

CHO Dong-Sung

**Visiting Professor of Strategy, Cheung Kong Graduate School of
Business**

**Professor Emeritus of Strategy, International Business, Management
Design and Sustainability Management, Seoul National University**

Phone: +86 10 8518 8858 ext. 3289

E-mail: dscho@ckgsb.edu.cn

EDUCATION

PhD, Harvard Business School

Research Areas

Strategy Development and Implementation, Competitive Strategy, Corporate Philosophy, Entrepreneurship, Corporate Culture, Business-Government Relations, International Business Operations, Joint Venture, Export and International Marketing, International Resources Development

Introduction

Dr. Cho Dong-Sung is Visiting Professor of Strategy at Cheung Kong Graduate School of Business and Professor Emeritus of Strategy, International Business, Management Design, and Sustainability Management at Seoul National University.

He previously taught at Harvard Business School, INSEAD, the Helsinki School of Economics, the University of Tokyo, Hitotsubashi University, the University of Michigan, Duke University, Peking University, Zhejiang University and Nankai University. He has also received Honorary Doctoral Degrees from Inje University, Busan and Aalto University, Helsinki.

At Seoul National University, he was Dean of the College of Business Administration, 2001-2003 and Dean of the Graduate School of International and Area Studies, 1999-2001. He also served Seoul National University as the Founding Managing Director of the SNU Development Foundation, a pioneer for fundraising in Korea. He was President of the Korean Academic Society of

Business Administration, the flagship organization in Korea representing 87 academic societies in business administration. He also chaired the Korean Association of Academic Societies, the umbrella organization of 651 academic societies that encompass humanities, social sciences, natural sciences, engineering, and others.

Professor Cho has served on the board of directors for 15 multinational companies and research organizations, including Kia Motors, Dongyang Securities, Korea Tire, and Korea Electric Power Corporation and has advised companies ranging from Samsung and LG to Korean Air and Kookmin Bank.

He was Commissioner of the Korea Trade Commission 2002-2005, Chair of the Committee for Government Innovation Management 2005-2007, and Co-Chair of the Committee for Synergistic Cooperation between Big and Small Corporations jointly with the Prime Minister of Korea 2006-2008. He was the standing member of the Presidential Council for National Competitiveness of Korea, and chaired the Sub-committee for Regulation Reform within the Council 2008-2013.

In 2007, the President of Korea awarded him the Order of Service Merit - Yellow Stripes, the second highest order given to any government officers. He also received the Presidential Honor in 2004 and the Order of Industrial Merit in 2000 from the government. The academic society has repeatedly recognized him for his scholastic works, such as the Economist Award by Maeil Economic Daily, the Award for Free Economics Publication Culture by the Federation of Korean Industries, and the Best Book of the Year in Economics/Business by Korea Management Association.

He chairs the Korea Support Committee for the International Vaccine Institute, the UN-created research lab for vaccines needed for children in developing countries. He is on the Board of Directors at both the Korea National Opera Company and the Korea Professional Football League. He is Director General of the Ahn Jung Geun Memorial & Museum, Chairman of the National Nature Trust, an Honorary Consul General of Finland in Korea, and Chairman of the Institute of K-Brand Promotion.

Achievements

- “The Order of Service Merit – Yellow Stripes”, awarded by President Rho Moo-Hyun of Korea, 2007.

- "Presidential Honor," awarded by President Rho Moo-Hyun of Korea, 2004.
- "The Order of Industrial Merit," awarded by President Kim Dae-jung of Korea, 2000.
- "Award for Free Economics Publication Culture" awarded to *The Age of Strategic Management*, by The Federation of Korean Industries, 1994.

Selected Publications

Of the 61 books Dr. Cho has authored or co-authored are 17 English titles, including *The General Trading Company* (Lexington Books, 1986), *Tiger Technology: the Rise of the Semiconductor Industry in Asia* (Cambridge University Press, 1999), *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory* (World Scientific, 2000), *Design Management, Management Design* (SNU Press, 2011), and *International Review of National Competitiveness: A Detailed Analysis of Sources and Rankings* (Edward Elgar, 2013). He has also published more than 100 academic papers in respected journals, including *Organization Science*, *Research Policy*, *Journal of World Business*, *Journal of Management & Organization*, *Journal of Organizational Behavior*, *International Journal of Advertising*, and *Long Range Planning*.