CV 2025

Dr. Taewon Suh
Texas State University
Department of Marketing
(512) 408-3733
ts21@txstate.edu

Professional Position

Professor, Texas State University.

Honorary Professor of International Studies, Texas State University.

Education

PHD, Saint Louis University, 2004.
Major: International Business & Marketing

PHD, Sogang University, 1998.
Major: Mass Communications

MA, Sogang University, 1994.
Major: Mass Communications

BA, Sogang University, 1991.
Major: Sociology

Licensures and Certifications

Preparing Students for Socially Responsible Global Citizenship, Texas State University.

Professional Memberships

Organizational Design Community. (2014 - Present).

American Marketing Association. (2001 - Present).

Academy of Management. (2002 - 2003).

Academy of International Business. (2001 - 2003).

International Communication Association. (2001 - 2003).

Awards and Honors

Editor’s Choice Award (Retailing & Multichannel Management), Journal of Business Research. (October 2024).

Triple E Awards, [Entrepreneurship Educator of the Year], 2nd Place, ACEEU. (June 27, 2023).

2020 Presidential Award For Excellence in Scholarly/Creative Activities. (March 2020).

The Gary V. Woods Research Award. (2018 - 2019).

President's Faculty Development Leave Grant. (2017 - 2018).

Best Conference Paper Award, American Advertising Academy. (2017).

Dean's Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities. (2017).

Highly Commended Paper Award, Asia Pacific Journal of Marketing and Logistics. (2016).

McCoy Faculty Development Grant, McCoy College of Business Adminstration. (March 1, 2013).

McCoy College Research Grant. (February 22, 2013).

Listed in Who's Who in America (67th Edition). (September 1, 2012).

Listed in Who's Who in America (66th Edition). (September 1, 2011).

Listed in Who's Who in America (65th Edition). (September 1, 2010).

Runner Up for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration. (2009).

Listed in Who's Who in America (64th Edition). (September 1, 2009).

Best Paper in Track, American Marketing Associations Educators. (2008).

Dean Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities, MCoy College of Business Administration. (2008).

Listed in Who's Who in America (63rd Edition). (September 1, 2008).

Runner Up for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration. (2007).

The Gary V. Woods Research Award, McCoy College of Business Administration. (2006 - 2007).

Dean Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration. (2006).

Inducted Member, Beta Gamma Sigma. (2006).

Best Author Award, Journal of American Academy of Business. (2005).

Dean Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration. (2004).

Runner Up for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration. (2004).

Consulting

For Profit Organization, Visualsyn, Seoul, South Korea. (July 2023 - 2024).

For Profit Organization, Plum Planet, Seoul, South Korea. (2021 - 2024).

For Profit Organization, Egosoft, Co., Seoul, South Korea. (January 2015 - 2024).

For Profit Organization, EIG Austin, LLC, Austin, United States. (September 2018 - 2022).

For Profit Organization, Mystic World, Austin, TX, United States. (2018 - 2022).

For Profit Organization, Bito Campus, Meisenheim, Germany. (2018 - 2019).

For Profit Organization, Modulabs, Seoul, South Korea. (2018 - 2019).

For Profit Organization, CompanyMood, Saarlouis, Germany. (October 2017 - 2018).

For Profit Organization, Mass Asia. (May 2018 - June 2018).

For Profit Organization, SDI Planning, Co., Seoul, South Korea. (March 2017 - December 2017).

Academic, GyeongSang National University, Jinju, South Korea. (July 2016 - July 2017).

For Profit Organization, Dovetorabbit, Co., Seoul, South Korea. (June 2015 - March 2017).

For Profit Organization, Nexuscommunity, Co., Seoul, South Korea. (September 2010 - April 2011).

Media Appearances and Interviews

Asia Today. (December 13, 2017).

Maeil Business News (MK). (November 4, 2016).

Publications

Suh, T., & Suh, J. D. (2024). Assessing the Social Performance of Emerging Business Models of the Metaverse. *Springer Proceedings in Business and Economics*, 135–140. https://doi.org/10.1007/978-3-031-62135-2_14

Suh, T., & Moradi, M. (2023). Transferring in-store experience to online: An omnichannel strategy for DIY customers' enhanced brand resonance and co-creative actions. *Journal of Business Research*, *168*, 114237. https://doi.org/10.1016/j.jbusres.2023.114237

Suh, T., & Lee, S. B. (2023). Configuring managerial factors to enhance omnichannel experience and customer engagement behaviors for a solid loyalty loop. *Electronic Commerce Research*, *23*(3), 1591–1619. https://doi.org/10.1007/s10660-022-09661-6

Suh, T., Wilson, R. T., & On, S. (2023). Gender difference in visual attention to digital content of place-based advertising: a data-driven scientific approach. *Electronic Commerce Research*, *23*(2), 877–897. https://doi.org/10.1007/s10660-021-09494-9

Lee, S. B., & Suh, T. (2023). Internal audience watches the boss walking the talk: The mechanism of management's mission alignment for internal branding. *Journal of Product & Brand Management*, *32*(3), 472–487.

Suh, T., & Bong Lee, S. (2022). Omnichannel Experience in Loyalty Loop for Customer Engagement Management. *Springer Proceedings in Business and Economics*, 57–64. https://doi.org/10.1007/978-3-031-05728-1_8

Suh, T. (2022). *SOUTH KOREA'S COOPERATIVE SCHEME FOR AMERICA'S STRATEGY TO SECURE GLOBAL SUPPLY CHAINS FOR A ROBUST CLEAN ENERGY TRANSITION*. KEEI.

Lee, B., Suh, T., & Noh, H. (2021). The effect of attribute alignability on brand evaluation in a competitive context: The moderating role of regulatory mode. *Journal of Consumer Behaviour*, *20*(6), 1508–1522. https://doi.org/10.1002/cb.1962

Hsieh, C., Sanusi, E., & Suh, T. (published). *Empathy and the entrepreneurial process: cross-disciplinary fertilization via holistic marketing and mediation hypotheses.*.

Suh, T., & Chow, T. E. (2021). Developing a digital marketing tool for ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics. *Industrial Marketing Management*, *93*, 10–21. https://doi.org/10.1016/j.indmarman.2020.12.014

Suh, T., Kang, S., & Kemp, E. A. (2020). A Bayesian Network Approach to Juxtapose Brand Engagement and Behaviors of Substantive Interest in e-Services. *Electronic Commerce Research*, *20*, 361–379.

Lee, S. B., & Suh, T. (2020). Emotionally exhausted employees strike back from the outside: Negative word-of-mouth as an employees' active brand-oriented deviance in a negative event. *Journal of Product & Brand Management*, *29*(7), 863–876.

Lee, S. B., & Suh, T. (published). Internal audiences watch the boss walking the talk: the mechanism of management's mission alignment for employee's work engagement. *Journal of Business Research*.

Suh, T. (2020). *Leadership in the Very Strong Team*. Brunch.

Suh, T. (2020). *Listen to the Management when You Listen to the Bands*. Brunch.

Suh, T. (2020). *Entrepreneurial Innovators Group: A White Book*. Brunch.

Suh, T. (2020). *Listen to the Marketing When You Listen to the Music*. Brunch.

Lee, B., Suh, T., & Sierra, J. J. (2020). Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-Study Approach. *Journal of Promotion Management*, *26*(1), 1–18. https://doi.org/https://doi.org/10.1080/10496491.2019.1612496

Lee, S. B., & Suh, T. (2020). Internal audience strikes back from the outside: emotionally exhausted employees' negative word-of-mouth as the active brand-oriented deviance. *Journal of Product & Brand Management*, *29*(7), 863–876. https://doi.org/10.1108/jpbm-02-2019-2239

Lee, B., Suh, T., & Sierra, J. J. (2020). Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-study Approach. *Journal of Promotion Management*, *26*(1), 1–18. https://doi.org/10.1080/10496491.2019.1612496

Lee, B., & Suh, T. (published). The Effects of Regulatory Mode and Attribute Alignability on Consumer Responses in a Competitive Advertising Context. *Asia Pacific Journal of Marketing and Logistics*.

Suh, T., Khan, O., Schnellbaecher, B., & Heidenreich, S. (2019). Strategic accord and tension to business model innovation: Examining different tacit knowledge types and open action strategies. *International Journal of Innovation Management*. Published.

Lee, J., Suh, T., Roy, D., & Baucus, M. (2019). Emerging Technology and Business Model Innovation: The Case of Artificial Intelligence. *Journal of Open Innovation: Technology, Market, and Complexity*, *5*(3), 44–53. https://doi.org/10.3390/joitmc5030044

Suh, T., Jung, J. C., Zank, G. M., & Arend, R. J. (2019). Twofold relationship dynamics of supplier's knowledge sharing. *Journal of Business & Industrial Marketing*, *34*(4), 862–874. https://doi.org/10.1108/jbim-10-2017-0241

Suh, T., Kim, H., Ko, J., Badrinarayanan, V. A., & Bahk, S. (2018). Electronic Shelf Labels: Prototype Development and Validation Using a Design Science Approach. *Journal of Information Technology Management*, *29*(4), 23–38.

Wilson, R. T., & Suh, T. (2018). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. *International Journal of Advertising*, *37*(3), 402–420. https://doi.org/https://doi.org/10.1080/02650487.2017.1331967

Wilson, R. T., & Suh, T. (2018). Advertising to the masses: the effects of crowding on the attention to place-based advertising. *International Journal of Advertising*, *37*(3), 402–420. https://doi.org/10.1080/02650487.2017.1331967

Sierra, J. J., Hyman, M. R., Lee, B., & Suh, T. (2017). A Cross-Cultural Investigation of Intrinsic Religiosity and Attitude Toward Endings as Precursors of Superstitious Beliefs: An Abstract. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 395–396. https://doi.org/10.1007/978-3-319-45596-9_73

Sierra, J., M. H., B. L., & Suh, T. (2017). Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation. *Asian Journal of Business Research*, *7*(1), 58–78. https://doi.org/DOI:10.14707/ajbr.170031

Suh, T., Ford, J., Ryu, Y. S., & Kim, J. H. (2017). Enhancing the simultaneous utilization of measure in product design for academic-practitioner collaboration. *Journal of Product & Brand Management*, *26*(3), 312–326. https://doi.org/10.1108/jpbm-05-2016-1164

Suh, T. (2017). Exhibited trust and excessive knowledge specificity: A competitive altruism hypothesis. *Industrial Marketing Management*, *62*, 51–60. https://doi.org/10.1016/j.indmarman.2016.06.002

Sierra, J. J., Hyman, M. R., Lee, B., & Suh, T. (2017). Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation. *Asian Journal of Business Research*, *7*(1). https://doi.org/10.14707/ajbr.170031

Wilson, R. T., Suh, T., Shim, W., & Gim, H. (2017, March). *Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising*. Published.

Badrinarayanan, V., Suh, T., & Kim, K. (2016). Brand resonance in franchising relationships: A franchisee-based perspective. *Journal of Business Research*, *69*(10), 3943–3950. https://doi.org/10.1016/j.jbusres.2016.06.005

Badrinarayanan, V. A., Suh, T., & Kim, K. (2016). Brand Resonance in Franchising Relationships: A Franchisee-Based Perspective. *Journal of Business Research*, *69*(100), 3943–3950.

Suh, T., & Lee, J. (2016). Internal audience segmentation and diversity in internal communication. *Corporate Communications*, *21*(4), 450–464.

Suh, T. (2015). *Marketing Research: Insights and Tools*. Great River Learning.

Suh, T., & Khan, O. (2015). Organizational and Motivational Influence on Creativity, Working Hard, and Performance: a Case of Korean Marketing Practitioners. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 65–65. https://doi.org/10.1007/978-3-319-11882-6_23

Sierra, J. J., Hyman, M. R., Lee, B., & Suh, T. (2015). Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation. *Asia Pacific Journal of Marketing and Logistics*, *27*(4), 559–581 (Quality Indicators: ABDC: A, 2015 Highly Commended Paper). https://doi.org/10.1108/APJML-01-2015-0015

Sierra, J. J., Hyman, M. R., Lee, B., & Suh, T. (2015). Antecedents and consequences of extrinsic superstitious beliefs: a cross-cultural investigation. *Asia Pacific Journal of Marketing and Logistics*, *27*(4), 559–581. https://doi.org/10.1108/apjml-01-2015-0015

Suh, T., & Badrinarayanan, V. (2014). Proximal and Distal Influences on Project Creativity in International Marketing Teams. *International Marketing Review*, *31*(3), 283–307.

Xie, Y. H., & Suh, T. (2014). Perceived resource deficiency and internationalization of small- and medium-sized firms. *Journal of International Entrepreneurship*, *12*(3), 207–229. https://doi.org/10.1007/s10843-014-0121-9

Suh, T., & Badrinarayanan, V. (2014). Proximal and distal influences on project creativity in international marketing teams. *International Marketing Review*, *31*(3), 283–307. https://doi.org/10.1108/imr-09-2012-0155

Jung, J. C., & Suh, T. (2013). Why IJV over WOS?: Home Country Effect on the U.S. and Japanese MNEs. *Journal of Asian Business Studies*, *7*(2), 153–170.

Suh, T., Jung, J. C., & Smith, B. (2012). Learning Creativity in the Client-Agency Relationship. *The Learning Organization*, *19*(5), 428–439.

Kim, K., Kim, N., Lee, J., Kang, S., & Suh, T. (2012, February). *City Web Site and Engagement: A Bayesian Belief Network Approach*. Published.

Byun, K., Suh, T., & Kim, S. (2011). Augmented Reality as Effective Media Communication Tool for Future Users. *Journal of Korea Design Knowledge*, *19*(3), 154–164.

Suh, T., Yi, H., & Houston, M. B. (2011). Reassessing Firm Size in International Marketing Research. *Journal of Global Marketing*, *24*(1), 85–99.

Suh, T. (2011). Communications infrastructure and inward foreign investment: A comparison between developed and emerging markets. *Competitive Review*, *21*(2), 205–223.

Baik, M., Suk, H. J., Suh, T., & Kim, Y. S. (2011, November). *Organic Food Package Design Management in SMEs: A Conjoint Analysis Approach*. Published.

Suh, T., & Boggs, D. J. (2011). Communications infrastructure and traditional determinants of inward foreign investment. *Competitiveness Review: An International Business Journal*, *21*(2), 205–223. https://doi.org/10.1108/10595421111117470

Suh, T., Houston, M. B., Barney, S. M., & Kwon, I. G. (2011). The Impact of Mission Fulfillment on the Internal Audience: Psychological Job Outcomes in a Services Setting. *Journal of Service Research*, *14*(1), 76–92. https://doi.org/10.1177/1094670510387915

Xie, Y., & Suh, T. (2010). *Perceived Barriers for Internationalization of Small Firms: Perceived Lack of Resources*. Published.

Suh, T., Bae, M., Zhao, H., Kim, S. H., & Arnnold, M. J. (2010). A Multi-Level Investigation of International Marketing Projects: The Roles of Experiential Knowledge. *Industrial Marketing Management*, *39*(2), 211–220.

Xie, H. Y., Suh, T., & Kwon, I. G. (2010). Do Magnitude and Asymmetry of Specific Asset Investments Matter in Supplier-Buyer Relationships?. *Journal of Marketing Management*, *23*(1), 1–20.

Suh, T., & Houston, M. B. (2010). Distinguishing supplier reputation from trust in buyer–supplier relationships. *Industrial Marketing Management*, *39*(5), 744–751. https://doi.org/10.1016/j.indmarman.2010.02.013

Suh, T., Bae, M., Zhao, H., Kim, S. H., & Arnold, M. J. (2010). A multi-level investigation of international marketing projects: The roles of experiential knowledge and creativity on performance. *Industrial Marketing Management*, *39*(2), 211–220. https://doi.org/10.1016/j.indmarman.2008.08.007

Ryu, Y. S., Suh, T., & Dozier, S. (2009). Effects of Design Elements in Magazine Advertisements. *The Proceedings of 2009 Human-Computer Interaction International Conference*, 262–268. https://doi.org/10.1007/978-3-642-02728-4_28

Young-Sam, R., Suh, T., & Kim, H. (2008). *An Item Response Theory Approach*. Published.

Suh, T., Houston, M. B., Barney, S. M., & Kwon, I. G. (2008). *Mission Fulfillment and Employees' Psychological Outcomes*. Published.

Suh, T., & Smith, K. (2008). Attitude Toward Globalization and Country-of-Origin Evaluations: Toward a Dynamic Theory. *Journal of Global Marketing*, *21*(2), 127–140.

Suh, T., & Shin, H. (2008). When Working Hard Pays Off: Testing Creativity Hypothesis. *Corporate Communications: An International Journal*, *13*(4), 407–417.

Suh, T., & Smith, K. H. (2008). Attitude Toward Globalization and Country-of-Origin Evaluations: Toward a Dynamic Theory. *Journal of Global Marketing*, *21*(2), 127–139. https://doi.org/10.1080/08911760802135202

Suh, T., Bae, M., & Kundu, S. K. (2008). Smaller Firms' Perceived Cost and Attractiveness in International Markets. *Journal of Global Marketing*, *21*(1), 5–18. https://doi.org/10.1300/j042v21n01_02

Suh, T. (2007). *A Multiple Measurement Approach of Experiential Knowledge in International Marketing*. Published.

Suh, T. (2007). *The Impact of Organizational Creativity and Encouragement on Advertiser's Learning*. Published.

Suh, T., Bae, M., & Kundu, S. (2007). Antecedents to Smaller Firms' Perceived Cost and. *Journal of Global Marketing*, *21*(1), 5–18.

Suh, T., & Amine, L. (2007). Managing Reputational Capital in Global Markets. *Journal of Marketing Theory & Practice*, *15*(3), 205–218.

Zhao, H., Suh, T., Kim, S. H., & Du, J. (2007). On the Determinants of Global Internet Diffusion. *Journal of Global Information Management*, *15*(2), 28–55.

Zhao, H., Kim, S., Suh, T., & Du, J. (2007). Social Institutional Explanations of Global Internet Diffusion. *Journal of Global Information Management*, *15*(2), 28–55. https://doi.org/10.4018/jgim.2007040102

Chung-Hyun, K., & Suh, T. (2006). *Creating Images and the Psychology of Marketing Communication* (pp. 245–256). Managing the Multi-Dimensionality of Corporate Image: From the Stakeholders' Multi-layered Experience Perspective.

Suh, T., & Kim, H. (2006). *Measure Development of Mission Fulfillment using Item Response Theory*. Published.

Khan, O. J., Suh, T., & Kwon, I. (2006). A Path to Mature market: Logistic Regression Approach to Delineate between Emerging, Transition, and Developed Markets. *International Journal of Business Innovation and Research*, *1*(1/2), 129–143.

Suh, T., Khan, O. J., & Kwon, I. (2006). A Path to Mature Market: Logistic Regression Approach to Delineate Between Emerging, Transition, and Developed Markets. *International Journal of Business Innovation and Research*, *1*(1/2), 129–143.

Suh, T., & Kwon, I. G. (2006). Matter over mind: When specific asset investment affects calculative trust in supply chain partnership. *Industrial Marketing Management*, *35*(2), 191–201. https://doi.org/10.1016/j.indmarman.2005.02.001

Suh, T., Magnusson, P. H., & Kwon, I. (2005). *Factors of Commitment and its Correlates in Supply Chain Management*. Published.

Suh, T., Xie, H. Y., & Kwon, I. (2005). *The Effect of Total and Asymmetric Specific Asset Investment on Supplier-Buyer Relationship: A Structural Model*. Published.

Suh, T., Zhao, H., Kim, S. H., Arnold, M. J., & Bae, M. (2005). *The Impact of Experiential Knowledge and Creativity on Performance of International Project*. Published.

Khan, O. J., & Suh, T. (2005). A Multi-Group Analysis between Developed and Emerging Markets on Societal Liberalization Attracting Foreign Investment. *Journal of Global Marketing*, *19*(2), 77–94.

Suh, T. (2005). Exploring a Global Pattern of E-Business Activities and Strategic Orientation. *Journal of American Academy of Business*, *6*(1), 309–341.

Suh, T., & Shin, H. (2005). Creativity, job performance and their correlates: a comparison between nonprofit and profit-driven organizations. *International Journal of Nonprofit and Voluntary Sector Marketing*, *10*(4), 203–211. https://doi.org/10.1002/nvsm.31

Kwon, I. G., & Suh, T. (2005). Trust, commitment and relationships in supply chain management: a path analysis. *Supply Chain Management: An International Journal*, *10*(1), 26–33. https://doi.org/10.1108/13598540510578351

Suh, T. (2004). *Experiential Knowledge and Internalization of Foreign Markets*. Published.

Suh, T., Khan, O., & Bae, M. (2004). *Experiential Knowledge of Multinational SMEs and Their Perceived Attractiveness for Foreign Expansion: A Korean Context*. Published.

Zhao, H., Luo, Y., & Suh, T. (2004). Transaction cost determinants and ownership-based entry mode choice: a meta-analytical review. *Journal of International Business Studies*, *35*(6), 524–544. https://doi.org/10.1057/palgrave.jibs.8400106

Kwon, I. G., & Suh, T. (2004). Factors Affecting the Level of Trust and Commitment in Supply Chain Relationships. *Journal of Supply Chain Management*, *40*(1), 4–14. https://doi.org/10.1111/j.1745-493x.2004.tb00165.x

Suh, T., Bae, M., & Kundu, S. (2003). *Antecedents to Smaller Firms' Perceive Cost and Attractiveness in Going Abroad*. Published.

Suh, T., & Kwon, I. G. (2003). *The Role of Bilateral Asset Specificity and Replaceability on Trust in Supply Chain Partner*. Published.

Suh, T. (2003). *The Role of Globalization on Country of Origin Evaluations*. Published.

Suh, T., & Bae, M. (2003). The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization. *Journal of Korea Trade*, *7*(2), 85–107.

Suh, T., & Khan, O. J. (2003). The effect of FDI inflows and ICT infrastructure on exporting in ASEAN/AFTA countries. *International Marketing Review*, *20*(5), 554–571. https://doi.org/10.1108/02651330310498780

Suh, T., & Amine, L. S. (2002). *Defining and Managing Corporate Reputational Capital in Global Markets: Conceptual Issues, Analytical Frameworks, and Managerial Implications*. Published.

Khan, O., & Suh, T. (2002). *Delineating between Emerging Markets, Transition Markets, and Developed Markets: A Comparative Country-Level Model*. Published.

Suh, T., & Khan, O. (2002). *Organizational and Motivational Influences on Creativity, Working Hard, and Performance*. Published.

Suh, T., & Zhao, H. (2002). *The Determinants of Internet Diffusion in Emerging Markets*. Published.

Suh, T. (2002). *The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization*. Published.

Suh, T., & Khan, O. (2002). *The Effect of ICT Infrastructure and FDI Inflows on Exporting*. Published.

Suh, T. (2002). *The Effects of Firm-Specific Factors on Ownership Choice of Operations in Foreign Markets*. Published.

Suh, T. (2002). Encouraged, Motivated, and Learning-Oriented to Work Creatively and Successfully: A Case of Korean Workers in Marketing Communications. *Journal of Marketing Communications*, *8*, 134–147.

Suh, T., & Bae, M. (2002). Foreign Direct Investment Inflows and ICT Configurations. *Pacific Focus*, *27*, 213–226.

Suh, T., & Kwon, I. G. (2002). Globalization and reluctant buyers. *International Marketing Review*, *19*(6), 663–680. https://doi.org/10.1108/02651330210451962

Suh, T., Kwon, I. G., & Bae, M. (2001). *Are Global-Minded Consumers Less Ethnocentric Buyers? A Cross-Cultural Comparison*. Published.

Suh, T., & Boggs, D. (2001). *Communications Infrastructure, Openness, Market-Related Economic Factors, and FDI Inflow*. Published.

Suh, T., & Zhao, H. (2001). *International Experience and Ownership Choice in FDI: A Meta- Analysis*. Published.

Biernatzkianc, W. E., & Suh, T. (2000). *Stories We Tell Our People: Asian Cinema: Cultures, Values, and More* (J. Srampickal & L. Joseph, Eds.; pp. 133–144). Cinema in the Republic of Korea.

Suh, T. (2000). Strategic Formation, Coordination, and Orchestration of Communication in Managing National Reputation. *Journal of Public Relations*, *3*, 224–248.

Suh, T. (1999). Visual Persuasion. *Communication Research Trends*, *19*(3), 3–18.

Suh, T. (1998). A Review: Corporate Image. *Sogang Journal of Communication and Culture*, *17*, 137–171.

Suh, T., & Kim, C. (1996). Cynicism, Conformity, and Trust toward Product Information Sources. *Korean Journal of Advertising Research*, *30*(1), 1–31.

Jung, O., & Suh, T. (1996). Market Extension Strategies for Local Advertising Industries. *Korean Journal of Advertising Research*, *33*(1).

Kim, C., & Suh, T. (1996). Unintended Effects of Idealized Ad Images. *Korean Journal of Advertising Research*, *33*(4), 9–34.

Presentations

Suh, T., Global Problem Solving Workshop, "Global innovation topics for Entrepreneurial Innovators Group," Handong Global University, Pohang, South Korea. (December 20, 2023).

Suh, T., 7th Biennial Conference of the Africa Academy of Management, "Empathy, entrepreneurship, and society," Cape Town, South Africa. (August 2023).

Suh, T., Suh, J. D., 15th World Media Economics and Management Conference, "Juxtaposing disparate approaches to emerging business models of the metaverse," Seoul, South Korea. (May 2023).

Suh, T., Life River School Special Lecture Series, "Heart, BTS, and the Metaverse," Jeju, South Korea. (May 23, 2023).

Suh, T., Digital Marketing and eCommerce Conference 2022, "Omnichannel marketing in loyalty loop and customer engagement management," Barcelona. (June 29, 2022).

Suh, T., ANZMAC 2021, "Empathy, entrepreneurial marketing, and the entrepreneurial process," The University of Melbourne. (November 29, 2021).

Hsieh, C., Sanusi, E., Suh, T., International Counsel for Small Business, "Empathy and the entrepreneurial process: cross-disciplinary fertilization via holistic marketing and mediation hypotheses." (May 2021).

Suh, T., PROCEED: Startups Meet Mittelstand, "Do you have the heart?: for Mittelstand's innovation," Bito Campus, GmbH & the City of Meisenheim. (September 2018).

Suh, T., Meisenheim's Business Leaders Meeting, "EIG and Innovation in Germany," The City of Meisenheim. (June 2018).

Suh, T., Inochem, "Technological Innovation in the 21st Century," South Korea. (2017).

Wilson, R. T., Suh, T., Shim, W., Gim, H., 2017 American Advertising Academy conference, "Advertising to the masses: The effects of crowding on the attention to place-based advertising," Boston, MA, United States. (2017).

Sierra, J. J., Hyman, M. R., Kim, B. K., Suh, T., 2017 Society for Marketing Advances Conference, "Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs." (2017).

Suh, T., President's seminar at International University of Korea, "New Trends in Social Recruiting," International University of Korea, International University of Korea. (December 2015).

Suh, T., Smart School Seminar, "Recruiting platform and business model," Dovetorabbit, Seoul, South Korea. (July 2015).

Suh, T., Dovetorabbit, "Engagement in Digital Marketing." (June 2015).

Suh, T., Dovetorabbit, "Very Strong Team." (January 2015).

Suh, T., 2013 Academy of International Business Conference, "External and Internal Tacit Knowledge, Within-Strategy Accord and Tension in Open Action Strategies, and Knowledge Generation of International Project Teams," Istanbul, Turkey. (July 2013).

Suh, T., Jung, J., Zank, G., 2013 ASAC Conference, "Knowledge about a Supply Chain Partner." (June 2013).

Suh, T., 2012 Summer American Marketing Association Educators' Conference, "Constructing Bayesian Network and Nomological Network of Performance-Based Usability of Mobile Devices," Chicago. (August 2012).

Suh, T., 2012 Academy of Management Conference, "Knowledge Specificity and Long-Term Relationship Expectations," Boston. (August 2012).

Kim, K., Kim, N., Lee, J., Kang, S., Suh, T., 2012 Winter American Marketing Association Educators' Conference, "City Web Site and Engagement: A Bayesian Belief Network." (February 2012).

Baik, M., Suk, H. J., Suh, T., Kim, Y. S., LASDR 2011, the 4th World Conference on Design Research, "Organic Food Package Design Management in SMEs: A Conjoint," Deift, Netherlands. (November 2011).

Xie, Y., Suh, T., 2010 AMA Winter Conference, "Perceived Barriers for Internationalization of Small Firms: Perceived Lack of Resources," American Marketing Association, New Orleans, LA. (2010).

Suh, T., Graduate seminar: TIM Program, "Simplicity/Complexity in Organization," POSTECH. (October 2010).

Young-Sam, R., Suh, T., Dozier, S., 2009 Human-Computer Interaction International Conference, "The Effects of Design Aspects in Magazine Advertisements." (2009).

Suh, T., Yi, H.-C., 2008 AMA Summer Conference, "Mission Fulfillment and Internal Marketing," American Marketing Association, San Diego, CA. (2008).

Suh, T., Houston, M. B., The Fifth Annual Conference of Corporate Identity/Associations Research Group, "Distinguishing Trust and Reputation in Buyer-Supplier Relationship," Corporate Identity/Associations Research Group, Vancouver, Canada. (2008).

Suh, T., Houston, M., Barney, S., Kwon, I.-W., 2008 AMA Winter Conference, "Mission Fulfillment and Employees' Psychological Outcomes," American Marketing Association, Austin, TX. (2008).

Young-Sam, R., Suh, T., Kim, H., 2008 Society for Marketing Advances Conference, "Revising the Mobile Phone Usability Questionnaire (MPUQ): An Item Response Theory Approach," Society for Marketing Advances, St. Petersburg, FL. (2008).

Suh, T., Thunderbird School of Global Management, "Mission Integration Project." (2007).

Suh, T., 2007 Society for Marketing Advances Conference, "The Impact of Organizational Creativity and Encouragement on Advertiser's Learning," Society for Marketing Advances, San Antonio, TX. (2007).

Suh, T., McCoy College 2005-2006 Grant, "Mission Integration and Its Impact on Employees," McCoy College of Business Administration, San Marcos, TX. (2006).

Suh, T., 2006 Society for Marketing Advances Conference, "A Multiple Measurement Approach of Experiential Knowledge in International Marketing," Society for Marketing Advances, Nashville, TN. (2006).

Suh, T., Kim, H., 2006 Society for Marketing Advances Conference, "Measure Development of Mission Fulfillment using Item Response Theory," Society for Marketing Advances, Nashville, TN. (2006).

Suh, T., McCoy College 2004-2005 Grant, "Factors in Commitment and Their Correlates in Supply Chain Management," McCoy College of Business Administration, San Marcos, TX. (2005).

Suh, T., Doctoral Seminar on Multivariate Statistics, "Introduction to Structural Equation Modeling," Cook School of Business, Saint Louis University. (2005).

Suh, T., Magnusson, P. H., Kwon, I.-W., 2005 SMA Conference, "Factors of Commitment and its Correlates in Supply Chain Management," Society for Marketing Advances, San Antonio, TX. (2005).

Suh, T., 2005 Texas Marketing Faculty Consortium, "Mission Integration and Internal Marketing," Waco, TX. (2005).

Suh, T., Xie, H. Y., Kwon, I.-W., 2005 AMA Winter Conference, "The Effect of Total and Asymmetric Specific Asset Investment on Supplier-Buyer Relationship: A Structural Model," American Marketing Association, San Antonio, TX. (2005).

Suh, T., Zhao, H., Kim, S. H., Arnold, M. J., Bae, M., 2005 AMA Winter Conference, "The Impact of Experiential Knowledge and Creativity on Performance of International Project," American Marketing Association, San Antonio, TX. (2005).

Suh, T., 2003-2004 CBA Grant, "International Experience and Internalization of Foreign Markets," Texas State University-San Marcos, San Marcos, TX. (2004).

Suh, T., Doctoral Seminar on Multivariate Statistics, "Introduction to Structural Equation Modeling," Cook School of Business, Saint Louis University. (2004).

Zhao, H., Suh, T., Kim, S. H., Du, J., Temple University CIBER Workshop, "On the determinants of Global Internet Diffusion," Temple University, Philadelphia. (2004).

Suh, T., 2004 AMA Summer Conference, "Experiential Knowledge and Internalization of Foreign Markets," American Marketing Association, Boston, MA. (2004).

Suh, T., Khan, O., Bae, M., AMA Winter Conference, "Experiential Knowledge of Multinational SMEs and Their Perceived Attractiveness for Foreign Expansion: A Korean Context," American Marketing Association, Phoenix, AZ. (2004).

Kim, C.-H., Suh, T., La Londe Seminar Marketing Communications and Consumer Behavior, "Consumers' Multi-Layered Experience and Their Perception of Corporate Image,," La Londe, Paris, France. (2003).

Kwon, I.-W., Suh, T., Annual Spring Conference of Korean Society for Supply Chain Management, "Trust, Commitment, and Relationships in Supply Chain Management," Korean Society for Supply Chain Management, Seoul, South Korea. (2003).

Suh, T., Bae, M., Kundu, S., AMA Summer Conference, "Antecedents to Smaller Firms' Perceive Cost and Attractiveness in Going Abroad," American Marketing Association, Chicago, IL. (2003).

Kim, H.-H., Suh, T., Association for Consumer Psychology Conference, "Consumers' Perceptions from Multiple Contacts to a Company as Determinants of the Company's Overall Image," Association for Consumer Psychology, Seoul, South Korea. (2003).

Jin, H. S., Suh, T., Suh, E., Association for Consumer Psychology Conference, "Influences of Ethnocentrism, Animosity, and Global Openness on Country-of-Origin Image," Association for Consumer Psychology, Seoul, South Korea. (2003).

Khan, O., Suh, T., AMA Summer Conference, "The Effect of Civil and Economic Liberalization on FDI Inflows in Emerging Economies: A Multigroup Analysis," American Marketing Association, Chicago, IL. (2003).

Suh, T., Kwon, I.-W. G., AMA Winter Marketing Educators' Conference, "The Role of Bilateral Asset Specificity and Replaceability on Trust in Supply Chain Partner," American Marketing Association. (2003).

Suh, T., Academy of International Business Conference, "The Role of Globalization on Country of Origin Evaluations," Academy of International Business, Monterey, CA. (2003).

Suh, T., AMA Winter Marketing Educators' Conference, "Defining and Managing Corporate Reputational Capital in Global Markets: Conceptual Issues, Analytical Frameworks, and Managerial Implications," American Marketing Association, Austin, TX. (2002).

Khan, O., Suh, T., AIB-Midwest Chapter Conference, "Delineating between Emerging Markets, Transition Markets, and Developed Markets: A Comparative Country-Level Model," AIB-Midwest Chapter, Chicago, IL. (2002).

Zhao, H., Suh, T., Kim, S. H., Academy of International Business Conference, "On the Determinants of Global Internet Diffusion: A Cross-Country Analysis," Academy of International Business, Sydney, Australia. (2002).

Suh, T., Academy of International Business Conference, "Organization Size and Choice of Ownership in Foreign Markets," Academy of International Business, PR. (2002).

Suh, T., Khan, O., Academy of Marketing Science Conference, "Organizational and Motivational Influences on Creativity, Working Hard, and Performance," Academy of Marketing Science, Sanibel, FL. (2002).

Suh, T., Zhao, H., AMA Winter Marketing Educators' Conference, "The Determinants of Internet Diffusion in Emerging Markets," American Marketing Association, Austin, TX. (2002).

Suh, T., Academy of International Business-South West Chapter Conference, "The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization," Academy of International Business-South West Chapter, St. Louis. (2002).

Suh, T., Khan, O., AMA Summer Marketing Educators' Conference, "The Effect of ICT Infrastructure and FDI Inflows on Exporting," Aemrican Marketing Association, San Diego, CA. (2002).

Suh, T., AMA Winter Marketing Educators' Conference, "The Effects of Firm-Specific Factors on Ownership Choice of Operations in Foreign Markets," American Marketing Association, Austin, TX. (2002).

Suh, T., Shin, H., International Communication Association Conference, "A Theoretical Model for Korean Public Relations Practices," International Communication Association, Washington, DC. (2001).

Suh, T., Kwon, I.-W. G., Bae, M., Eighth Cross-Cultural Research Conference, "Are Global-Minded Consumers Less Ethnocentric Buyers? A Cross-Cultural Comparison," Cross-Cultural Research, HI. (2001).

Suh, T., Academy of International Business-South East Chapter Conference, "Communications Infrastructure, Openness, Market-Related Economic Factors, and FDI Inflow," Academy of International Business-South East Chapter, New Orleans, LA. (2001).

Suh, T., Zhao, H., Academy of International Business-South East Chapter Conference, "International Experience and Ownership Choice in FDI: A Meta- Analysis," Academy of International Business-South East Chapter, New Orleans, LA. (2001).

Suh, T., Korean Journalism and Mass Communication Association Conference, "Corporate Reputation Management: A Review," Korean Journalism and Mass Communication Association, Daejeon, South Korea. (1997).

Contract, Fellowships, Grants and Sponsored Research

Suh, T., "South Korea's Cooperative Scheme for America's Strategy to Secure Global Supply Chains," Sponsored by Korean Energy Economics Institute, Other, $20,000.00. (August 2, 2022 - December 15, 2022).

Suh, T., "Faculty Developmental Leave Supplemental Award," Sponsored by Texas State University, $20,000.00. (2017 - 2018).

Suh, T., "Visiting Scholarship in Entrepreneurship," Sponsored by Universitat des Saarlandes, Institutional (Higher Ed), $18,000.00. (September 2017 - January 2018).

Suh, T., "Conference/Showcase support," Sponsored by GNU, South Korea. (2016).

Suh, T., "Research/Showcase support," Sponsored by Dovetorabbit. (2015).

Wilson, R. T. (Co-Principal), Suh, T. (Co-Principal), "Technology and Advertising: Improving Media Planning and Audience Measurement," Sponsored by Research Enhancement Program, Texas State University, $15,980.00. (December 2014 - November 2015).

Suh, T., "McCoy College Faculty Development Fund," Sponsored by Texas State University, $1,499.00. (2014).

Suh, T., "McCoy College Faculty Development Fund," Sponsored by Texas State University, $900.00. (2014).

Suh, T., "McCoy College Faculty Development Fund," Sponsored by Texas State University, $700.00. (2013 - 2014).

Suh, T., "2014 McCoy Faculty Development Fund," Texas State University, $1,349.92. (February 2014 - June 2014).

Suh, T., "McCoy College Faculty Development Fund," Sponsored by Texas State University, $2,453.00. (2013).

Suh, T., "McCoy College Research Grant," Texas State University, $668.00. (February 22, 2013 - July 2013).

Suh, T., "2013 McCoy Faculty Development Fund," Texas State University, $2,542.88. (March 2013 - June 2013).

Suh, T., "Research," Sponsored by Nexuscomunity. (2011).

Suh, T., "Research/Showcase support," Sponsored by IDAS. HongIK University. (2010).

Suh, T., "McCoy College Faculty Development Fund," $2,000.00. (2008 - 2009).

Suh, T., "McCoy College Research Grant," Sponsored by McCoy College of Business Administration, Texas State University, $2,000.00. (2008 - 2009).

Suh, T., "Research Support," Sponsored by IPR. (2007).

Suh, T., "McCoy College Research Grant," Sponsored by McCoy College of Business Administration, Texas State University, $1,000.00. (2005 - 2006).

Suh, T., "McCoy College Research Grant," $1,000.00. (2004 - 2005).

Suh, T., "McCoy College Research Grant," Sponsored by McCoy College of Business Administration, Texas State University, $2,000.00. (2004 - 2005).

Suh, T., "CBA Research Grant," Sponsored by College of Business Administration, Texas State University, $1,000.00. (2003 - 2004).

Suh, T. (Principal), Zank, G. M. (Co-Principal), "Research Enhancement Program Grant," Sponsored by Texas State University-San Marcos, Texas State University, $15,000.00. (2003 - 2004).

Suh, T., "Research Support," Sponsored by SSM Healthcare System and Saint Louis University, Other. (2002).

Suh, T. (Principal), "Research support for doctoral student," Sponsored by St. Louis University, Institutional (Higher Ed), $3,000.00. (2002).

Suh, T., "Post-Doctoral Research Grant," Sponsored by The Consortium for Supply Chain Management Studies, $10,000.00. (1998 - 1999).

Research Activity

"Developing a real estate marketing solution using recommender systems and multi-criteria decision making" (On-Going).

"Money & Entrepreneurship" (Planning).

Teaching Experience

MKT 3340, section 251, ENTREPRENEURIAL MARKETING. 3 credit hours. 38 enrolled.

MKT 3340, section 001, ENTREPRENEURIAL MARKETING. 3 credit hours. 41 enrolled.

MKT 4310, section 005, INTL MARKETING. 3 credit hours. 44 enrolled.

MKT 4310, section 751, INTL MARKETING. 3.00 credit hours. 20 enrolled.

MKT 4310, section 752, INTL MARKETING. 3.00 credit hours. 9 enrolled.

MKT 3340, section 251, ENTREPRENEURIAL MARKETING. 3 credit hours. 41 enrolled.

MKT 3370, section 253, MARKETING RESEARCH. 3 credit hours. 39 enrolled.

MKT 4397, section 005, DIRECTED STUDY MKT. 3.00 credit hours. 24 enrolled.

MKT 4310, section 002, INTL MARKETING. 3.00 credit hours. 39 enrolled.

MKT 5397F, section 751, CONTEMPORARY ANALYSIS TOPICS. 3.00 credit hours. 7 enrolled.

MKT 4310, section 751, INTL MARKETING. 3.00 credit hours. 20 enrolled.

MKT 4397, section 254, DIRECTED STUDY MKT. 3 credit hours. 35 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3 credit hours. 30 enrolled.

MKT 4397, section 005, DIRECTED STUDY MKT. 3 credit hours. 19 enrolled.

MKT 4330, section 001, PROMOTION STRATEGY. 3 credit hours. 40 enrolled.

MKT 5397F, section 751, CONTEMPORARY ANALYSIS TOPICS. 3.00 credit hours. 20 enrolled.

MKT 4310, section 751, INTL MARKETING. 3.00 credit hours. 27 enrolled.

MKT 4397, section 254, DIRECTED STUDY MKT. 3 credit hours. 31 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3 credit hours. 32 enrolled.

MKT 3370, section 255, MARKETING RESEARCH. 3 credit hours. 32 enrolled.

MKT 4310, section 001, INTL MARKETING. 3 credit hours. 39 enrolled.

MKT 4310, section 002, INTL MARKETING. 3 credit hours. 35 enrolled.

MKT 4310, section 005, INTL MARKETING. 3 credit hours. 30 enrolled.

MKT 5397F, section 752, CONTEMPORARY ANALYSIS TOPICS. 3.00 credit hours. 6 enrolled.

MKT 4310, section 751, INTL MARKETING. 3.00 credit hours. 31 enrolled.

MKT 4310, section 251, INTL MARKETING. 3 credit hours. 33 enrolled.

MKT 4310, section 252, INTL MARKETING. 3 credit hours. 36 enrolled.

MKT 3370, section 251, MARKETING RESEARCH. 3 credit hours. 38 enrolled.

MKT 4395, section 001, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MKT 4310, section 001, INTL MARKETING. 3.00 credit hours. 33 enrolled.

MKT 4310, section 002, INTL MARKETING. 3.00 credit hours. 38 enrolled.

MKT 4310, section 003, INTL MARKETING. 3.00 credit hours. 37 enrolled.

MKT 5330, section 751, INTERNATIONAL MKTG. 3.00 credit hours. 16 enrolled.

MKT 3370, section 751, MARKETING RESEARCH. 3.00 credit hours. 23 enrolled.

MKT 4395, section 251, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MKT 4310, section 251, INTL MARKETING. 3.00 credit hours. 39 enrolled.

MKT 4310, section 252, INTL MARKETING. 3.00 credit hours. 40 enrolled.

MKT 3370, section 252, MARKETING RESEARCH. 3.00 credit hours. 40 enrolled.

MKT 4310, section 005, INTL MARKETING. 3.00 credit hours. 34 enrolled.

MKT 4310, section 006, INTL MARKETING. 3.00 credit hours. 33 enrolled.

MKT 3370, section 006, MARKETING RESEARCH. 3.00 credit hours. 38 enrolled.

MKT 5330, section 751, INTERNATIONAL MKTG. 3.00 credit hours. 15 enrolled.

MKT 3370, section 751, MARKETING RESEARCH. 3.00 credit hours. 21 enrolled.

MKT 5330, section 251, INTERNATIONAL MKTG. 3 credit hours. 8 enrolled.

MKT 5330, section 252, INTERNATIONAL MKTG. 3.00 credit hours. 7 enrolled.

MKT 3370, section 251, MARKETING RESEARCH. 3 credit hours. 40 enrolled.

MKT 3370, section 252, MARKETING RESEARCH. 3 credit hours. 36 enrolled.

MKT 4395, section 001, INDEPENDENT STUDY. 3.00 credit hours. 2 enrolled.

MKT 3370, section 002, MARKETING RESEARCH. 3.00 credit hours. 38 enrolled.

MKT 3370, section 003, MARKETING RESEARCH. 3.00 credit hours. 41 enrolled.

MKT 3370, section 004, MARKETING RESEARCH. 3.00 credit hours. 40 enrolled.

MKT 3370, section 751, MARKETING RESEARCH. 3.00 credit hours. 17 enrolled.

MKT 3370, section 752, MARKETING RESEARCH. 3.00 credit hours. 11 enrolled.

MKT 4395, section 252, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours. 8 enrolled.

MKT 5330, section 252, INTERNATIONAL MKTG. 3.00 credit hours. 5 enrolled.

MKT 3370, section 251, MARKETING RESEARCH. 3.00 credit hours. 37 enrolled.

MKT 3370, section 252, MARKETING RESEARCH. 3.00 credit hours. 34 enrolled.

MKT 5330, section 001, INTERNATIONAL MKTG. 3.00 credit hours. 10 enrolled.

MKT 3370, section 001, MARKETING RESEARCH. 3.00 credit hours. 38 enrolled.

MKT 3370, section 002, MARKETING RESEARCH. 3.00 credit hours. 38 enrolled.

MKT 3370, section 752, MARKETING RESEARCH. 3.00 credit hours. 12 enrolled.

MKT 4395, section 251, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours. 10 enrolled.

MKT 5330, section 252, INTERNATIONAL MKTG. 3.00 credit hours. 11 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3.00 credit hours. 39 enrolled.

MKT 5330, section 001, INTERNATIONAL MKTG. 3.00 credit hours. 8 enrolled.

MKT 3370, section 001, MARKETING RESEARCH. 3.00 credit hours. 40 enrolled.

MKT 3370, section 002, MARKETING RESEARCH. 3.00 credit hours. 40 enrolled.

MKT 3370, section 751, MARKETING RESEARCH. 3.00 credit hours. 25 enrolled.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours. 29 enrolled.

MKT 5395, section 251, INDEP STUDY IN MKT. 3.00 credit hours. 1 enrolled.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours. 15 enrolled.

MKT 3370, section 253, MARKETING RESEARCH. 3.00 credit hours. 32 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3.00 credit hours. 32 enrolled.

MKT 5330, section 001, INTERNATIONAL MKTG. 3.00 credit hours. 3 enrolled.

MKT 3370, section 003, MARKETING RESEARCH. 3.00 credit hours. 40 enrolled.

MKT 3370, section 004, MARKETING RESEARCH. 3.00 credit hours. 39 enrolled.

MKT 3370, section 751, MARKETING RESEARCH. 3.00 credit hours. 23 enrolled.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours. 18 enrolled.

MKT 4395, section 252, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours. 7 enrolled.

MKT 3370, section 253, MARKETING RESEARCH. 3.00 credit hours. 32 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3.00 credit hours. 30 enrolled.

MKT 5330, section 001, INTERNATIONAL MKTG. 3.00 credit hours. 12 enrolled.

MKT 3370, section 003, MARKETING RESEARCH. 3.00 credit hours. 30 enrolled.

MKT 3370, section 004, MARKETING RESEARCH. 3.00 credit hours. 26 enrolled.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours. 22 enrolled.

MKT 3370, section 253, MARKETING RESEARCH. 3.00 credit hours. 34 enrolled.

MKT 3370, section 254, MARKETING RESEARCH. 3.00 credit hours. 23 enrolled.

MKT 4330, section 254, PROMOTION STRATEGY. 3.00 credit hours. 18 enrolled.

MKT 3370, section 004, MARKETING RESEARCH. 3.00 credit hours. 21 enrolled.

MKT 3370, section 005, MARKETING RESEARCH. 3.00 credit hours. 24 enrolled.

MKT 4330, section 003, PROMOTION STRATEGY. 3.00 credit hours. 12 enrolled.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 752, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours.

MKT 3370, section 253, MARKETING RESEARCH. 3.00 credit hours.

MKT 3370, section 254, MARKETING RESEARCH. 3.00 credit hours.

MKT 5321, section 2, MARKETING MGMT. 3.00 credit hours.

MKT 3370, section 1, MARKETING RESEARCH. 3.00 credit hours.

MKT 3370, section 2, MARKETING RESEARCH. 3.00 credit hours.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 752, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours.

MKT 4330, section 252, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 253, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5321, section 2, MARKETING MGMT. 3.00 credit hours.

MKT 4330, section 1, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 2, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 752, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5330, section 251, INTERNATIONAL MKTG. 3.00 credit hours.

MKT 4330, section 252, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 253, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5321, section 2, MARKETING MANAGEMENT. 3.00 credit hours.

MKT 4330, section 1, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 2, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 751, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 752, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 252, PROMOTION STRATEGY. 3.00 credit hours.

MKT 5321, section 1, MARKETING MANAGEMENT. 3.00 credit hours.

MKT 4330, section 1, PROMOTION STRATEGY. 3.00 credit hours.

MKT 4330, section 2, PROMOTION STRATEGY. 3.00 credit hours.

MKT 3367, section 501, PROM STRATEGY. 3.00 credit hours.

MKT 3355, section 751, RETAILING. 3.00 credit hours.

MKT 5331, section 251, INTEGRATED MKT COMM. 3.00 credit hours.

MKT 3367, section 251, PROM STRATEGY. 3.00 credit hours.

MKT 3367, section 252, PROM STRATEGY. 3.00 credit hours.

MKT 3367, section 253, PROM STRATEGY. 3.00 credit hours.

MKT 3367, section 1, PROM STRATEGY. 3.00 credit hours.

MKT 3367, section 2, PROM STRATEGY. 3.00 credit hours.

MKT 3367, section 4, PROM STRATEGY. 3.00 credit hours.

Directed Student Learning

Dissertation, "Applications of brand competition analysis and mapping." (January 2020 - Present).
Advised: Bongjun Ji

Project, "Blended Innovation." (October 2020 - May 2021).
Advised: Mollie Kendall, Total 42 students in MKT4397 254 & at EIG@TXSTATE

Project, "Kickstarter Application for Chakancha." (August 2020 - December 2020).
Advised: Cassidy Bailey, Total 33 students across three sections of MKT4310

Independent Study, "Developing a business model of a startup." (August 2019 - December 2019).
Advised: Jesus Urbano

Internship, "Intership for PrevioXR, LLC." (June 2019 - December 2019).
Advised: Austin Smith

Honor's Thesis, "planning of research for honor class thesis." (January 2019 - August 2019).
Advised: John Lee

Applied Research Project, "Developing a research paper." (October 2017 - February 2019).
Advised: BENEDIKT SCHNELLBÄCHER

Applied Research Project, "Developing a research paper." (May 2017 - December 2017).
Advised: Hyung-Sin Kim

Dissertation. (January 2014 - May 2017).
Advised: Nathaniel Dede-Bamfo

Independent Study. (January 2016 - May 2016).
Advised: Jake Wangler

Independent Study. (January 2016 - May 2016).
Advised: Tamara Rodriguez

Independent Study. (January 2015 - May 2015).
Advised: Blake Bohls

Applied Research Project, "planning of research." (January 2014 - May 2015).
Advised: Akiko Mukai Agha

Applied Research Project, "research assistant." (February 2014 - May 2014).
Advised: Madison Corpening, Megan Jackson, Forrest Lowman, Stephanie Macke, Danali Marquez

Applied Research Project, "Research Assistant." (January 2013 - May 2013).
Advised: Ann Peairson, Glen Roen, Molly Wilkes, Lakota Campbell

Independent Study. (January 2013 - May 2013).
Advised: Willem Gonzalez

Candidacy Exam. (January 2012 - May 2013).
Advised: Nathaniel Dede-Bamfo

Dissertation. (August 2011 - March 2013).
Advised: Aaron Wilson

Applied Research Project, "Developing a research paper." (March 2011 - December 2012).
Advised: Jaehun Lee

Applied Research Project. (May 2011 - July 2012).
Advised: Yosup Kim

Project, "Developing a business model of a startup." (January 2011 - December 2011).
Advised: Rok Kim

Applied Research Project. (January 2011 - August 2011).
Advised: Mokryun Baik

Exit Exam. (2006).
Advised: Sarah Mercer

Exit Exam. (2005).
Advised: April Mai

Non-Credit Instruction Taught

Faculty Internship, BioCubix, Co., 1 participant. (May 2021 - July 2021).

Continuing Education, Texas State University, 4 participants. (March 2021 - April 15, 2021).

Management / Executive Development, Texas State University. (July 2020).

Management / Executive Development, Texas State University. (June 2020).

Management / Executive Development, Texas State University. (November 2019).

Keynote Speech, Bito Campus GmbH, 300 participants. (September 1, 2018).

Seminar, KWT at Saarland University, 12 participants. (December 7, 2017 - December 8, 2017).

Keynote Speech, GyeongSang National University, 200 participants. (December 16, 2016).

Guest Lecture, aSSIST Business School, 56 participants. (November 26, 2011).

Guest Lecture, IDAS / GS Group, 35 participants. (April 8, 2011).

Guest Lecture, Pohang University of Science and Technology, 42 participants. (March 25, 2011).

Keynote Speech, HongIk University, 57 participants. (December 16, 2010).

Guest Lecture, KAIST, 38 participants. (July 30, 2010).

Teaching Innovation and Curriculum Development

New Course. Entrepreneurial Marketing. May 2018 - March 2020.

Revise Existing Course. Special Topic Course for MSMRA. December 2019 - February 2020.

First Time Course Preparation. MKT 4310 International Marketing. May 1, 2018 - August 15, 2018.

First Time Course Preparation. MKT 3370 Marketing Research. June 2009 - August 2009.

First Time Course Preparation. MKT 5330 International Marketing. November 2007 - January 2008.

First Time Course Preparation. MKT 5321 Marketing Management. June 2006 - August 2006.

First Time Course Preparation. MKT 3355 Retailing. March 2006 - July 2006.

Faculty Development Activities Attended

Tutorial, "Common Mistakes in the Development Cycle," AACSB. (February 21, 2024).

Workshop, "Design thinking: An innovative, creative approach to better writing assignment," Texas State University, San Marcos. (February 7, 2019).

Workshop, "Transforming good ideas into funded research," Texas State University, San Marcos. (October 4, 2016).

Workshop, "Preparing Students for Socially Responsible Global Citizenship," Texas State University. (May 14, 2013 - May 15, 2013).

"Bayesial Lab course," Baysia Company, San Antonio, TX, United States. (April 10, 2013 - April 12, 2013).

Workshop, "Junior Faculty Workshop," American Marketing Association, San Antonio, TX. (2005).

Workshop, "Technology in Classroom," Texas State University-San Marcos. (2004).

Continuing Education Program, "Program for Teaching Excellence," Saint Louis University. (2002).

University Service

Member, DBA faculty. (August 2024 - Present).

Honorary Professor of International Studies, Center for International Studies. (January 2023 - Present).

Faculty Advisor, EIG@TXST. (November 2020 - Present).

Member, Ignite/Deep Dive Work Team. (October 2020 - Present).

Member, MSMRA faculty group. (2020 - Present).

Faculty Advisor, Christians at Texas State. (2009 - Present).

Mentor, Visiting scholarship of Dr. Changhyeon Jin. (August 2023 - February 2025).

Mentor, Visiting scholarship of Dr. Jiwoong Lee. (December 2023 - January 2025).

Participant, SBDC meeting with City of Seoul Reputy Team. (November 2024).

Chair, Assurance of Learning. (September 2020 - August 2024).

Organizer, Marketing Representative for PhD program in Business. (January 2023 - December 2023).

Participant, SBDC Entrepreneurship Roundtable (4th). (October 21, 2023).

Organizer, SBDC Entrepreneurship Roundtable (3rd). (March 22, 2023).

Participant, SBDC Entrepreneurship Roundtable (2nd). (October 8, 2022).

Organizer, Video production for on-campus entrepreneurs. (September 2021 - September 2022).

Team Organizer & Mentor, New Ventures. (April 2022 - June 2022).

Mentor, Texas State I-Corps Program. (March 2022 - April 2022).

University Mentor, Deep Dive 2022 Spring. (April 8, 2022 - April 10, 2022).

Participant, SBDC Entrepreneurship Roundtable (1st). (March 26, 2022).

Member, Endowed Professorship Committee. (October 2021 - February 2022).

University Mentor, Small Producers Initiative (SPI) Workshop. (November 2021).

Team mentor, New Ventures. (April 2021 - June 2021).

Judge, Spring 2021 MBA Presentation Competition. (April 29, 2021).

University Mentor, Deep Dive 2021 Spring. (April 16, 2021 - April 18, 2021).

Mentor, Visiting scholarship of Dr. Sanglim Lee. (January 2020 - February 2021).

Organizer, EIG at Texas State (new student organization). (September 2020 - January 2021).

University Mentor, Deep Dive entrepreneurship workshop. (October 2020 - November 2020).

Team Mentor, Texas State I Corps Program. (April 2020 - August 2020).

Mentor, Visiting Scholarship of Dr. Taewoong Yun. (January 2020 - August 2020).

Team organizer & mentor, New Ventures. (April 2020 - June 2020).

Team Mentor, Texas State I Corps Program. (January 2020 - April 2020).

Faculty Lead, Texas State I-Corps 3-Week Program. (April 2019 - November 2019).

Panelist, GIS Day 2019 @TXST. (November 14, 2019).

Faculty Mentor, Consulting: International recruitment for College of Education. (March 2019 - May 2019).

Representative, Curriculum Committee. (August 2014 - May 2017).

Committee Member, Assurance of Learning. (August 2006 - May 2017).

Representative, Curriculum Committee. (2015).

Representative, Graduate Policies Committee. (2014).

Representative, Graduate Council. (2014).

Faculty Mentor, Usability Lab for McCoy's Building Supply. (January 2014 - May 2014).

Faculty Mentor, Usability Lab for McCoy's Building Supply. (January 2013 - May 2013).

Committee Member, Faculty Search Committee. (June 2012 - December 2012).

Committee Chair, Faculty Search Committee. (2009).

Committee Member, Departmental Representative for Assessment Committee. (2006 - 2009).

Committee Member, Alkek Library Committee. (2004 - 2009).

Committee Member, Faculty Search Committee. (2006 - 2007).

Committee Member, Research Enhancement Program Review Committee. (2005 - 2006).

Committee Member, Academic Performance Review Committee. (2004).

Committee Member, Faculty Search Committee. (2004).

Committee Member, Faculty Evaluation Guideline Committee. (2003 - 2004).

Professional Service

Coordinator / Organizer, EIG@SMWU, Seoul. (June 2022 - Present).

Editorial Review Board Member, Businesses, Basel. (November 2020 - Present).

Coordinator / Organizer, The Digital Marketing & eCommerce Conference, Granada. (November 2019 - Present).

President, Entrepreneurial Innovators Group (EIG Community). (December 2010 - Present).

Speaker, Dong-Ah Institute of Media and Arts, Seoul. (December 2024).

Reviewer / Referee, Electronic Commerce Research. (2024).

Speaker, SXSW, Austin, TX. (March 2024).

Attendee / Participant, CES, Las Vegas, NV. (January 2024).

Reviewer / Referee, Journal of Management Studies. (September 2023).

Reviewer / Referee, International Marketing Review. (August 2023).

Mentor, World Federation of United Nations Associations, Seoul. (April 12, 2023 - June 12, 2023).

Reviewer / Referee, International Journal of Consumer Studies. (January 2023 - February 2023).

Judge / Speaker / Mentor, Ideathon 2022: United Group of Entrepreneurial Student Organizations in Seoul, Seoul. (December 22, 2022).

Speaker, Korea Energy Economics Institute 2022 Annual Conference, Seoul. (December 15, 2022 - December 16, 2022).

Reviewer / Referee, Electronic Commerce Research. (August 2022 - September 2022).

Reviewer / Referee, Journal of Product & Brand Management. (May 2022 - July 2022).

Reviewer / Referee, Psychology & Marketing. (April 2022 - June 2022).

Reviewer / Referee, Industrial Marketing Management. (April 2022 - May 2022).

Guest Editor, Journal of Open Innovation (business model innovation topics), Bazel. (February 2018 - December 2021).

Reviewer / Referee, Data. (May 2021).

Reviewer / Referee, Industrial Marketing Management. (March 2021 - May 2021).

Reviewer / Referee, International Business Review. (April 2021).

Director, International Division, Korea Internet e-Commerce Association. (2016 - 2020).

Editorial Review Board Member, Journal of Internet & E-Commerce. (2016 - 2020).

Reviewer / Referee, Journal of Product & Brand Management. (January 2020 - November 2020).

Editorial Review Board Member, Sustainablility. (May 2019 - September 2020).

Reviewer / Referee, Asia Pacific Journal of Marketing and Logistics. (2019).

Reviewer / Referee, Journal of Product and Brand Management. (2019).

Reviewer / Referee, Sustainability. (2019).

Reviewer / Referee, Journal of Product and Brand Management. (2018).

Reviewer / Referee, Technovation. (2018).

Reviewer / Referee, Review of Economics & Finance. (2016 - 2018).

Ad-hoc Journal Reviewer, International Marketing Review. (2016).

Ad-hoc Journal Reviewer, Marketing Managment Journal. (2016).

Ad-hoc Journal Reviewer, Coroprate Communications. (2015).

Ad-hoc Journal Reviewer, Journal of Business Research. (2015).

Conference Reviewer, Society of Marketing Academy Conference. (2015).

Ad-hoc Journal Reviewer, Journal of Business Research. (2014).

Ad-hoc Journal Reviewer, International Journal of Production Economics. (2013).

Editorial Review Board Member, Journal of Foodservice Management. (2013).

Ad-hoc Journal Reviewer, International Journal of Production Economics. (2012).

Ad-hoc Journal Reviewer, Multinational Business Review. (2012).

Ad-hoc Journal Reviewer, Multinational Business Review. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Supply Chain Management. (2009).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2009).

Reviewer, Conference Paper, Summer AMA Educators' Conference. (2009).

Reviewer, Ad Hoc Reviewer, Industrial Marketing Management. (2008).

Reviewer, Ad Hoc Reviewer, Journal of World Business. (2008).

Reviewer, Ad Hoc Reviewer, Corporate Communication. (2007).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2006).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (2005).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2005).

Reviewer, Conference Paper, Society for Marketing Advances Conference. (2005).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (2004).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2004).

Reviewer, Conference Paper, Academy of International Business Conference. (2004).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2003).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2003).

Session Chair, Association for Consumer Psychology Conference. (2003).

Reviewer, Conference Paper, Academy of International Business Conference. (2002 - 2003).

Reviewer, Conference Paper, Eighth Cross-Cultural Research Conference. (2001).

Reviewer, Conference Paper, Winter AMA Educators' Conference. (2001).

Public Service

Strategic Advisor, Oryeri Tech, Siheung. (July 2020 - Present).

Volunteer, The Church in Austin, Austin, TX. (2011 - Present).

Board Member, Visualsyn, Seoul. (June 2023 - December 2024).

Research lead, Korea Energy Economics Institute, Ulsan. (April 2022 - 2024).

Advisor, Dream DF, Co., Jinju. (March 2022 - 2024).

Strategic Advisor, Biocubics, Co., Seoul. (October 2020 - December 2024).

Board Member, Reccobox, Co., Seoul. (2017 - 2024).

Advisor, GONOGO, Co., Seoul. (May 2022 - August 2024).

Advisor, Bithumb Meta, Co., Seoul. (May 2022 - March 2024).

Organizer, International Entrepreneurship Program, SMWU, Seoul. (April 2022 - 2023).

Advisor, JAIN Research Institute, Seoul, South Korea. (July 2021 - 2023).

Strategic Advisor, SJ Natural, Co., Jinju. (November 2020 - 2023).

Speaker, The Future of Clean Energy Industries: One-day Workshop by Korea Energy Economics Institute, Seoul. (December 16, 2022).

Speaker, Kobe University, SESAMI program roundtable, Kobe. (December 13, 2022).

Organizer, Korean Forum of Innovative Management Research, Seoul. (October 2021 - February 2022).

Startup Accelerating Advisor, The Wave Company, Gangreung. (2019 - 2021).

Strategic Advisor, Key Publication, Co., Seoul. (December 2020 - May 2021).

Board Member, CompanyMood, Saarlouis. (2017 - 2019).

Advising Board Member, Mass Asia, Co., Seoul. (July 2018 - June 2019).

Board Member, Innovation Committee for Mittelstand in Rheinland-Pfalz, Meinz. (January 2018 - December 2018).

Management Advisor, SDI Planning, Co., Seoul. (2016 - 2017).

Strategy Advisor, Egosoft, Co., Seoul. (2015 - 2017).

Strategy Advisor, Dovetorabbit, Co., Seoul. (2014 - 2017).

Chair, EIG Jinju Conference, Business School at GSU, Jinju. (2016).

Research Advisor, McCoy's Building Supply, San Marcos, TX. (2013 - 2014).

Program Advisor, GCG, Austin, TX. (2013).

Speaker, Alereon.com, Austin, TX. (2012).

Progam Chair, 2011 Korean Institute of Design Management Conference. (2011).

Speaker, GS Group, Seoul. (2011).

Conference Chair, EIG Conference, IDAS, HongIK University. (2010).

Director, KBCA, Austin, TX. (2006 - May 2010).

Guest Speaker, Daesung Group. (2009).

Guest Speaker, SanChung Local Government. (2009).

Board Member, Korean Culture Foundation in Texas, TX. (2007).

Guest Speaker, Mill Elementary, Austin, TX. (2005 - 2006).

Teacher, Korean School, KBCA, Austin, TX. (2005 - 2006).