

Weon Sang YOO

Professor of Marketing
Korea University
Business School
Anam-Ro, Seongbuk-Gu
Seoul, Korea 02841

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(Phone) 82-2-3290-2623
(Fax) 82-2-922-7220
(e-mail) wyoo@korea.ac.kr

EDUCATION

Ph.D. (Marketing), University of British Columbia November 2004

Dissertation: "Essays on the Impact of the Internet on Distribution Channel Management"
Committee: Dr. Garland Chow, Dr. Eunkyoo Lee, and Dr. Charles B. Weinberg

Master of Business Administration, George Washington University September 1996

Bachelor of Arts (Economics), Korea University February 1993

ACADEMIC POSITIONS

Professor of Marketing September 1, 2016- Present
Korea University Business School

Associate Professor of Marketing September 1, 2011 – August 31, 2016
Korea University Business School

Assistant Professor of Marketing March 1, 2010 – August 31, 2011
Korea University Business School

Assistant Professor of Marketing March 1, 2007 – February 28, 2010
School of Business
Hanyang University

Assistant Professor of Marketing July 1, 2004 – February 28, 2007
Lee Kong Chian School of Business
Singapore Management University

RESEARCH INTERESTS

- Game Theory
- Distribution Channel Management
- Competitive Marketing Strategies
- ESG and Marketing
- Customer Experience Management

RECENT ACADEMIC PUBLICATIONS

Yoo, Weon Sang, Ki-Joon Back, and JungKun Park (2019), "Editorial: Analysing Emotional Labor in the Service Industries: Consumer and Business Perspectives," *Frontiers in Psychology*, 10, 1-2 (SSCI Indexed 국제전문학술지).

Park, JungKun, Hyowon Hyun, and Weon Sang Yoo (2019), "Luxury Brand Equity on Online Channel: The Moderating Effect of Brand Trust," *Asia Marketing Journal*, 21(2), 99-115.

Park, JungKun, Jiseon Ahn, and Weon Sang Yoo (2017), "The Effect of Multi-Consciousness and Satisfaction on Medical Tourism Experience," *Journal of Healthcare Management*, 62 (6), 405-417. (SSCI Indexed 국제전문학술지).

Hwang, Joon Ho, Jaiho Chung, Jae Wook Kim, Dongwon Lee, and Weon Sang Yoo (2016), "Antecedents to Loyalty Point Redemption: Implications for Customer Equity Management," *Journal of Business Research*, 69 (9), 3731-3739. (SSCI Indexed 국제전문학술지).

Park, JungKun, Brian Rutherford, and Weon Sang Yoo (교신저자) (2015), "Sales People as Emotional Laborers: Psychological And Behavioral Outcomes," *Asia Marketing Journal*, 16(4), 39-57.

Lee, Eunkyu, Richard Staelin, Weon Sang Yoo, and Rex Du (2013), "A "Meta-Analysis" of Multibrand, Multioutlet Channel Systems," *Management Science*, 59 (9), 1950-1969 (SK Award, SSCI Indexed 국제전문학술지).

Yoo, Weon Sang, Eunkyu Lee (2011), "Internet Channel Entry: A Strategic Analysis of Mixed Channel Structures," *Marketing Science*, 30 (1), 29-41 (SK Award, SSCI Indexed 국제전문학술지).

Yoo, Weon Sang, Yunjung Lee, and JungKun Park (2010), "The Role of Interactivity in e-tailing: Creating value and increasing satisfaction," *Journal of Retailing and Consumer Services* (SCOPUS Indexed 국제전문학술지), Vol. 17, 89-96.

Yoo, Weon Sang, Gyoo Gun Lim, Jonathan S. Kim (2009), "A Game Theoretic Modeling Analysis on the Internet Channel Disintermediation," *Journal of Convergence Information Technology* (SCOPUS Indexed 국제전문학술지), 4(3), 17-24.

Baek, Seung Ik, Seung Kuk Paik, Weon Sang Yoo (2009), "Understanding Key Attributes in Mobile Service: Kano Model Approach," *Lecture Notes in Computer Science* (SCOPUS Indexed 국제전문학술지), 5618 (July), 355-364.

Park, JungKun, HoEun Chung, and Weon Sang Yoo (2009), "Is the Internet a primary source for consumer information search?: Group comparison for channel choices," *Journal of Retailing and Consumer Services* (SCOPUS Indexed 국제전문학술지), Vol. 16, pp.92-99.

Cho, Namjae, Hyojae Joun, Weon Sang Yoo (2009), "The Structure of Alliance Network in Regional Tourism Business: A Conceptual Analysis from the Perspective of the Duality of Technology," *Journal of Information Technology Applications & Management*, 16(3), 87-100.

"모바일 쇼핑에서의 소비자 문화적 혁신성 척도개발," *대한경영학회지*, 33 (10), 1763-1784, 2020

"브랜드에 대한 몰입이 기술기반 셀프서비스 만족에 미치는 영향: 호텔 산업을 중심으로," *상품학연구*, 37 (5), 215-223, 2019.

여민선, 유원상, 유시진 (2017), "권한 부여와 참여의 시너지: 기아자동차 슬로바키아공장의 혁신 사례," *Korea Business Review*, 21 (3), 147-170.

현효원, 박정근, 유원상, 정종용 (2017), "전자고객센터를 통한 유통업체의 고객 충성도 구축에 관한 연구," *상품학연구*, 35 (3), 181-190.

박정근, 유원상, 이영희, 현효원 (2017), "기업의 공익활동과 공익연계 마케팅이 제품 구전 및 구매의도에 미치는 영향에 관한 연구," *한국경영공학회지*, 22 (1), 151-169.

박정근, 이영희, 유원상, 현효원 (2017), "기업의 공익연계 마케팅이 소비자의 평가 및 구매의도에 미치는 영향에 관한 연구," *상품학연구*, 35 (1), 1-11.

민병기, 유원상(교신저자) (2015), "게임 리더십 규칙이 시장 성과에 미치는 효과 분석 - 스타켈버그 (Stackelberg) 리더십 하의 혼합유통경로 구조를 중심으로 -," *한국경영공학회지*, 20(4), 25-41.

김보영, 최정인, 유원상(교신저자) (2013), "명품의 원산지과 브랜드 이미지가 소비자의 브랜드 평가에 미치는 영향: 과시소비 성향의 조절효과를 중심으로," *한국경영공학회지* 18(2), 145-170 (한국경영공학회 2013년 우수논문상).

박정근, 이영희, 유원상(교신저자) (2013), 유통산업 상하위직 종사자들 간의 감정흐름에 관한 연구," *유통연구*, 16(1), 57-81 (유통연구 2013년 최우수 논문상).

주경희, 이두희, 이종호, 유원상(교신저자) (2012), "Global Marketing Strategies of INNOCEAN Worldwide "Global Marketing Company, INNOCEAN Worldwide," *Asia Marketing Journal*, 14(3), 137-151.

김지연, 간형식, 김성호, 유원상(교신저자) (2012), "서비스 실패 상황에서 병원이미지와 서비스 관계가 고객반응에 미치는 영향에 관한 연구," *상품학연구*, 30(1), 11-22.

김상용, 이두희, 서구원, 유원상(교신저자) (2012), “AJ렌터카의 서비스 혁신을 통한 고객 만족 경영,” *한국마케팅저널*, 13(4), 213-226.

박정근, Brian Rutherford, 유원상 (교신저자), 이영희 (2011), “유통 관리자의 개인적 특성(Personal Traits)과 감정 관련 변수가 다중직업만족도에 미치는 영향에 관한 연구,” *유통연구*, 16(4), 95-127.

유원상 (2011), “시장 환경이 인터넷 경로를 포함한 다중 경로 관리에 미치는 영향에 관한 연구: 게임 이론적 접근방법,” *유통연구*, 16(2), 119-138.

유원상, 조성빈, 김성호 (2010), “전자정부의 Self Service Technology(SST)에 대한 서비스품질과 만족도에 관한 연구,” *품질경영학회지*, 38(4), 549-560.

한현수, 유원상 (교신저자), 김병권 (2009), “On-Offline 통합 유통경로를 보유한 통합 인터넷쇼핑몰의 서비스품질에 관한 연구,” *Journal of Information Technology Applications & Management*, 16(4), 187-205.

유원상 (2009), “생산자의 직접경로인 전자상거래 도입이 전통적 독립중간상과 시장에 미치는 영향,” *한국경영과학회지*, 34(3), 165-177.

유원상, 한현수, 구자현 (2009), “ISM 차별화를 위한 고객 구매 프로세스 기반 관리 요소 분석,” *한국지능정보시스템학회지*, 15(3), 81-102.

박봉구, 임규건, 유원상 (2009), “공급자 관점에서 정보시스템 개발 프로젝트의 범위관리활동이 프로세스성과와 결과물성과에 미치는 영향에 대한 연구,” *한국 IT 서비스학회지*, 8(3), 83-100.

유원상 (2009), “도입주체에 따른 인터넷 경로의 도입효과,” *마케팅과학연구*, 19(1), 37-46.

유원상 (2007), “인터넷 경로와 전통적 경로 도입 효과의 차이에 관한 연구,” *마케팅연구*, 22(4), 1-15.

유원상 (2006), “When and Why Does a Firm Choose a Certain Type of Internet Channel?” *상품학연구*, 24 (2), 259-286.

RESAERCH IN PROGRESS

An Empirical Test of Antecedents of Turnover Intentions and Job Performance: An Examination of Asian Retail Managers (targeted to International Journal of Human Resource Management).

Does the Internet Channel Introduction Always Cause Channel Conflicts? (targeted to Management Science).

The Optimal Level of Digital Channel Usage in Contents Industries in the Presence of Analog Channels (targeted to Marketing Science).

Is Long-term Orientation Always Better?: Comparative Analysis of Long-term vs. Short-term Oriented Strategy under Competition (targeted to Journal of Marketing).

SELECTED CONFERENCE PRESENTATIONS

“권한부여와 참여의 시너지: Kia Motors Slovakia 의 혁신을 중심으로,” 제 18 회 경영관련학회 통합학술대회, 부산, 2016 년 8 월 17 일.

“The Role of Consumer Multi-Consciousness and Satisfaction on Wellness Travel Service,” PAN-PACIFIC CONFERENCE XXXII, Vietnam, 2015 년 6 월 3 일.

“Determinants of point redemption on loyalty programs: The impact of demographics and channel type,” Global Marketing Conference in Singapore, 2014 년 7 월.

“유통경로 경쟁과 게임이론”, 한국유통학회 동계학술대회, 서울, 2014 년 2 월 15 일.

“이노션월드와이드의 마케팅 전략 사례”, 경영관련 통합학술대회, 2012 년 8 월 22 일.

“The Flows of Emotions in Retail Industry”, Global Marketing Conference in Seoul, 2012 년 7 월 22 일.

“AJ 렌터카의 서비스 혁신을 통한 고객 만족 경영”, 한국마케팅학회 추계통합학술대회, 용평, 2011 년 8 월 18 일.

“A Meta Analysis of Multi-Brand. Multi-Outlet Channel Systems,” Marketing Science Annual Meeting, Cologne, Germany, June 17, 2010.

“The Effect of Competition Intensity on the Internet Channel Introduction in Multi-Brand Multi-Outlet Market,” KAMS Spring International Conference, Seoul, May 29, 2010.

“인터넷 경로의 이론적 특성에 관한 연구: 게임이론적 접근 방법,” 한국 유통학회 춘계학술대회 발표논문집, 2008 년 5 월, pp. 1-15.

“An Agent System for B2B EC in Ubiquitous Environment: AgentU,” Proceedings of International Conference on Convergence Information Technology, November 2007, pp 535-540.

“Exploring Information Technology Competence of a Firm,” Proceedings of International Conference on Convergence Information Technology, November 2007, pp 1263-1268.

“Choosing the Best Channel Structure in a Multi-Brand Multi-Outlet Market,” Marketing Science Annual Meeting, University of Pittsburg, Pittsburg, PA, June 2006.

“The Impact of the Internet Channel Introduction in a Market with Competing Manufacturers,” Marketing Science Annual Meeting, Emory University, Atlanta, GA, June 18, 2005.

“The Impact of the Introduction of an Internet Channel on Distribution Channel Management under the Multi-product Multi-channel Environment,” Marketing Science Annual Meeting, College Park, MD, June 15, 2003.

“The Impact of the Introduction of an Internet Channel on Distribution Channel Management,” Informs Annual Meeting, San Jose, CA, November 17, 2002.

TEACHING EXPERIENCE

- Quantitative Models in Marketing (Ph.D.), Korea University
- Marketing Management (MBA), Korea University
- Strategic Marketing Management (Graduate/English), Korea University
- Special Topics in Marketing (Graduate/English), Korea University
- New Trends in Marketing (Undergraduate/English), Korea University
- Marketing Research (Undergraduate/English), Korea University
- Principles of Marketing (Undergraduate/English), Korea University
- Marketing Management (MBA/English), Hanyang University
- Product Management (Undergraduate), Hanyang University
- Marketing Research (Undergraduate/English), Hanyang University
- Multivariate Analysis (Graduate), Hanyang University
- Marketing Research (Undergraduate/English), Singapore Management University
- Applications of Statistics in Business (Undergraduate/English), University of British Columbia

SELECTED AWARDS AND HONORS

- Korea University Research Fellow (2014~2017)
- Korea University Business School SK Research Award (2011, 2013)
- Journal of Channel and Retailing Best Paper Award (2013)
- Korea Management Engineers Society Best Paper Award (2013)
- Korea Research Foundation Social Science Korea Research Fund (2010~2016)
- Korea University Business School Executive MBA Best Teacher Award (2016)
- Korea University Business School Global MBA Best Teacher Award (2020)
- Korea University Best Teacher Award (2010, 2012, 2017, 2018, 2019)
- Hanyang University Best Teacher Award (2009)
- Hanyang University Research Grant (2007, 2009)
- Korea Research Foundation Research Fund for Young Scholars (2008)
- SMU Research Grant (2004-2005 and 2005-2006)
- Dean Earle D. McPhee Memorial Fellowship (2000-2001)
- Faculty of Commerce International Graduate Tuition Scholarship (1998-2000)
- Faculty of Graduate Studies International Graduate Tuition Scholarship (1998-2002)
- Canadian National Railway Fellowship (1998-2002)
- Korea University Scholarship (1990-1992)

OTHER ACTIVITIES

- Area Chair of Marketing at KUBS
- Associate Dean for MBA Programs at KUBS
- Director of KUBS Executive MBA Program
- Vice President of Korea Distribution Association

- Member of Board of Directors for Korean Academic Society of Business Administration
- Member of Board of Directors for Korean Marketing Association
- Editorial Review Board Member for Journal of Channel and Retailing
- Editorial Review Board Member for Journal of Global Academy of Marketing Science
- Korea University Business School Research Committee Member
- Advisor for Korean Cable TV Association
- Advisor for Biggrae
- Outside director of Lotte Himart