



# The 2024 Global Business Forum

*Sustainable Global Entrepreneurship and Innovation*

**July 1<sup>st</sup>, 2024, 01:00 PM (KST, UTC+9)**

**LG-POSCO Building, Room #625, Korea University, Seoul, South Korea**

In response to the dynamic shifts within the global business arena, the Global Business area at Korea University Business School (KUBS) has launched the Global Business Forum. Designed as a pivotal platform, the forum invites graduate students and junior faculty to partake in scholarly dialogue and nurture opportunities for the advancement of research ideas and career growth. Our primary goal is to foster a vibrant scholarly conversation that tackles the complexities of the changing global business environment while uncovering novel approaches.

## WHO SHOULD ATTEND?

The event is crafted to accommodate a diverse audience, encouraging scholars to share their research interests and ideas for valuable feedback. Regardless of whether you bring a draft paper or not, attendees will have the chance to participate in enriching discussions and gain valuable insights from scholars to refine their work and advance their ideas.

## HOW TO REGISTER?

We kindly request prospective attendees to submit a one-page bio/research interests in bullet-point format. This one-page format allows attendees to highlight their career development milestones and the research interests they wish to discuss with the panelists. Please use the link below to submit your application. The deadline for submission is June 10<sup>th</sup>, 2024, 11:59 PM (KST, UST+9). Due to space limitations of 50 participants, we encourage you to apply as early as possible. <https://forms.gle/Ni1sVWYvnFJiUNex5>

## KEYNOTE SPEAKER



### Sharon Alvarez

Thomas W. Olofson Chair in Entrepreneurship at University of Pittsburgh  
AOM President

*"Sustainable Global Entrepreneurship and Innovation"*

## PANELISTS



### Curba M. Lampert

Knight Ridder Eminent Scholar Endowment  
Chair Professor,  
Dept of International Business,  
Florida International University

#### Areas of Expertise

Entrepreneurship; Strategy; Technology and Innovation



### Minyoung Kim

Frank T. Stockton Professor  
Professor, School of Business, University of Kansas

#### Areas of Expertise

Strategic Management; International Business; Technology and Innovation; Value creation and Value appropriation



### Brian S. Park

Assistant Professor,  
Dept of Management, Georgia State University

#### Areas of Expertise

Adverse events; Social evaluations; ESG and corporate social responsibility



### DuckJung Shin

Associate Professor,  
Korea University Business School, Korea University

#### Areas of Expertise

International OB/HRM; Strategic HRM; Workplace diversity

ORGANIZER



Korea University  
Business School

Korea University Business School  
Area of Global Business

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## PROFESSIONAL DEVELOPMENT WORKSHOP

### JULY 1<sup>ST</sup>

- ~13:15 Registration
- 13:15~14:15 Opening Remark
  - Sang Yong Kim, Dean of KUBSKeynote Speech: Sustainable Global Entrepreneurship and Innovation
  - Sharon Alvarez (AOM President)
- 14:30~16:20 R#1: Entrepreneurship
  - Sharon AlvarezR#2: Technology Strategy & International Business
  - Curba M. LampertR#3: Global Innovation & Political Strategy
  - Minyoung KimR#4: Sustainability and ESG
  - Brian S. ParkR#5: Behavioral Issues
  - DuckJung Shin

## GLOBAL BUSINESS FORUM INSIGHTS SERIES

### JULY 3<sup>RD</sup>

- 14:00-15:15 A special session with
  - Dana Minbaeva (Professor, King's College London/ Copenhagen Business School)
- 15:30-17:30 A special session on 'Academic life in the U.K.' with
  - Hyeyoun Park (University of Surrey)
  - Ji-Won Song (University of Edinburgh)
  - Zibang Chen (University of Manchester)

### JULY 8<sup>TH</sup>

- 09:30~11:30 A special session with
  - Anthea Zhang (Professor, Rice University, President, Strategic Management Society)

## KOREA UNIVERSITY BUSINESS SCHOOL

Korea University Business School stands as a pioneering institution in business education, being the first to introduce business studies in Korea since its inception in 1905 as part of Korea University, originally Bosung College. It has consistently led in innovation and quality, being the first in the nation to receive AACSB and EQUIS accreditation, reflecting its commitment to excellence in business education and research.

## FACULTY AT GLOBAL BUSINESS AREA

Ahn, Yoojung | PhD, University of Massachusetts  
Cho, Myeong-Hyeon | PhD, Cornell University  
Chung, Jaiho | PhD, Harvard University  
Jeong, Insik | PhD, University of South Carolina  
Pyun, Ju Hyun | PhD, University of California, Davis  
Shin, DuckJung | PhD, University of Western Ontario

Cho, Cecile Kyung-Ah | PhD, Columbia University  
Chung, Chris Changwha | PhD, University of Western Ontario  
Hemmert, Martin | PhD, University of Cologne  
Moon, Jon Jungbien | PhD, University of Pennsylvania  
Rhee, Jay Hyuk | PhD, Ohio State University

### Location



- Subway line: Line No.6 Korea University Station, Exit No.1
- Bus: 101, 1017, 111, 1111, 1112, 1222, 144, 173, 2222, 273, 7211



### EVENT COORDINATOR

- DuckJung Shin (Associate Professor at Korea University)

### CO-ORGANIZERS

- Chanhyuk Shin (PhD Candidate at Korea University)
- Nam Kim (PhD Candidate at Korea University)

### PDW FACILITATOR

- Jukyeong (Judy) Han (Assistant Professor at McMaster University)

CONTACT: [gbforum2024@gmail.com](mailto:gbforum2024@gmail.com)