**Suke Kyu LEE (李碩珪, 이석규)**

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| **School Address** | **Contact** |
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**Education**

* Ph.D. in Marketing (Major in Marketing Models) May 2000

Minor in Econometrics and Cognitive Psychology

Marshall School of Business,

University of Southern California, LA, California

(Dissertation: An Empirical Study on Consumers’ Repeated Visit Behavior on the Internet (Advisor: Prof. Fred Zufryden and Prof. Drez Xavier)

* MBA in Management Science June 1995

SUNY at Buffalo, NY

* M.A. in Marketing February 1989

Seoul National University, Seoul, Korea

* BBA in Business Administration February 1987

Seoul National University, Seoul, Korea

**Academic and Other Employment**

* (Tenured) Professor of Marketing 2012 ~ Present

Associate Professor of Marketing 2007 ~ 2011

Assistant Professor of Marketing 2004 ~ 2006

School of Business

Sungkyunkwan University, Seoul, Korea

* Assistant Professor of Marketing 2001 ~ 2004

Business School

Hankuk University of Foreign Studies, Seoul, Korea

* Assistant Professor of Marketing 2000 ~ 2001

Business School,

National University of Singapore (NUS), Singapore

* Researcher and Analyst, 1989 ~ 1992

Institute of Economics and Retail Management

Hanhwa Company Group, Seoul, Korea

**Services for University**

* Director, Big Data and Analysis Center (SKKU Business School) 2017 ~ Expected
* Director, Institute of Management Research (SKKU Business School) 2017 ~ Present
* Vice President of International Affairs, 2013 ~ 2016

Sungkyunkwan University, Seoul Korea

* Director, C-MBA (convergence MBA program) 2011 ~ 2012
* Coordinator for Marketing Major 2006 ~ 2012
* Project Manager, 2016 ~ Present

SKKU -Samsung Electronics Sales Management Training Program

* Program Managing Professor 2017 ~ Present

Daesang (대상, 大象) Marketing Training Program

Seoul Metro transportation Co.(서울교통공사),

Digital Management Program for the 4th Industrial Revolution

**Professional Services for Academic and Public Community**

* President, Korean Association for Consumption Cultures 2018 ~ Present
* Vice President, Korean Association for Consumer Studies 2016 ~ Present
* Vice President, Korean Marketing Association 2016 ~ Present
* Vice President, Korean Marketing Science Association 2008 ~ Present
* President, Service Marketing Association 2017
* Advisory Board Member (Advertising and PR) 2017 ~ Present

Korea Lottery Committee (기재부 복권위원회)

* President Secretary Advisor (Broadcasting and ICT Industry) 2009 ~ 2012
* Advisory Board Member, KBO (Korea Baseball Organization) 2007 ~ 2009
* Advisory Professor (Convergence services), 2007 ~ Present

NIPA (National Information Promotion Agency)

**Professional Services for Company**

* Samsung Electronics Co. (working for more than 15 years, serviced for Samsung Programs as a program manager professor)
* SK Telecom (CEO Academy (2004 ~2010), JMF (2007 ~ 2012), ALP (2004 ~ 2012), SKKU-SKT MBA Program (2004 ~ 2008))
* SK C&C (CEO Academy 2010 ~ 2014)
* LG Electronics , Lotte Retailing and Department, Cheil Advertising Co., Shilla Hotel and Duty Free, Woongjin, Coways, Doosan, Hyndai Mobis, Hyndai Department Stores, etcs.

**Research Interests**

ICT Marketing Issues. (Platform-Based) Service Development and Positioning Strategy, Customer Data Analysis and Models, New Product Evaluation and Issues

**Publications (Recent 5 Years: 최근 5년간 2014-2018)**

* Kim, Hyewon, Sukekyu Lee, and Sena Lee (2018), “The Effect of Redenomination Price List Method on Consumption – Focusing on Calculate Accuracy and Time Pressure,” Journal of Korean Marketing Association (마케팅연구), Vol. 33 (August), pp. 25-37. (Co-Author)
* Lee, Sena, Sukekyu Lee, and Hyejeon Cho (2018), “ The Effect of Bank Service Quality on Corporate Transaction Satisfaction and Corporate-Private Transaction Integration – Focusing on Small and Medium Business CEOs,” Journal of Consumption Culture(소비문화연구), Vol. 21, No. 2 (June 2018), pp. 1-17. (Co-Author)
* Lee, Yeon-Ju and Sukekyu Lee (2017), “A Study on Consumer Attitude and Evaluation of Oversized Product Packaging: Moderating Effects of Regulatory-Focus and Gift Situations,” Service Marketing Journal, Vol. 10, No 1, pp. 43-56. (Corresponding Author)
* Lee, Sena, Dong yeoul Kim and Sukekyu Lee (2017), “Comparative Analysis of Certification of Local Authorities in Korea and Japan: Focusing on Jeju and Hokkaido,” Journal of Product Research, Vol. 35, No.3 (June 2017), pp. 45-52. (Corresponding Author)
* Lee, Sukekyu, Sena Lee, and Jaewook Cho (2014), “A Critical Review of Sales Promotion Research in Recent 10 years (2004~2013),” Journal of Korean Marketing Association, Vol. 29, No. 6 (December), pp.63-92. (the 1st Author)
* Jeon, Joong-ok, Hyeongsik Jeong, Sukekyu Lee, and Eunmi Lee (2014), “Successful Brand Revitalization of Parkland through Brand Repositioning Strategy,” Asian Marketing Journal, Korean Marketing Association, Vol. 16, No.3 (October), pp. 101-118. (Co-Author)
* Jeong, Ji-Eun, Sukekyu LEE, and Chunkyung Kim (2014), “문화소외지역 청소년 문화예술교육 사례 연구 : 동아일보 연천 사례를 중심으로,” 한국문화산업학회, 문화산업연구, Vol. 14., No. 2 (August), pp. 1-10. (Corresponding Author)
* Jeong, Ji-Young, Sukekyu Lee, and Ji-Eun Jeong (2014), “문화소외지역의 문화예술교육운영방안에 관한 사례연구: 부산 녹명윈드오케스트라를 중심으로,” 문화예술교육연구, Vol. 9, No. 3 (June), pp. 63-83. (Co-Author)
* Lee, Hwajin, Sukekyu Lee ,and HyeJeong Cho (2014), “Effects of Brand Design Changes on Consumer's Emotional Responses,” Journal of Consumption Culture, Vol. 17, No. 2 (June), pp. 131-150. (Corresponding Author)

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