chanho Kim, CEO of CJ Foodville, delivered the 54th YSB A/S Special Lecture at Yongjae Hall, Yonsei University School of Business, under the theme "The Challenges and Success Story of Young CJ Foodville." CEO Kim, a graduate of Yonsei EMBA Class of 2012, joined CJ CheilJedang in 1993 and worked in global business before transferring to CJ Foodville. There, he held key positions including Head of Global Business, Head of the Twosome Place Division, and Head of the Bakery Division. In 2020, he was appointed CEO of CJ Foodville. In his first year as CEO, Kim successfully reversed years of operating losses, turning the company profitable and achieving a positive operating income.

In the lecture, CEO Chanho Kim shared the efforts he made to turn the company around and the career path that led him to his current position. Participants actively engaged with the session, taking notes and capturing key moments with photos. As the YSB A/S Special Lecture Series is open to all Yonsei Business alumni, the event was attended by graduates from various programs, including undergraduate, MBA, and AMP. During the Q&A session, participants asked a wide range of questions—for example, from an undergraduate alumnus: "What kind of new employee were you when you first joined the company?" and from an MBA graduate and current business owner: "What qualities do you look for when selecting corporate expats?" Yonsei School of Business hosts three to four YSB A/S Special Lectures each year, providing ongoing opportunities for all members of YSB.

YSB A/S Lecture | Creating Agency in a Time of Destabilized Systems, James Rhee, CEO of Red Helicopter Movement

On Monday, October 7, James Rhee, CEO of Red Helicopter Movement and best-selling author, visited Yonsei University School of Business to deliver a YSB A/S Special Lecture for students.

Under the theme "Creating Agency in a Time of Destabilized Systems—in Life and Business," James Rhee reflected on his life journey and business leadership experience, sharing insights on the mindset required of future business leaders. A graduate of Harvard University and Harvard Law School, Rhee worked as a private equity investor for 15 years before stepping in as CEO of Ashley Stewart, a plus-size women's clothing brand that had been operating at a loss for 22 consecutive years. Despite the company's challenging circumstances, Rhee recognized the value of its intangible assets and, by addressing key areas for improvement, successfully transformed it into a business valued at hundreds of millions of dollars. In 2016, he was named EY Entrepreneur of the Year in New Jersey, demonstrating that the keys to long-term business success lie in the fusion of kindness, culture, people, and math. Drawing from his experience as a second-generation immigrant and as CEO of Ashley Stewart, James Rhee shared his view that "the future of leadership should be more like a helicopter than an airplane." He explained, "Airplanes are powerful machines that fly high and can carry 500 people at once. But in the future, what we need are helicopters — agile vehicles that can move in multiple directions and land anywhere." Rhee emphasized that in this "helicopter-style" way of thinking, there should be no centralized leader, and organizations should move away from top-down, hierarchical structures.

James Rhee engaged in an open Q&A session with the students attending the lecture and delivered a message to Yonsei Business students, who will become the next generation of business leaders: "As future business leaders, you have a responsibility to redesign outdated systems. You must help others see the change you envision — and work together to make that change happen." Despite the lecture being held in person only, more than 120 students registered and attended. In a follow-up satisfaction survey, the lecture received high ratings, with a score of 4.6 out of 5 for the statement "The lecture contributed to enhancing my business knowledge and perspective," and 4.65 out of 5 for "The lecture helped me understand current trends and sparked greater interest in the field."

Alumni Mentoring

May 10, 2024

The School of Business operates various programs in collaboration with the YSB Alumni Association and the YSB Scholarship Foundation. In partnership with the YSB Alumni Association, the school hosts an annual alumni mentoring program, offering students the chance to hear from successful YSB graduates and engage in small-group mentoring sessions with alumni working in their fields of interest, helping students explore career paths and plan their futures. Together with the YSB Scholarship Foundation, the school provides scholarships such as the Blue Butterfly Scholarship, which supports tuition and expenses for exchange students, and the YSB Alumni Scholarship, which covers tuition and textbook costs for outstanding students, enabling them to continue their studies without financial burden.

The 2024 YSB Alumni Mentoring Program was held on May 10, 2024, at the Business building and Daewoo building. This year's program brought together 70 mentors and 160 mentees, with a total of 230 participants. Launched in 2008, the YSB Alumni Mentoring Program is a long-standing tradition that connects current students with alumni who are now leaders across various sectors of society.

In his welcome remarks, Hochan Kang (Business 95), President of the YSB Alumni Association, stated, "I would like to express my sincere thanks to all the mentors who took time out of their busy schedules to support their juniors, and to Mr. Byunghoon Kim, CEO of APR Corp., for delivering the keynote speech. The presence of such dedicated alumni is truly something we can be proud of at Yonsei School of Business. I hope this event helps our mentees take one step closer to their future careers."

Dean Sangun Park of the College of Commerce and Economics remarked, "It's a pleasure to see all of you again after graduation. Thank you for taking the time to share your experiences and wisdom with your juniors. I hope that our mentees, too, will one day grow into leaders in society and give back to the next generation, just as the mentors are doing today." Dean Sungmoon Kim of the School of Business added, "I would like to thank President Hochan Kang of the YSB Alumni Association and everyone involved for organizing such a meaningful event. I hope today serves as an opportunity to maximize the synergy between alumni and students."

The keynote speech for this year's Alumni Mentoring Program was delivered by Byunghoon Kim, CEO of APR Corp. and class of 07 of Yonsei Business School. He shared the mindset and strategies that enabled him to grow the startup he began as a student into the successful company it is today. Kim previously gave a special lecture titled "Youth Means Unlimited Possibility" in the "Startup 101: Toward Becoming the Korean Bill Gates" course (instructed by Professor Sungmoon Kim) held at the Songdo Campus in November 2015, which was met with an enthusiastic response from business students. He has remained actively engaged with Yonsei Business, including his participation in the 2023 YSB BBQ Night, where he generously donated products to support students. Most recently, APR Corp. made headlines by successfully entering the KOSPI in 2024, setting a record as one of the fastest companies to be listed. In 2023, Kim was also honored in the Proud YSB Alumni Awards, receiving recognition in the Future Business Leader category.

Following the keynote speech, participants were divided into 10 small-group mentoring sessions by field: IT & Startups, Marketing, Law, Media & Broadcasting, Academia, Consulting & Strategy, Manufacturing, Finance, Public Sector, and Accounting & Tax. After the mentoring sessions, the event concluded with a dinner gathering. During the small-group mentoring, mentees engaged in open Q&A sessions with mentors in their desired career fields, gaining insight into the skills and experiences needed for their future paths. Through this program, the mentors demonstrated their genuine care and willingness to guide the next generation, while the mentees showed respect for their seniors and a passionate commitment to pursuing their goals.

Yonsei University School of Business Alumni Reunion for 25th & 50th Graduation Anniversary

May 11 2024

On May 11, 2024, the 25th & 50th Graduation Anniversary Reunion for Alumni of the College of Commerce and Economics · School of Business was held at Yongjae Hall, Yonsei University School of Business. The event celebrated the alumni of the Class of 1970 (50th anniversary) and the Class of 1995 (25th anniversary), with approximately 100 alumni returning to their alma mater for the occasion. The event began with Professor Seunghyun Kim, Associate Dean of the Graduate School of Business, serving as MC. Key faculty members, including Dean Sangun Park of the College of Commerce and Economics, Professor Sung-Moon Kim, the 11th Dean of the School of Business, Professor Kiyoung Park, Chair of the Department of Economics, and Professor Sanguk Kang, Chair of the Department of Applied Statistics, were present to warmly welcome the alumni. Dean Park expressed his gratitude, saying, "The continued development of the College of Commerce and Economics is made possible by the unwavering support of our alumni." Dean Kim added, "Our top ranking in Korea and strong performance in global university rankings were only possible thanks to the foundation built by our alumni."

Jinho Jung (Economics), celebrating his 50th graduation anniversary, remarked, "It's truly moving to see how much not only the appearance but also the substance of the university has progressed." Inkoo Kim (Business) added, "Seeing the familiar faces of old classmates after so long brings back deep emotions." Wooseok Kang (Economics), Jaehyuk Yoo (Applied Statistics), and Jaeseon Lee (Business Administration), who marked their 25th anniversary, also expressed their gratitude to the professors and senior alumni who paved the way for them.

To support the continued growth of their alma mater and future generations, alumni collectively donated KRW 131.2 million in development funds — KRW 50.6 million from Economics, KRW 22 million from Applied Statistics, and KRW 58.6 million from Business Administration. As a token of appreciation, the university presented commemorative gifts. The 25th & 50th Graduation Anniversary Reunion for Alumni of the College of Commerce and Economics / School of Business concluded with a group photo and a luncheon at the University President's Residence.

Yonsei TWOgether MBA Welcoming Party

April 5, 2024

On April 5, the Yonsei TWOgether MBA Welcoming Party was held at the Shilla Hotel. The event brought together approximately 220 participants, including representatives from the Yonsei Graduate School of Business: Dean Sungmoon Kim, Associate Dean Seunghyun Kim, and Professor Jiyoon Lee, Director of the Finance MBA program. Also in attendance were Dowon Seol, President of the Yonsei MBA Alumni Association, Geunseol Lee, Executive Vice President, and Eunghoon Lee, Vice President of the Yonsei Graduate School of Business Alumni Association, all gathered to warmly welcome the incoming MBA Class of 2024.

The welcome remarks from distinguished guests, followed by a celebratory performance featuring a musical number and an orchestral trio. Attendees also viewed group introduction videos submitted in advance, with an award ceremony held afterward. The first-place "Yonsei Prize" was awarded to Class 3, Team 5; the second-place "Pension Prize" went to Class 1, Team 2; the third-place "You-Actually-Did-Well Prize" was given to Class 2, Team 1; and the fourth-place "Late-and-Sad Prize" went to Class 3, Team 1. The first-place "Yeon Grand Prize" winner shared, "It felt amazing to win first place with a video we created together as a team. Filming the video helped us grow closer and gave us a great time full of laughter — it's an experience I'll remember for a long time."

Yonsei TWOgether MBA is the 2024 student council slogan for the Yonsei MBA program. It reflects the program's mission to connect academics with networking, and students with alumni. True to this spirit, the program aspires for all participants to "catch two birds with one stone" — graduating not only with new knowledge but as more advanced professionals, entrepreneurs, and leaders than when they first entered.

Global MBA Mentoring Day

September 28, 2024

On September 28, Yonsei Global MBA (GMBA) held its first-ever GMBA Mentoring Day for current students. Organized by the Career Development Center at Yonsei Business School, the GMBA Mentoring Day is a newly launched initiative designed to support GMBA students seeking employment in Korea. The program connects current students with GMBA alumni who are currently employed in Korea, offering them valuable mentoring opportunities.

Mentors for the event included Allyce Best from Tappytoon, Manager Wonsang Kim from Chong Kun Dang, Esther from a law firm, Kostiantyn (Kos) Rogozin from Samil PwC, Leif from Air Premia, Alex Lintzenich, Country Manager at Coloplast Korea, Nares, an intern at the Green Climate Fund, and Timo and Nahdi, both running businesses in Korea. A total of 32 mentees participated in the event.

The event began with keynote lectures by Allyce and Esther. Their sessions focused on practical steps for securing employment in Korea, including how to prepare for the job market and effective strategies for job searching. After a short break, participants were divided into groups based on their desired industries for targeted mentoring sessions. These sessions centered on key requirements for working in Korea, such as visa procedures and the qualifications needed for specific industries or roles.

Leif, one of the mentors, shared, "After briefly traveling in Korea, I developed a strong interest in the country, which led me to apply to the Yonsei GMBA program. I'm now working here, and it was meaningful to share my journey of settling in Korea with fellow students. I'd also like to thank the Yonsei Career Development Center for organizing this valuable program." Grant Smith, who participated as a mentee, said, "I'm originally from the U.S. but applied to the Yonsei GMBA program because I want to work in Asia. Hearing from alumni who successfully found jobs in Korea gave me helpful insights on how to prepare going forward." Maryam Omer also reflected, "I had a lot of questions about what roles and companies might be available if I were to work in Korea, and the mentoring session answered many of them. My long-term goal is to start a business, so I found it especially helpful that some mentors had experience launching their own ventures in Korea."

YSB Prep. for high school students

January 20, 2024 Winter Break / August 20, 2024 Summer Break

What is YSB Prep.?

The Yonsei Business Prep. Program is designed for high school students who are interested in studying Business Administration and hope to pursue their studies at Yonsei University School of Business. The program provides a valuable opportunity to explore the field of business through direct engagement with Yonsei Business faculty members and student ambassadors.

This initiative aims to support students who may have limited exposure to the field of business by offering in-depth insights into the discipline and helping them explore future career paths. Through lectures delivered by Yonsei Business professors and mentoring sessions with current students and alumni from the BizYON ambassador team, participants gain practical advice on academic life, study strategies, and career planning.

On January 20 and August 20, Yonsei University School of Business hosted the "YSB Prep." program for high school students across the country. Approximately 200 students participated in the January session, while around 150 joined the program in August.

Prior to the main events, welcome remarks were delivered by Vice Dean Seunghyun Kim of the Yonsei Graduate School of Business in January, and Associate Dean Jonghwan Kim of the Yonsei School of Business in August. Vice Dean Kim expressed his delight, saying, "It's truly exciting to see such passionate high school students from all over the country gathered here." He explained that YSB Prep. was designed to provide participants with an early glimpse into what they can learn, experience, and pursue at Yonsei School of Business. Associate Dean Kim added, "It's deeply moving to see students from across the nation come together at Yonsei Business." He encouraged participants to use the Q&A session with BizYON student ambassadors to resolve any questions they may have about studying at Yonsei.

Part 1 of the program began with an introduction to the history of the Yonsei School of Business, followed by an overview of the school's core academic tracks: Marketing, Management, Finance, Accounting, and ODI (Organization & Data Innovation). The session explained the key areas of focus within each field and the types of career paths they lead to. It also highlighted various programs offered by Yonsei Business, including startup support, exchange programs, and alumni mentoring. Throughout the session, students also participated in pop quizzes with enthusiasm.

Part 2 featured a special lecture by Professor Seungwoo Lee of the Yonsei School of Business. In January, the lecture was titled "Yonsei, Business, and Marketing," while in August, it was themed "A Closer Look at Marketing." The sessions explored the definition and role of marketing, illustrating how marketing activities influence sales and brand image

through real-life examples. Centered around recent high-profile advertisements and campaigns, the lecture was designed to be accessible and engaging for high school students.

Part 3 was a university admissions Q&A session led by BizYON, the student ambassadors of the Yonsei School of Business. Participants asked a wide range of questions about the different admissions tracks, including the student record-based track, essay-based track, and the regular admissions track. They also inquired about writing personal statements, managing their student records, and effective study methods. BizYON student mentors shared practical answers based on their own experiences, offering valuable insights to the attending high school students.

The program concluded with a campus tour of the Yonsei School of Business and a Q&A session about university life. Participants visited lecture halls, discussion rooms, the Bara and Maru libraries, and the startup space known as IGLOO. During the Q&A session that followed, students received explanations about major Yonsei events such as the Joint Pep Rally, AKARAKA, and the Daedong Festival, as well as details on course registration, club activities, startup support programs, student exchange opportunities, the AI Convergence Major, and the Entrepreneurship Major.

Yujeong Kang, a student from Gyeonghae Girls' High School who participated in the August session, shared, "Although it took seven hours round trip, it was definitely worth the time." Seyoun Jung from Anbeop High School remarked, "It was great to gain more detailed information about the business major I'm interested in." Jaehun Jung from Incheon Foreign Language High School added, "Speaking directly with current students and experiencing the campus firsthand was far more helpful than what I could find online." The Yonsei School of Business continues to host the Yonsei Prep. program every winter and summer break, offering high school students interested in Yonsei Business a valuable opportunity to deepen their understanding of the university and the field of business.

Student Ambassador BizYon

BizYON [Vision]

"Yonsei School of Business, Your Obvious No.1 Choice"

BizYON is the official student ambassador group of Yonsei University School of Business. The name conveys the message that "Yonsei Business is your best choice."
As the pronunciation suggests, "BizYON" also symbolizes the school's role in presenting a clear 'vision' to future business leaders and society at large. BizYON was established to empower students to actively contribute to Yonsei Business's reputation as Korea's premier business school and to its continued advancement as a globally respected institution. Since its founding in 2007, BizYON has played a key role in promoting the School's mission and values through unique program planning, campus initiatives, and various external outreach activities. It has consistently worked to enhance the reputation of Yonsei Business—among current students, alumni, and audiences both in Korea and around the world.

Key activities of BizYON include organizing and hosting signature Yonsei Business events such as the Freshmen-Alumni Mentoring Program, Orientation for Admitted Students, and the Undergraduate Admissions Information Session. BizYON also actively manages the School's official social media channels and YouTube platform, expanding its outreach through diverse online promotional initiatives. Each semester, BizYON develops and runs creative, student-led programs like YSB Prep., designed for prospective high school students aspiring to join Yonsei Business, as well as lecture series such as RC 101: Introduction to Business Administration and YSB Concert for current students. These initiatives reflect BizYON's dedication to promoting the core values and excellence of Yonsei School of Business.

The CPA Exam Preparation Program

Gyeonghyeonjae / Gyeonguhwoe

(Accounting Student Association)

Yonsei University operates two dedicated CPA preparation groups — Gyeongwohoe and Gyeonghyeonjae — to support students pursuing the Certified Public Accountant (CPA) qualification. These programs provide a structured learning environment and strong alumni backing to foster the development of accounting professionals. Centered around exclusive study facilities located in the Main and Annex Buildings of Daewoo Hall, both groups benefit from the financial support of the Yonsei CPAs' Alumni Association and the institutional support of the university, forming a stable and well-resourced foundation for CPA candidates.

Exclusive learning spaces include Room B102 (96.66m², 7 seats, with a lounge) and Room B104 (85.47m², 40 seats) in the Main Building of Daewoo Hall, as well as Room 408 (196.03 m², 52 seats) in the Annex. In addition, students have access to discussion rooms and designated library seats within the Business Building, enhancing study efficiency. These facilities are jointly used by *Gyeongwohoe* and 'Gyeonghyeonjae' under a fixed-seat system, creating a stable and focused study environment.

As of 2024, 'Gyeongwohoe' supports 40 CPA candidates and 26 civil service exam candidates, while 'Gyeonghyeonjae' supports 41 CPA candidates and 26 civil service exam candidates. Members actively prepare for their exams by making full use of the assigned seats and exclusive study facilities.

Budgeting and space management are autonomously overseen by the College of Commerce and Economics and the School of Business, with consistent financial support from the Yonsei Society of Certified Public Accountants (CPA) and administrative assistance from the university headquarters reinforcing the stable operation of the CPA study groups. Each year, a celebration is also held to congratulate successful CPA candidates, helping to boost morale and strengthen bonds among alumni.

In particular, the active alumni network, especially the Yonsei Society of CPAs, provides valuable information and mentoring. Current members actively engage in peer learning and information sharing through the use of discussion rooms and other resources. With its dedicated facilities, institutional support, and strong alumni connections, Yonsei University's CPA study program continues to serve as a solid foundation for nurturing the next generation of accounting professionals.

Scholarship Program

Students in the CPA study group who pass the CPA exam within eight semesters of enrollment are eligible to receive a one-time scholarship of KRW 1 million. Applications for this scholarship can be submitted through the National Exam Support Center. Budget and facility operations are autonomously managed by the College of Commerce and Economics and the School of Business, with continuous financial support from the Yonsei Society of Certified Public Accountants and administrative backing from the university. Additionally, an annual celebration is held to honor CPA exam passers.

PART 5

DONATION

YSB Support

Pledged Amount and Number of Participants

631 MILLION KRW

53.3% RESEARCH AND DEVELOPMENT FUND

337 MILLION KRW

46.4% SCHOLARSHIP FUND

293 MILLION KRW

0.2% CLASS GIFT FUND AND OTHERS

1 MILLION KRW

Pledged amount

254 PARTICIPANTS

78.4% BUSINESSES AND ORGANIZATIONS

495 MILLION KRW

21.3% ALUMNI AND STUDENTS

134 MILLION KRW

0.2% FACULTY

2 MILLION KRW

Participants

*For group pledges, the number of participants in each group was counted.

Main Areas of Use

Scholarships: Funding to expand scholarship opportunities for students / Research and Development: Support for achieving Yonsei Business's educational vision, advancing research, and strengthening the faculty / Class Gift: Funding for commemorative gifts for incoming students

CLASS GIFT PARTICIPANT LIST

MBA

Donghoon Kang | MBA 23
Shin Kang | MBA 23
Yooyoung Gong | MBA 23
Sehoon Kim | MBA 20
Hyunsuk Park | MBA 23
Hosung Bae | MBA 23
Hanjoong Shin | MBA 23
Youngmin Oh | MBA 23
Joonho Yoon | MBA 23
Juwang Lee | MBA 23
Joonhyuk Lee | MBA 23
Kyungmo Jang | MBA 23
Mincheol Jung | MBA 23
Sangwook Hong | MBA 23
Shieun Park | MBA 23

Undergraduate

Sejong Kim | Undergraduate 18
Taeho Kim | Undergraduate 18
Joonsik Moon | Undergraduate 17
Sunmin Park | Undergraduate 21
Sunwoo Park | Undergraduate 20
Sanha Hong | Undergraduate 21

Class Gift message

Congratulations on your admission! We wish you a joyful and fulfilling journey at Yonsei Business, filled with meaningful moments, laughter, and hard work, with no regrets along the way.
Sejong Kim | Undergraduate 18

I wish you the best for your new challenge.
Shieun Park | MBA 23

Dream bigger. It will come true in two year. Stay strong!
Donghoon Kang | MBA 23

Stay strong
Shin Kang | MBA 23

I hope you spend your freshmen year at Yonsei with no regrets!
Sunmin Park | Undergraduate 21

Congratulations on becoming a YSB student. I hope you meet great people and grow during your time here.
Sehoon Kim | MBA 20

I wish you the best for your new challenge as a Yonsei member.
Yooyoung Gong | MBA 23

Enjoy your school life and be proud for becoming a member of Yonsei!
Hosung Bae | MBA 23

Carpe Diem
Joonhyuk Lee | MBA 23

I hope Yonsei MBA helps you grow not only your own value but also the value of those around you.
Hyunsuk Park | MBA 23

Congratulations on becoming a Yonsei MBA Member.
Kyungmo Jang | MBA 23

I hope you enjoy your new university life!
Sangwook Hong | MBA 23

I hope you become a proud Yonsei member.
Hanjoong Shin | MBA 23

What matters more than who you've been until now is the person you are becoming, starting here.
Juwang Lee | MBA 23

May your university journey be one of growth through new experiences, challenges, and learning.
Sunwoo Park | Undergraduate 20

Looking back, every moment was filled with happiness. I still wonder why it felt so difficult at the time...
Youngmin Oh | MBA 23

Don't put any limitations-- enjoy learning and meeting people.
Joonho Yoon | MBA 23

Congratulations on your admission! I wholeheartedly cheer you on as you begin a bold journey toward a bright future. Let's meet again on the global stage.
Sanha Hong | Undergraduate 21

I wish you a wonderful time at Yonsei MBA.
Mincheol Jung | MBA 23

What once seemed like a smooth path turns out to have been a rocky road. Don't be discouraged by past failures, and don't let fear of an uncertain future shake you. Just live fully in the present.
Taeho Kim | Undergraduate 18

With all my heart, I cheer you on as you embark on this new beginning and the journey ahead.
Joonsik Moon | Undergraduate 17

Your valuable contributions have made the following achievements possible.

Your valuable contributions have made the following achievements possible.

01 Lunch Sharing Project

The Chaplain's Office at Yonsei University operates the Lunch Sharing Project, designed to support undergraduate students who are unable to afford lunch due to financial difficulties.

Since 2022, the Yonsei School of Business has participated in this initiative using interest income generated from a KRW 300 million development fund donation made by the late President Song Ja's spouse, Ms. Soonhee Song. In making the donation, Ms. Song specifically requested that a portion of the interest be used to support this lunch program.

In the first semester of 2024, a total of KRW 8,411,610 was provided to 26 students. In the second semester, KRW 3,492,410 was distributed to 13 students.

The School of Business plans to continue this support in line with Ms. Song's wishes, helping students in need through sustained participation in the program.

02 Yoo Sangho AI Business Concentration Major Scholarship Fund

On June 26, 2023, Sangho Yoo (Business 78), Vice Chairman of Korea Investment & Securities, donated KRW 100 million to Yonsei University School of Business to establish a scholarship fund for the AI Business Honors Track—an advanced interdisciplinary program jointly operated by the School of Business and the College of Artificial Intelligence. Named the Yoo Sangho Talent Scholarship, the fund has been supporting students selected for this rigorous program that blends AI and business education.

The scholarship has been awarded since the second semester of 2023, providing KRW 2 million per semester to each student, for up to two semesters. In 2024, a total of 11 students received the scholarship, amounting to KRW 22 million. These students are actively engaged in exploring career paths and building skills at the intersection of artificial intelligence and business.

A proud Yonsei School of Business alumnus, Vice Chairman Yoo earned his MBA from The Ohio State University and served as CEO of Korea Investment & Securities before assuming his current role. With the backing of devoted alumni like Yoo, Yonsei School of Business continues to lead in interdisciplinary education that integrates advanced technology and management, preparing the next generation of business leaders.

03 Scholarship Program

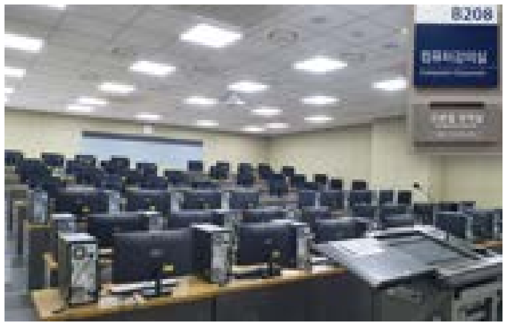
blue butterfly

YSB offers a variety of scholarship programs to support students from diverse backgrounds. The main scholarship funds are as follows:

- Dong-eun Scholarship: Donated by the late Professor Hakjong Lee, this scholarship provides KRW 3.5 million each semester to one student with disabilities who in financial need.
- Song Seok Im Ik-soon Scholarship: A scholarship awarded to outstanding undergraduate students at YSB who are facing financial difficulties.
- Hanam Moon Kyung-do Scholarship: Awarded to students preparing to retake the second round of the CPA exam after passing the first. The scholarship is granted based on a review of financial need and requires a recommendation from a CPA faculty advisor.
- Lee Doo-won Scholarship: Awarded to students who meet the academic performance and GPA criteria among applicants for the university-designated Jilli Scholarship.
- Hanwoori Scholarship · Daehan Steel Scholarship: Awarded to academically outstanding students from households in income level 8 or below who are experiencing financial hardship.
- YIG Leadership Scholarship: Funded by Timefolio Asset Management, this scholarship is awarded to students who actively participate in YIG volunteer activities.
- Lee Seung-ho Scholarship: Provides KRW 2 million per semester to two second-year students facing financial hardship. Concurrent receipt permitted.

Other scholarships include the Blue Butterfly Scholarship, Kim Dong-jun Scholarship, BBF Global Scholarship, BBF Startup Track Scholarship, and BBF Hidden Angel Scholarship.

04 Facility Improvements



The Yonsei School of Business has been continuously enhancing its educational environment through philanthropic contributions. In December 2022, Mr. Koo Bon-geol, Chairman of LF Corporation, donated KRW 150 million, enabling the replacement of outdated equipment, including PCs, monitors, electronic lecterns, and projectors. This meaningful upgrade greatly improved student satisfaction with key facilities such as the library, lecture rooms, and computer labs.

In September 2022, a Bakery & Cafe opened on the first floor of the Business Building, enhancing student satisfaction with on-campus food and beverage services. In September 2024, a 24-hour unmanned convenience store was installed on the second basement level, providing greater convenience for students attending evening and weekend classes.

In July 2023, the office of the Association of Asia-Pacific Business Schools (AAPBS) was established in Room 404 of the Business Building. The following month, in August, the “Song Ja Memorial Hall” was inaugurated in Room 201 to honor the legacy and spirit of the late Professor Song Ja, a former university president and distinguished alumnus of the School of Business.

In May 2023, the sofas in the atrium were replaced. In December of the same year, LED lighting was installed in the dark green atrium garden. In March 2024, flower beds were added at the main entrance of the Business Building, and in April 2024, a commemorative LED signage celebrating the 25th anniversary of the Sangnam Institute of Management was installed. In January 2025, the bean bags on the grand staircase were replaced.

DONATION DEPOSIT ACCOUNT

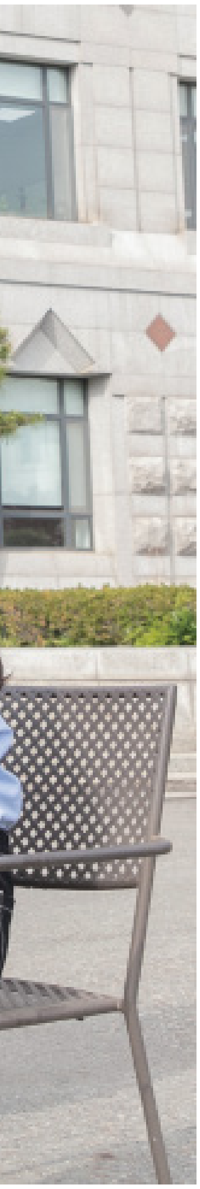
DEVELOPMENT FUND	126-000066-18-603	Woori Bank	Yonsei University
ARCHITECTURE FUND	126-000082-18-358	Woori Bank	Yonsei University
SCHOLARSHIP FUND	126-000082-18-412	Woori Bank	Yonsei University

40 Years Together, Unchanging Sharing

Your valuable contributions have made the following achievements possible.

Biography of Chairman Doowon Lee

Born September 2, 1937
Graduated Daedong Commercial High School (1958)
Admitted to Yonsei School of Commerce (1958)
Graduated Yonsei School of Commerce (1964)
Founded HANYANG STEEL IND.CO.,LTD (1980)
Established HANYANG STEEL IND.CO.,LTD (1981)
Donated Scholarships to Yonsei University (Since 1983)



Doowon Lee

(Commerce 58, Chairman of Hanyang Steel Industries)

Chairman Doowon Lee recalls that, during his student years, he chose not to apply for scholarships, instead supporting himself by working various part-time jobs. From coaching basketball to handling accounting duties, he juggled multiple roles to make ends meet, often shedding tears of relief each time he managed to pay his tuition. These personal experiences later inspired his firm commitment to supporting students facing financial hardship.

Chairman Lee began his scholarship initiatives in 1982, just a year after founding Hanyang Steel Industries in 1981. In the early days, the program aimed to recruit talented individuals, selecting 100 high school students from across the country to receive scholarships. However, he soon came to realize the deeper meaning behind supporting education and decided to continue the initiative long term. At a time when high school tuition was less than KRW 100,000 per quarter, Chairman Lee provided scholarships of KRW 1 million per student per year, enabling countless students to pursue their studies without financial burden.

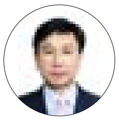
Over time, the scope of Chairman Lee's scholarship program expanded to include university students. In particular, he has continued to make consistent contributions to his alma mater, Yonsei University, for over 40 years. To this day, Chairman Lee donates from his personal income and has pursued separate income-generating activities to avoid placing any financial burden on his company. This reflects his deep sense of responsibility and unwavering belief in the value of the scholarship program.

Chairman Lee sincerely hopes that the recipients of his scholarships will one day carry on the legacy of this philanthropic endeavor. Now at the age of 87, he is deeply contemplating the long-term sustainability of the scholarship program. To this end, he is exploring ways to encourage former recipients to voluntarily give back and contribute to his work.

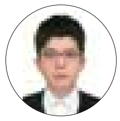
2024 DONATION NEWS

• YONSEI EMBA • THE 14TH CLASS OF EMBA DONATE KRW 100 MILLION

Hoin Lee
EMBA 14
CEO of Sangwon ENC Co., Ltd.



Deokpyo Kim
EMBA 14
CEO of Envision Co., Ltd.



Junyuong Kim
EMBA 14 Class President
CEO of CFC

To commemorate the February 2025 degree conferral ceremony, members of EMBA 13th collectively donated KRW 100 million to the School of Business as a development fund. This contribution was made to support the continued growth of the school and to improve the educational environment for future students.
In particular, alumni Hoin Lee, Junyoung Kim, and Deokpyo Kim each made significant donations exceeding KRW 10 million, adding special meaning to the initiative.
Mr. Hoin Lee (EMBA 14th, AMP 45th) donated a total of KRW 30 million, including KRW 20 million to the development fund and KRW 10 million to support the "1,000-Won Breakfast" program. He shared, "Just as I gained meaningful relationships and valuable lessons through the EMBA and AMP programs, I hope that future students will also have similarly enriching experiences." Mr. Lee is the founder and CEO of Sangwon ENC Co., Ltd., and has been leading the company for 32 years in the fields of environmental and renewable energy. In recognition of his contributions to the advancement of the environmental industry, he was awarded the Order of Industrial Service Merit, Bronze Tower, on Environment Day.
Mr. Deokpyo Kim, CEO of Envision Co., Ltd., donated KRW 10 million to the development fund.
Founded in 2003, Envision is a manufacturer of electronic components and software, currently recording approximately KRW 55 billion in annual sales.
Mr. Junyoung Kim, who currently serves as the president of the EMBA 14th Class, has been actively promoting strong connections among classmates and increasing engagement with other classes. On December 26, 2024, he donated KRW 10 million. As the CEO of Corporate Finance Center Co., Ltd., Mr. Kim is leading rapid growth in the industry through the operation of insurance distribution channels. His donation will be meaningfully used to support various development initiatives at the School of Business and the Graduate School of Business, including improvements to the educational environment and the development of future talent.

• YONSEI AMP • THE 96TH CLASS OF AMP DONATE KRW 50 MILLION | THE 95TH CLASS OF AMP DONATE KRW 60 MILLION

Alumni from the 95th and 96th Classes of the Advanced Management Program (AMP) came together in support of the School of Business, donating KRW 60 million and KRW 50 million, respectively, to the development fund. Ms. Kyungsook Park, Chair and CEO of JK Daeil Co., Ltd. and President of the AMP 96th Class Alumni Association, delivered the donation on behalf of her class and stated: "We hope this contribution will be used meaningfully for the advancement of the School of Business. Just as Yonsei University is committed to education, research, and a sustainable future, we, the AMP 96th Class, also strive to grow and evolve as a community. We will continue to participate actively and share consistently going forward."
In particular, Chairperson Park personally contributed an additional KRW 15 million on top of the KRW 35 million collected by the AMP 96th Class. The total donation will be used to support the development of both the School of Business and the Graduate School of Business.

• DR. MYUNG JANG, FORMER ADJUNCT PROFESSOR AT YSB • DONATE KRW 20 MILLION

On November 5, Ms. Myung Jang, former adjunct professor at Yonsei University School of Business, donated KRW 20 million to the development fund of the School of Business and the Graduate School of Business.

Ms. Myung Jang, former adjunct professor at the YSB, has made continued contributions to the school over the years. She donated KRW 10 million to the Special Scholarship Fund in 2022 and KRW 20 million to the Development Fund in 2023, bringing her total contributions to over KRW 100 million to date. Ms. Jang served as an adjunct professor at the School of Business from 2005 to 2007 and again from 2009 to 2014, teaching courses such as Cost Accounting and Intermediate Accounting. Although she is no longer teaching at Yonsei, she continues to give generously, expressing her lasting affection for Yonsei Business and her students.

• GRADUATE SCHOOL OF BUSINESS ALUMNI ASSOCIATION

BYUNGDEOK KIM, SEONGDAE PARK, EUNGHOON LEE • DONATE KRW 30 MILLION

Byungdeok Kim, Seongdae Park, and Eunghoon Lee, alumni of the Graduate School of Business Alumni Association, jointly donated KRW 30 million to the development fund.
The Graduate School of Business Alumni Association, led by Eunghoon Lee as its current president, encompasses alumni from Yonsei Business's MBA programs, the Advanced Management Program (AMP), and programs affiliated with the Sangnam Institute of Management. Byungdeok Kim and Seongdae Park also serve as members of the 29th executive committee. In a shared effort to support the continued growth of their alma mater, they jointly donated KRW 30 million to the School of Business and the Graduate School of Business. In addition to their financial contributions, they remain actively engaged in strengthening alumni ties and promoting the development of Yonsei Business.

• JUNGBIN LEE, MBA ALUMNUS • DONATES KRW 10 MILLION

On December 16, alumnus Jungbin Lee (MBA Class of 1997), CEO of Wonil TNI Co., Ltd., donated KRW 10 million to the Yonsei School of Business Development Fund.

Wonil TNI is a technology-driven company that has been localizing equipment in the energy sector that was previously reliant on imports.

Its core business areas include the production and system integration of equipment for natural gas production and supply facilities, power generation, and petrochemical industries. Recently, the company has expanded into hydrogen production, transportation, and storage technologies, positioning itself at the forefront of the energy transition industry.

Notably, Wonil TNI participated in the construction of the Pyeongtaek Hydrogen Production Base and is accelerating the development of solid hydrogen storage systems that can be installed in forklifts, excavators, and cranes.

Jungbin Lee has shown consistent support for his alma mater through philanthropy. He previously donated KRW 30 million in 2009 to establish a special scholarship fund and KRW 10 million in 2023 to the School of Business Development Fund, demonstrating his ongoing commitment to supporting future generations of Yonsei students.

• KIHO JUNG, CEO OF KT ALPHA • ESTABLISHES THE 'OUTSTANDING RESEARCH FACULTY FUND'

Jung Kiho (Business Class of '79), CEO of KT Alpha Co., Ltd., donated a total of 29,000 shares of Nassmedia to the Yonsei University School of Business—7,500 shares in 2019, 1,500 shares in 2021, and 20,000 shares in 2023. The combined market value of the donated shares and their dividends is estimated at KRW 750 million.

On January 4, Mr. Jung stated, "As competition among business schools at home and abroad to recruit top-tier faculty is becoming increasingly intense, I hope this donation will be used to attract professors with outstanding research capabilities and to retain current faculty members with excellent academic achievements."

Accordingly, he expressed his wish for the donation to be used for the Yonsei School of Business Outstanding Research Faculty Program. In response, the School of Business established the Kiho Jung Outstanding Research Faculty Fund through a resolution by the Operating Committee. The entire donation amount of KRW 751,271,845 was allocated to the newly established fund and will be used to support the program.

Mr. Kiho Jung's donation will be used in accordance with his wishes—to support the recruitment of outstanding faculty and the enhancement of research capacity at the Yonsei School of Business. Deeply committed to giving back to society, Mr. Jung has consistently practiced generosity and is also a member of the Red Cross Honors Club (RCHC), a distinguished group of major individual donors to the Korean Red Cross.

• EUNAE PARK, EMBA 15TH CLASS • DONATES KRW 5 MILLION

Eunae Park, President of the EMBA 15th Class and Chief Operating Officer of Woosung PNF Co., Ltd., donated KRW 5 million to the development fund of the School of Business and the Graduate School of Business.

She shared the following reflection on her donation:

"Through Yonsei EMBA Class 15, I not only grew academically but also met lifelong companions with whom I could share knowledge and experiences. With a heart full of gratitude for the close bonds built among classmates, I decided to give back to the school and our juniors, in appreciation of all the precious things we have received."

Woosung PNF Co., Ltd. is a specialized pipe manufacturing company that develops and supplies piping systems for the oil and gas industries, as well as for nuclear power plants. Ms. Park was appointed CEO in June 2014 and currently serves as Chief Operating Officer.

2024 DONATION NEWS

SEUNGMO LEE, EMBA 14TH CLASS ALUMNUS • DONATES KRW 5 MILLION

Seungmo Lee, a second-year student in the 14th cohort of Yonsei University's Executive MBA program and CEO of BUA Construction Co., Ltd., has donated KRW 5 million to the university's "₩1000 Breakfast" initiative. Unable to join this summer's Global Study Tour, Lee decided to put the airfare he would have used toward a meaningful cause, choosing to support student well-being through this donation.

This is not his first act of generosity—last year, Lee also donated trench covers for rainwater drains along Baekyang-ro on the Sinchon campus, helping ensure safer passage for students, faculty, and staff.

The donated funds were used on May 1 and 2 to provide breakfast to students under a specially named menu: "₩1000 Breakfast by Seungmo Lee, CEO of BUA Construction (EMBA '23)."

Yonsei University launched the "₩1000 Breakfast" initiative to promote healthier and more structured campus life for students, while also contributing to the nationwide effort to boost rice consumption.

Each day, approximately 1,500 students across the Sinchon and International Campuses benefit from the program—starting their mornings with a nutritious meal made possible by the heartfelt support of alumni like Seungmo Lee.

SEOYOON LEE, MBA ALUMNI ASSOCIATION PRESIDENT • DONATES KRW 10 MILLION

On May 31, during the AAPBS Academic Conference, Seoyoon Lee, President of the Yonsei MBA Alumni Association, donated KRW 10 million to support the advancement of the Yonsei School of Business. Upon learning that Yonsei would be hosting the prestigious AAPBS Academic Conference—bringing together business school leaders from across the Asia-Pacific region—President Lee decided to make the contribution as a meaningful gesture toward her alma mater. Professor Sungmoon Kim, the 11th Dean of Yonsei School of Business and the Graduate School of Business, expressed his gratitude, saying, "We sincerely thank President Lee for her generous gift and congratulate her on her recent appointment as MBA Alumni Association President. As we celebrate the 20th anniversary of AAPBS, we will put this donation to good use in support of the conference hosted here at Yonsei."

In May, Seoyoon Lee assumed office as the 27th President of the Yonsei MBA Alumni Association. On May 28, she visited the Yonsei School of Business along with Secretary General Geunseol Lee and Director Ilhoon Kim, where they held an introductory meeting with Dean Sungmoon Kim. During the meeting, President Lee shared her vision: "We plan to launch a mobile alumni directory to strengthen connections among MBA alumni and contribute to the continued growth of both the Alumni Association and our alma mater."

EUNGHOON LEE, GRADUATE SCHOOL OF BUSINESS ALUMNI PRESIDENT • DONATES KRW 50 MILLION

On May 21, Eung-hoon Lee, President of the Yonsei Graduate School of Business Alumni Association, donated a total of KRW 50 million to the Yonsei School of Business—KRW 30 million toward development funds and KRW 20 million toward scholarships.

The donation ceremony was attended by Professor Sungmoon Kim, the 11th Dean of the School of Business, along with President Lee and Secretary General Sang-yoon Shim of the Alumni Association.

On April 26, Eunghoon Lee (Graduate School of Business Class of 93), CEO of POC Korea Co., Ltd., and a long-time supporter of his alma mater and the alumni community, was elected as the 29th President of the Yonsei Graduate School of Business Alumni Association. Upon his appointment, President Lee remarked, "With a deep sense of responsibility, I will lead the Alumni Association with a spirit of participation, communication, and unity. I am committed to building a community where all members come together as one in support of Yonsei's continued growth." President Lee also noted that his recent donation to the School of Business is intended to support the upcoming AAPBS Academic Conference, which will be held from May 30 (Thu) to June 1 (Sat), and expressed his hope for the event's great success.

감사합니다

DONATION DEPOSIT ACCOUNT

DEVELOPMENT FUND	126-000066-18-603	Woori Bank	Yonsei University
ARCHITECTURE FUND	126-000082-18-358	Woori Bank	Yonsei University
SCHOLARSHIP FUND	126-000082-18-412	Woori Bank	Yonsei University

LIST OF DONORS IN 2024

above 100 million

Yonkyeong Scholarship Foundation

above 50 million

Graduate School of Business AMP 95

Graduate School of Business AMP 96

EMBA 14 Alumni

Graduate School of Business Alumni Association

above 10 million

Hanwoori Scholarship Foundation

Myung Jang

50th Anniversary of University of School of Business · 70 REUNION

Hoin Lee

Joondo Kim

Jungbin Lee

Jungseon Lee

Eunghoon Lee

Timefolio Asset Management Co., Ltd.

Aramin Technology Co., Ltd.

Byeongdeok Kim

Seongdae Park

Corporate Finance Center Co., Ltd.

Envision Co., Ltd.

above 1 million

Seungho Lee

Yonghak Kim

Forest Accounting Corporation

Eunae Park

Danbi Park

Kyungsun Do

Sangjin Joo

Byeongho Yoon

Seokcheol Jun

CUMULATIVE LIST OF DONORS (DONATIONS OVER 5 MILLION WON)

above 10 billion

Kyungbae Seo · BUSINESS 81

above 1 billion

Seungjae Kim · MBA 07 / AMP 50

Jeongsoo Kim · BUSINESS 69

Hyojoon Kim · MBA 98

Samgu Park · ECONOMICS 63

Jangsik Shim · BUSINESS 73

Doowon Lee · COMMERCE 58

Dongjoon Lee · MBA 78

Jaebeom Lee · AMP 56

Amore Pacific Co., Ltd

Yonkyeong Scholarship Foundation

above 500 billion

Byeongheon Go · BUSINESS 64

Youngjin Kim · BUSINESS 75

Jiwon Park · BUSINESS 84

Seungcheol Song · BUSINESS 76

Byeongmu Lee · BUSINESS 59

Buja Lim · AMP 43

Hongseon Jang · BUSINESS 58

Kiho Jung · BUSINESS 79

Kookmin Bank

above 300 million

Bongeol Gu · BUSINESS 76

Eunyoung Kwon · BUSINESS 75

Younghwae Song · MBA 04

Yongchan Ahn · BUSINESS 77

Kwansik Lee · BUSINESS 66

Professor Im Ik–soon's Family(deceased)

Youngjae Han · BUSINESS 73

Crown Confectionary Co., Ltd.

AMP Alumni Association

Alumni Association · BUSINESS 81

Alumni Association · BUSINESS 83

Hongmo·Sumin Scholarship Association

above 100 million

Jinho Go · EMBA 11

Jaesang Goo · BUSINESS 83

Yeongsook Kim · AMP 55

Jinwoo Kim · MBA 15

Hongki Kim · BUSINESS 75

Deok Namgoong · AMP 57

Yowon Seo · BUSINESS 64

Jangrak Seo · MBA 03

Youngsik Son · AMP 17

Ja Song · Retired Professor(deceased)

Youngsoo Shin · Professor Emeritus

Huiho Shin · BUSINESS 77

Kyokang Ahn · MBA 15

Donghoon Yang · DOCTORAL 01

Joohyeon Yang · MBA 77

Sangho Yoo · BUSINESS 78

Hyeonggeun Yoon · BUSINESS 82

Kangman Lee · BUSINESS 74

Professor Emeritus Kieul Lee(deceased)

Janghui Lee · BUSINESS 59

Jaeyong Lee · BUSINESS 83

Jonghwa Lee · AMP 53

Jeonghoon Jang · Visiting Professor

Jinho Chang · Retired Professor

Kuhyun Jung · Professor Emeritus

Seokjoo Jung · COMMERCE 59

Rakkyo Jo · ECONOMICS 55

Yongsun Cho · ECONOMICS 58

Joonkyeong Ji · EMBA 22

Doseok Choi · BUSINESS 70

Seungwon Hyeong · MBA 18

Jaekwang Hwang · MBA 01

Samil Accounting Co., Ltd.

E-Land World

Dept of Veterans Affairs

Kim Koo Foundation

Embassy of the Kingdom of Saudi Arabia in Korea

AMP 73

EMBA 9

EMBA 10

MBA Alumni Association

Business 79 Class Meeting

Business 80 Class Meeting

Business 82 Class Meeting

Business 84 Class Meeting

Business 85 Class Meeting

Graduate School of Business Alumni Association

Yonsei Production Strategy Research Society

Futronic Co., Ltd.

above 50 million

Samuel Ko · BUSINESS 85

Myungjoon Kim · BUSINESS 63

Beopyong Kim · AMP 77

Sangchul Kim · BUSINESS 67

Joondo Kim · EMBA 5

Pilho Sung · BUSINESS 65

Kwangsung Oh · BUSINESS 71

Moonil Lee · BUSINESS 86

Seunghoon Lee · EMBA 20

Myung Jang · ECONOMICS 67

Sangpyo Jeon · AMP 42

Yongbae Jeon · AMP 34

Chanmin Jeon · BUSINESS 86

Wonchul Jung · AMP 81

We sincerely thank all those who have shown great interest in and generous support for Yonsei School of Business. We will strive to repay your kindness through continued growth and advancement.

Jongjin Jung · Professor Emeritus
Jaewoo Jo · BUSINESS 86
Jonghwan Jo · BUSINESS 83
Heekyu Choi · BUSINESS 83
Seondeung Cultural Scholarship Foundation
NH Investment & Securities
Hanwoori Scholarship Foundation
AMP 53
AMP 54
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AMP 96
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EMBA 4
EMBA 5
EMBA 6
EMBA 7
EMBA 8
EMBA 11
EMBA 13
EMBA 14
EMBA Alumni Association
Business 63 Class
Business 64 Class
Business 86 Class
Graduate School of Business Women Alumni

above 10 million

Byungcheon Kang · BUSINESS 77
Hochan Kang · BUSINESS 95
50th Anniversary of University of School of Business · 67 REUNION
50th Anniversary of University of School of Business · 70 REUNION
Jeongsoo Kyung · AMP 78
Eunbong Ko · BUSINESS 66
Inhong Ko · MBA 12
Jongtae Ko · AMP 77
Taegyu Ko · MBA 15
Hansoo Ko · BUSINESS 70
Jaebeom Koo · AMP 58
Hakseo Koo · ECONOMICS 66
Seongmoon Kwon · BUSINESS 81
Seunghwa Kwon · BUSINESS 76
Seunghui Kwon · BUSINESS 70
Ohguk Kwon · AMP 65
Eunggu Kwon · BUSINESS 65
Hyukjo Kwon · BUSINESS 72
Kyungbae Kim · BUSINESS 83

Kwangjin Kim · BUSINESS 82
Gyumyung Kim · BUSINESS 75
Geunsoo Kim · BUSINESS 79
Kiwan Kim · BUSINESS 81
Nakchan Kim · AMP 67
Daeyeol Kim · BUSINESS 75
Dosung Kim · BUSINESS 75
Dongwon Kim
Dongjoon Kim · ECONOMICS 83
Donghoon Kim · Professor
Byeongdeok Kim · MBA 84
Sasung Kim · BUSINESS 85
Seokhyun Kim · BUSINESS 91
Seonjin Kim · MBA 18
Seongkyung Kim · MBA 17
Seongmoon Kim · Professor
Seungwoon Kim · BUSINESS 69
Seongchan Kim · 석사 98
Sehwan Kim · BUSINESS 77
Soonmoo Kim · AMP 43
Seunghak Kim · MBA 17
Shinsung Kim · MBA 16
Youngjoo Kim · AMP 63
Youngho Kim · AMP 52
Okjoong Kim · BUSINESS 82
Yodae Kim · BUSINESS 82
Yongwoon Kim · AMP 16
Yongheon Kim · BUSINESS 02
Yoonseong Kim · MBA 15
Yoonhoe Kim · BUSINESS 73
Injoon Kim · Retired Professor
Jaewoo Kim · BUSINESS 81
Jaehwan Kim · AMP 33
Jaehoo Kim · COMMERCE 67
Jeongdong Kim · Professor
Jongtae Kim · BUSINESS 78
Jiyoung Kim · BUSINESS 85
Jihyun Kim · MBA 18
Jinwoo Kim · Professor

Jinho Kim · BUSINESS 83 / MBA 18
Changsoo Kim · BUSINESS 81
Taewoo Kim · BUSINESS 87
Taehyeon Kim · Professor Emeritus
Haksoo Kim · BUSINESS 71
Hongkyu Na · BUSINESS 85
Yoonseong Nam · MBA 15
Hoon Nam · COMMERCE 67
Byeongyong Noh · BUSINESS 69
Daehan Steel Co., Ltd.
Jaehoon Ra · BUSINESS 69
Soonyoung Moon · MBA 18
Soonhong Min · Professor
Cheongi Min · MBA 16
Daejoon Park · BUSINESS 86
Dongchul Park · AMP 50
Byeongsun Park · AMP 74
Sangyong Park · Professor Emeritus
Seongdae Park · AMP 33
Sejin Park · MBA 18
Yangsoo Park's Parent
Youngryeol Park · Professor
Youngsook Park · BUSINESS 82
Youngjin Park · BUSINESS 69
Jaehong Park · BUSINESS 85
Taehwan Park's Parent
Taewon Park · BUSINESS 84
Changsup Park · EMBA 12
Hunjoon Park · Professor Emeritus
Hyungkun Park · BUSINESS 80 / AMP 75
Ilseok Bang · AMP 51
Hyekyung Bang · AMP 80
Howon Bae · BUSINESS 70
Kiwook Byun · MBA 04
Heekyeong Byun · MBA 14
Kilsoo Suh · Professor
Seowoo Ind
Jeongmin Seo · MBA 13
Jinseok Seo · BUSINESS 84

Changwoo Seo · BUSINESS 78
Dowon Seol · MBA 98
Joonje Seong · BUSINESS 64
Minjin Sohn · MBA 11
Beomsoo Sohn · BUSINESS 82
Seokwoo Sohn · BUSINESS 83
Sungkyu Sohn · Professor
Moonho Song · COMMERCE 68
Dongyoub Shin · Professor
Seongho Shin · BUSINESS 79
Yonghan Shin · BUSINESS 88
Hyunhan Shin · Professor
Byeongdeok Ahn · BUSINESS 76
Jaewoo Ahn · BUSINESS 94
Jonghyeon Ahn · BUSINESS 75
Ilsoo Yang · BUSINESS 82
Seokjung Uhm · MBA 14
Kangheum Yon · Professor Emeritus
Sejo Oh · Professor Emeritus
Youngcheol Oh · AMP 55
Wonseok Oh
Jaegap Oh · MBA 05
OTC Technology Co., Ltd.
Minho Yoo · MBA 18
Sangho Yoo · BUSINESS 78
Kyeongsik Yoon · BUSINESS 77
Daein Yoon · MBA 14
Ahndo Yoon · BUSINESS 72
Gapje Lee · BUSINESS 82
Gangnam Lee · MBA 12
Gyeongmee Lee
Kyusang Lee · COMMERCE 68
Kilho Lee · BUSINESS 83
Dongwoo Lee · MBA 15
Doocheol Lee · AMP 38
Beomkyo Lee · MBA 11
Byeongnam Lee · BUSINESS 82
Sanghyeon Lee · COMMERCE 67
Seoyoung Lee · MBA 14

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Seokkoo Lee · BUSINESS 69
Seongmoon Lee · BUSINESS 77
Sooho Lee · BUSINESS 70
Eunghoon Lee · MBA 93
Jaeshin Lee · COMMERCE 62
Jaewook Lee · BUSINESS 86
Jaeik Lee · BUSINESS 69
Jungbin Lee · MBA 97
Jungseon Lee · BUSINESS 81
Jeongik Lee · AMP 22
Jeongjo Lee · BUSINESS 73
Jongdal Lee · BUSINESS 69
Joonkyu Lee · BUSINESS 83
Joonhyuk Lee · MBA 11
Jiman Lee · Professor
Changhoon Lee · BUSINESS 75
Taeho Lee · BUSINESS 80
Haengil Lee · AMP 72
Hogeun Lee Professor
Hoyoung Lee Professor
Hoin Lee · EMBA 14
Hongki Lee · AMP 47
Kunshin Im · Professor
Soobin Lim · Retired Professor
Yongkyoon Lim · BUSINESS 74
Yongbin Lim · MBA 04
Jonghwan Lim · BUSINESS 78
Daeryun Chang · Professor
Deokheum Jang · AMP 71
Myung Jang · ECONOMICS 67
Wooseok Jang · MBA 18
Jooin Jang · MBA 17 / AMP 82
Jaehoon Jeon · Applied Statistics 75
Gwangeun Jung · MBA 18
Kilyoung Jung · MBA 12
Daehyeong Jung · BUSINESS 86
Dongki Jung · BUSINESS 71
Byungchul Jung · COMMERCE 65

Seongkyu Jung · AMP 70
Seyoung Jung · MBA 07
Yeontaek Jung · BUSINESS 69
Yonghwa Jung · BUSINESS 66
Changyu Jung · AMP 77
Namjoon Jo · BUSINESS 68
Wooje Jo · BUSINESS 94
Woongki Jo · BUSINESS 85
Jeseong Jo · MBA 16
Joongrae Jo · MBA 12
Won Joo · BUSINESS 82
Inki Joo · Professor Emeritus
Daesup Ji · BUSINESS 72
Minho Ji · BUSINESS 81
Seonghoon Cha · BUSINESS 82
Wonju Citygas Co., Ltd.
Sangwoo Choi · BUSINESS 06
Sunmee Choi · Professor
Soonkyoo Choe · Professor
Youngsoo Choi · BUSINESS 81
Wonwook Choi · Professor
Heungsik Choi · BUSINESS 71
Timefolio Asset Management
Peter Pan Bakery Co., Ltd.
Taeseok Ha · AMP 63
Sanggeun Han · BUSINESS 79
Chanhui Han · ECONOMICS 74
Taesik Han · BUSINESS 61
Daesik Hur · Professor
Seonjoo Hong · BUSINESS 78
Seongsoo Hong · BUSINESS 79
Seongtaek Hong · BUSINESS 82
Ikpyo Hong · AMP 74
Taeho Hong · BUSINESS 81
Byeongjoo Hwang · AMP 22
Sayong Hwang · MBA 13
Sunoh Hwang · MBA 16
Uijoon Hwang · MBA 01

Ilcheong Hwang · COMMERCE 50
Corporate Finance Center Co., Ltd.
Daejeong Scholarship Association
Seoul Clinical Laboratories
Sungju 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 Thinkbig Co., Ltd.
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Ilshin Wells Co., Ltd.
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AMP 49
AMP 51
AMP 52
AMP 60
AMP 80
AMP 82
AMP 84
AMP 86
AMP 88
AMP 89
AMP 90
AMP Golf Club
EMBA 2
GMT(Global Management Track)

MBA 87
Y Building
Class Reunion · BUSINESS 61
Class Reunion · BUSINESS 65
Class Reunion · BUSINESS 72
Class Reunion · BUSINESS 78
Graduate School of Business Master's Alumni Association
Baekyang-ro Forum
College of Commerce and Economics · 59 REUNION
50th Anniversary of Department of Commerce · 66 REUNION
50th Anniversary of Department of Commerce · 67 REUNION
Class Reunion · COMMERCE 62
Class Reunion · COMMERCE 64
Class Reunion · COMMERCE 65
Professor Suh Kil Soo's Laboratory
Yonsei Accounting Society
Yonsei Alumni from Duksoo High School

above 5 million

Minseok Kang · MBA 10
Seong Kang · BUSINESS 74
Sungmin Kang · BUSINESS 77
Ilok Kang · MBA 18
Byeongsoon Ko · BUSINESS 76
Jaehui Ko · AMP 64
Daehoe Koo · BUSINESS 99
Huijeon Kwon · BUSINESS 81
Kyeonghwi Kim · BUSINESS 83
Kwangho Kim · BUSINESS 83
Nakho Kim · MBA 16
Dongil Kim · BUSINESS 81
Dongcheol Kim · BUSINESS 84
Dooyeol Kim · AMP 65
Mansoo Kim · BUSINESS 77

We sincerely thank all those who have shown great interest in and generous support for Yonsei School of Business. We will strive to repay your kindness through continued growth and advancement.

Byeonggyun Kim · BUSINESS 82
Sangwook Kim · BUSINESS 84
Sangjin Kim · BUSINESS 76
Sangheon Kim · BUSINESS 82
Sanghui Kim · MBA 09
Seongsoo Kim · BUSINESS 70
Sujin Kim · MBA 15
Youngseung Kim · BUSINESS 69
Younghyun Kim · BUSINESS 78
Yonghak Kim · Sociology 73
Woochan Kim · AMP 64
Yoonhoe Kim · MBA 12 / AMP 59
Jaeil Kim · MBA 13
Jaeho Kim · BUSINESS 82
Jaehoon Kim · BUSINESS 83
Jeongwoo Kim · BUSINESS 82
Joowan Kim · AMP 70
Joohwan Kim · MBA 13
Joonseok Kim · Professor Emeritus
Jiahn Kim · MBA 13
Jinhong Kim · BUSINESS 77
Changkwon Kim · AMP 77
Cheolhui Kim · AMP 76
Taekyo Kim · DOCTORAL 86
Hanyong Kim · BUSINESS 81
Hyungki Kim · BUSINESS 92
Hoyong Kim · BUSINESS 63
Sanghwan Nam · BUSINESS 86
Hyunsoo Do · BUSINESS 86
Seungkwon Ryu · BUSINESS 85
Jang Ryu · MBA 19
Kiseok Ma · AMP 83
Huiseong Moon · BUSINESS 83
Kyungsam Min · BUSINESS 98(deceased)
Gihan Park · AMP 71

Donghui Park · AMP 78
Mija Park · Former Staff Member
Byeongho Park · MBA 14
Sunju Park · Professor
Seongrae Park · ECONOMICS 77
Sungjae Park · BUSINESS 85
Youngin Park · BUSINESS 72
Yongseok Park · Professor
Yoonha Park · BUSINESS 81
Eunae Park · EMBA 15
Jangho Park · BUSINESS 82
Jonggu Park · BUSINESS 79
Joogyu Park · AMP 72
Joonbyeong Park · BUSINESS 79
Jinwon Park · BUSINESS 86
Cheontaek Park · BUSINESS 86
Dongwon Bang · AMP 53
Kiryong Bae · BUSINESS 76
Jongyeol Bae · BUSINESS 81
Deokhyun Baek · AMP 70
Sangtae Baek · COMMERCE 67
Changhyun Baek · BUSINESS 85
Bongsoo Seo · AMP 71
Seungok Seo · AMP 73
Gilhyun Seong · AMP 64
Younggeun Sohn · AMP 73
Wonbeom Sohn · BUSINESS 84
Seongho Song · AMP 77
Kwonsoo Shin · AMP 64
Moonsun Shin · BUSINESS 76
Yongin Shin · BUSINESS 70
Insoo Shin · BUSINESS 79
Taeseong Shin · AMP 72
Taeyong Shin · MBA 08
Joongsup Shim · BUSINESS 61

Dongki Yang · BUSINESS 81
Jinsook Yeo · MBA 18
Dongik Oh · BUSINESS 83
Ilhwan Oh · Applied Statistics 76
Jaehang Oh · AMP 72
Deokki Woo · BUSINESS 76
Giseong Yoo · BUSINESS 06
Jaeheung Yoo · BUSINESS 73
Hansang Yoo · BUSINESS 64
Kyeonghui Yoon · AMP 70
Seok Yoon · BUSINESS 81
Yeohang Yoon · AMP 72
Yongahm Yoon · BUSINESS 75
Inhan Yoon · AMP 72
Jaehong Yoon · DOCTORAL 87
Keonhyeong Lee · ECONOMICS 59
Kyeongrok Lee · MBA 14
Kwangho Lee · BUSINESS 61
Daepyo Lee · MBA 16
Donghwan Lee · BUSINESS 79 / AMP 87
Beoppyo Lee · MBA 16
Sanggyu Lee · MBA 18
Seokjae Lee · BUSINESS 82
Seongwon Lee · MBA 18
Seungho Lee · BUSINESS 84
Seunghoon Lee · MBA 20
Youngsup Lee · BUSINESS 84
Youngho Lee · BUSINESS 97
Jaeil Lee · AMP 64
Jongcheol Lee · AMP 64
Jooseop Lee · AMP 66
Jooyeong Lee · MBA 13
Jinhong Lee · AMP 86
Hoyoung Lee · BUSINESS 78
Hwasook Lee · AMP 71

Huihwan Lee · BUSINESS 79
Kyeonghwa Lim · MBA 08 / AMP 76
Il Im · Professor
Joojae Lim · BUSINESS 72
Choonsu Lim · BUSINESS 81
Hyeongki Lim · AMP 70
Kwangsik Jang · COMMERCE 67
Seokryoong Jang · BUSINESS 86
Youngyong Jang · BUSINESS 59
Eunmi Chang · Professor
Seonggi Jeon · BUSINESS 85
Gibeom Jung · MBA 13
Sangho Jung · AMP 70
Soowon Jung · BUSINESS 70
Ahnsoo Jung · AMP 72
Jongmo Jung · BUSINESS 71
Seongyun Jo · BUSINESS 79
Hwajoon Jo · AMP 70
Jongeon Jin · MBA 12
Jaekwon Cha · MBA 13
Sangki Choi · MBA 15
Seungseok Choi · AMP 68
Youngjoon Choi · COMMERCE 64
Eungyeol Choi · ECONOMICS 77
Jeonghoon Choi · BUSINESS 76
Jongman Choi · BUSINESS 78
Bongsoo Han · BUSINESS 79
Sangshin Han · BUSINESS 61
Youngjin Han · AMP 71
Jeonghui Han · BUSINESS 83
Changjik Han · BUSINESS 75
Hyeonjoo Han · BUSINESS 81
Yoon Huh · MBA 15
Incheol Huh · BUSINESS 79
Myeongcheol Hyun · MBA 18

Changsoo Hyun · AMP 49
Soonyoung Hong · AMP 64
Bonggu Hwang · AMP 71
Woogon Hwang · BUSINESS 85
Wooyang Hwang · BUSINESS 83
Euijin Hwang · MBA 03
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Byucksan Scholarship and Cultural Foundation
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Hongmo·Sumin Scholarship Association
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MBA 78th One MBA
Graduate School of Business
Graduate School of Business Research Alumni Association

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· In cases of group donations, ❶ the cumulative amount of one group is calculated, and ❷ the individual contributed to the second group donation is calculated as the individual contribution amount.
· The data is based on the donation integration system and there may be cases of omission due to unknown names.

Data Inquiries Tel. 02-2123-6255 E-mail. ysbgive@yonsei.ac.kr

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	Graduate School (Degree course)					30%	50%	100%
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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
	Annual Reduction Limit				5 million KRW Self	50 million KRW Self · Spouse	10 million KRW Self · Spouse	2% of total contribution Self · Spouse
	Hospital Room Reduction Criteria				Reduction of the hospital room fee is based on the single room of Severance Hospital (the Headquarters) * Difference incurred from the use of the upper room is borne by the donor			
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We deeply appreciate the generous attention and support
from everyone who has contributed.

Embracing the valuable intentions of each participant,
Yonsei University School of Business
will continue to advance worldwide,
leading the era through education and research.

Thank you.

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