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ACADEMIC EXPERIENCE

Fall 2007 – Present : Associate Dean of School of Business, Sungkyunkwan University,
Professor, School of Business, Sungkyunkwan University,
Seoul, Korea

Fall 2001 – Spring 2007: Associate Professor (Tenured) of Marketing, Sawyer Business School,
Suffolk University, Boston, USA

Fall 1999 – Spring 2001: Adjunct Professor – Marketing, Baruch College, City University of New
York

EDUCATION

Ph.D. Department of Marketing, Baruch College, City University of New York, New York,
NY, August 2001
Dissertation: Environments and Performance: The Mediating Effect of Unilateral and
Bilateral Control Mechanisms

M.B.A. Yonsei University, Seoul, South Korea, August 1994
Major: Marketing

B.A. Yonsei University, Seoul, South Korea, February 1992
Major: Sociology

Academic Service

November 2007 - Present : Journal of Business-TO-Business Marketing, Editorial Board Member

December 2007 – Present: Korea Marketing Journal, Editorial Board Member

March 2008 – Present: Journal of Global Academy of Marketing Science, Editorial Board Member,

January 2009 – Present: Korea Academy of Marketing Science, Board of Director

January 2010 – Present: Korea Distribution Institute, Board of Director

HONORS

Best Paper in Marketing tract at the International Applied Business Research Conference, Acapulco, Mexico, March 2003

Delegate to the AMA Doctoral Consortium, University of Southern California, August 1999.

REFEREED ARTICLE PUBLICATIONS

Minjung Kim, Hyejung Cho & **Sungmin Ryu*** (2020), "The Relationship between Mutual TSI and Interfirm Contracts: The Moderating Effect of Strong Ties, *Journal of Business-to-Business Marketing*, 27:1, 41-54 *Corresponding author

Minhye Park, Minjung Kim, & **Sungmin Ryu*** (2020), "The relationship between network governance and unilateral governance in dynamic consumer demand" *Industrial Marketing Management*, 84 194-201. *Corresponding author

Kang, Diane, **Sungmin Ryu***, Seung Hyun Lee (2019) "I need to be your only friend: the effect of salesperson network centrality on opportunistic behavior" *Journal of Personal Selling & Sales Management*, 39 (2) 159-171. *Corresponding author

Chang, Dae Ryun, Kyoung Woo Lee, & Sungmn Ryu (2014), "Korea as a Comparative Business Marketing System: Review and Prospects," *Journal of Business-To-Business Marketing*, 21, 213-236.

Sungmin Ryu, Hyejung Cho, Kyunghye Kim (2013), "Effects of Network Embeddedness on the Relationship Between Environmental Volatility and Interfirm Contracts" *Journal of Business-To-Business Marketing*, 20: 139-153.

Sungmin Ryu , Eunju Lee, Wonjun Lee (2011), "Volatile Environments and Interfirm Contract," *Journal of Business and Industrial Marketing*, 26 (2), 92-103.

Hyejung Cho, Yanghun Lim, and **Sungmin Ryu** (2009), "An Apparel Brand's Channel Strategy: The Case of Oliver in Korea", *Journal of Business Case Studies*, 5 (6), 13-22.

Ryu, Sungmin, Yanghoon Lim, and Heesook Hong (2009), "Volaitile Environments and Interfirm Governance: Does Trust Matter? *Journal of Business-To-Business Marketing*, 16: 325-342.

Ryu, Sungmin, Chulwoo Moon (2009), "Long Term Orientation As a Determinant of Relationship Quality between Channel Members" *International Business and Economics Research*, 8 (11), 1-9.

Ryu, Sungmin (2009), "A Cross National Study of the Effect of Group Orientation Culture on Inter-Organizational Relationship," *Journal of Applied Business Research* 25 (1), 91-100.

Ken Hung and **Sungmin Ryu** (2008), "Changing Risk Preference in Supply Chain Inventory Decisions," *Production Planning and Control*, 19 (8), 770-780.

Ryu, Sungmin, Nizam Ayden, and Jeonpyo Noh (2008) "A Cross National Study of Manufacturer's Power Structures and Control Mechanisms: The Moderating Effect of Group Orientation Culture." *Industrial Marketing Management*, 37, 758-766.

Poppo, Laura, Kevin Zhou, and **Sungmin Ryu** (2008), "Alternative Origins to Interorganizational Trust: An Interdependence Perspective on the Shadow of the Past and the Shadow of the Future" *Organization Science*, 19 (1), 39-55.

Ryu, Sungmin, Soonhong Min, and Nobuhide Zushi (2008), "The Moderating Role of Trust in Manufacturer-Supplier Relationship," *Journal of Business and Industrial Marketing*, 23 (1), 48-58.

Beak, H. Young, Soonhong Min, and **Sungmin Ryu** (2007), "The Effects of Agency Problems on the Stability of the International Joint Venture," *Multinational Business Review*, 14 (3) 53-70.

Ryu, Sungmin, John Park, and Soonhong Min (2007), "Factors Affecting Long-Term Orientation in Interfirm Relationships," *Journal of Business Research*, 60, 1225-1233.

Sertan, Kabadayi and **Sungmin Ryu** (2007), "The Protection of the Trustor through the Use of Control Mechanisms and Its Performance Implications," *Journal of Business and Industrial Marketing*, 22 (4), 260-271.

Ryu, Sungmin, Sertan Kabadayi, and Christina Chung (2007), "The Relationship between Unilateral and Bilateral Control Mechanisms: The Contextual Effect of Long-Term Orientation" *Journal of Business Research* 60, 681-689.

Ryu, Sungmin and Nermin Eyuboglu (2007), "Manufacturer Environment and Satisfaction with Supplier Performance: The Mediating Effect of Control Mechanisms from the perspective of the manufacturer in the U.S.A," *Industrial Marketing Management*, 36 (4), 458-469.

Ryu, Sungmin (2006), "The Effect of External and Internal Environments on Interfirm Governance," *Journal of Business-To-Business Marketing*, 13 (2) 69-90.

Eyuboglu, Nermin, **Sungmin Ryu**, and Tom Tellefsen (2003), "Current and Future Interdependence: Effects on Channel Relationships," *Journal of Marketing Channels*, 11 (1), 3-26.

FUNDED RESEARCH

The Effect of Network Embeddedness on the Relationship between Environmental Uncertainty and Interfirm Contracts, Korea Research Institute, \$13,000, 2010

Volatile Environments and Interfirm Contract, Sungkyunkwan University, \$ 10,000, 2008

The Effect of Information Availability on Bullwhip Effects in Healthcare Service Supply Chains, Suffolk University Research Grant, \$3000, January 2007.

The Effect of Trust on Inter-firm Governance Mechanism and Perceived Performance, Suffolk University Research Grant, \$5000, January 2006.

The Effect of LTO Culture on International Supply Chain Contracts, Suffolk University Research Grant, \$5000, June 2003.

TEACHING EXPERIENCE

Undergraduate: Marketing Principles (Fall 1999 - Present)

Marketing Research (spring 2001 – 2009)

Marketing Channels (Summer 2001 - Present)

Graduate: Marketing Principles (Fall 1999 - Present)

Supply Chain Management (Spring 2004 – 2007)

Managing Channel Globally (Summer 2004 - 2007)

INDUSTRY EXPERIENCE

1994 – 1995 Hansin Securities Inc. (Underwriting Department), Seoul, Korea
Research Representative.