

Chong “Joanna” S.K. Lee
Ph.D.
The University of Texas at Austin

ACADEMIC DATA

- Ph.D. University of Texas at Austin, 1986
Major: Advertising
Supporting Areas of Emphasis: Marketing, General Business and
Speech Communication
Dissertation Title: A Market Segmentation Analysis of A Retail
Financial Services Market
- M.A. University of Texas at Austin, 1982
Major: Advertising
- B.A. Ewha Women's University, Seoul, Korea, 1979
Majors: Journalism and English Literature

TEACHING EXPERIENCE

Professor of Marketing at California State University, East Bay, 1998 to present, teaching Marketing Principles, Advertising Management, Integrated Marketing Communication, Strategic Marketing Management and Marketing Strategy.

Associate Professor of Marketing at California State University, East Bay, teaching Introduction to Marketing Management, Introduction to Advertising Management, Media Planning. 1993 to 1998.

Assistant Professor of Marketing at California State University, East Bay, teaching Introduction to Marketing Management, Introduction to Advertising Management, Media Planning, and Advertising Agency Seminar. 1987 to 1992

Laboratory Instructor, Department of Advertising, The University of Texas at Austin, Courses of Experience: International Advertising, Introduction to Advertising, Creativity in Advertising, Advertising Research, Advertising Media Planning, Advertising and Society, Advertising Management, Advanced Advertising Research. 1981 to 1986.

Guest Lecturer, International and Cross-Cultural Advertising, University of Texas at Austin, Spring 1986.

Guest Lecturer, Advertising Management, University of Texas at Austin, Summer 1986.

ADMINISTRATIVE POSITION

Chair, Department of Marketing and Entrepreneurship, College of Business and economics, California State University, East Bay, 2009-Present.

Director, Graduate Programs, College of Business and economics, California State University, East Bay, 2008-Present.

Chair, Department of Marketing and Entrepreneurship, College of Business and Economics, California State University, East Bay, 1998 to 2007.

Director of Articulation and Public Relations, College of Business and Economics, California State University, East Bay, 1995 to 1998.

Board Member, Strategic Marketing Communication Group, California State University, East Bay. 1998 to present.

Board Member, PACE Advisory Board, California State University, East Bay 2004 to present.

Board Member, Board of Directors, Youth Orchestra of Southern Alameda County, January 2000 to 2009.

PUBLICATIONS

Dissertation:

A Market Segmentation Analysis of A Retail Financial Service Market, 1986.

Book:

Customer Relationship Management, (2005), With Yi Tae Kim, Dae Kyung Publishing, Seoul, Korea. ISBN 89-5858-034-8.

Refereed Journal Papers:

“Teaching Innovation Skills: Application of Design Thinking in a Graduate Marketing Course,” (2015) with Ron Benza, Business Education Innovation Journal, 7(1), pp 43-50.

“The Rise, Fall, and Return of E-Marketing Curriculum: - A Call for Integration,” (2012) Business Education Innovation Journal, 4(1), 9 pages.

“Understanding Bank Service Quality in Customers’ Terms: An Exploratory Analysis of Top-Of-Mind Definition,” (2011) International Journal of Business and Social Science, 2 (21), 7 pages.

“A Constructivist Curriculum in Environmental Marketing,” (2007), (with Brian McKenzie), Business Education Digest, Issue XVI, May 2007, pp 17-28.

“Marketing a Department: One Chair's Experience in Curriculum Revision,” (2006) Journal for Advancement of Marketing Education, Vol. 9, Winter 2006, pp 9-17.

“Café Bijoux: A Small Business Marketing Challenge,” (2006), Journal of Business Case Studies, Vol. 2 (3), pp 39-48.

Proceedings

“The Effectiveness of Design Thinking Approach in Teaching and Learning Innovation Skills,” (2016) Marketing EDGE Marketing Research Summit Proceedings.

“The Role of Social Media in Hiring for Entry Level Marketing Jobs: Employers' Perspectives,” (2013) Marketing EDGE Direct/Interactive Marketing Research Summit Proceedings.

“Teaching Social Media Marketing: Approaches that Contribute to Student Learning,” (2013) Marketing EDGE Direct/Interactive Marketing Research Summit Proceedings.

“Addressing the Challenge of Advertising Education in the 21st Century: An Advertising Instructor's View,” (2011) DMEF Direct Marketing Research Summit Proceedings.

“The Rise, Fall, and Return of E-Marketing Curriculum: A Call for Integration,” (2010) Direct Marketing Research Summit.

“Variations in Web Consumption Behaviors: The Need for Customized Web Channel Integration,” (2009), in Proceedings of the Direct Marketing Research Summit.

“Drivers of Sports Web Consumption: An Exploratory Study in Korea,” (2008), (with S. J. Park), Proceedings of the International Conference on Electronic Business.

“Customers' Definition of Bank Service Quality: An Exploratory Analysis of Top-Of-Mind Definition,” (2006), in Proceedings of the Financial Services Marketing Conference, November 2006.

“Effectiveness of Integrating Interactive Features into TV Entertainment Experiences: Reaching Echo Boomers,” (2006) in Proceedings of the Direct and Interactive Marketing Educators Conference, October 2006.

"How Managers Perceive Strengths, Weaknesses, Opportunities, and Threats of Internet Marketing: An Exploratory Content Analysis," (With Jean West), (2003) Frontiers in Direct Marketing Research, Vol. 6.

"The Prospect of the Third Generation Mobile Network Services", (2001) Frontiers in Direct Marketing Research, Vol. 4.

"Key Success Factors of the Third Generation Mobile Network Services for M-Commerce", (with Hannes Pichler), (2001) Proceedings in International Business & Economics Research.

"Value Migration in the Seed Industry: From Seed to Services and Solutions", (2001) Proceedings in International Business & Economics Research.

"Improving Control in the Value Chain through Customer Service: A Case of Serial Disintermediation," (with Felix Rudolph), Proceedings in Decision Science Institute's 5th International Conference, July 1999.

"A Comparative Assessment in Understanding the Effectiveness of Promotional Activities," (1999) International Journal of Business Research, Volume VI.

"Disintermediation, Channel Control, and Customer Satisfaction: The Importance of Direct Customer Contact," National Applied Business Research, 1999 Proceedings.

"Geographic Information Systems and Marketing: Issues in Implementation," National Applied Business Research, 1999 Proceedings.

"Direct Marketing as a Way to Enhance Channel Control and Customer Satisfaction in Marketing of Agricultural Products," (with Felix Rudolph), Frontiers in Direct Marketing Research, 1999, Vol. 2.

"The Role of GIS in Direct Marketing in Europe," (with Jan Ulc), Frontiers in Direct Marketing Research, 1998, Vol. 1.

"The Importance of Comparative Measurement in Understanding Promotional Effectiveness," Proceedings in Western Decision Science Institute Conference, April 1994.

"A Look at the Global Debate in International Advertising Practice," Proceedings in Academy of International Business Conference, May 1994.

"Exploring the Effectiveness of Free Samples: A Comparative Evaluation of Competing Brands," Proceedings in Western Marketing Educators' Conference, April 1993.

"Foundations in Marketing," Proceedings in Women and Business Conference, March 1993.

"Information Content in Korean Advertising," Proceedings in Decision Science Institute International Conference, June 1993.

"Perception of Airline Quality: A Content Analysis of Consumer Perspectives", Airline Quality Issue 1992, Volume I.

"The Effectiveness of Comparative Advertising on the Advertised Brand and the Compared Brand", Proceedings in Western Marketing Educators' Conference, April 1992.

"A Content Analysis of Korean Magazine Advertisement: An Exploratory Study", Proceedings in Free Trade and International Business Conference, May 1992.

"A Measurement of Consumers' Perceptions in Airline Service Quality," Proceedings in the Association of Management Conference, August 1992.

"The Practice of International Advertising From Global Perspectives," Forthcoming in Proceedings in Decision Science Institute's Conference, November 1992.

"Affluent Consumers' Responses to Financial Services," (With I.C.M. Cunningham) Proceedings in Western Decision Sciences Institute, March 1990.

"Toward a Better Understanding of the Relationship Between Retail Image and Patronage," Proceedings in Western Marketing Educators' Conference, April 1990.

"The Importance of Market Segmentation in the Sporting Event Industry", (With I.C.M. Cunningham) Proceedings in Southern Marketing Association Conference, November 1990.

"Segmenting Sporting Events Industry - An Empirical Analysis," (With I.C.M. Cunningham) Proceedings in Western Marketing Educators' Conference, abstract, Spring 1988.

"A Comparison of the Short-Run Relative Effectiveness of Free Samples vs. Advertising on Consumers' Attitudes Toward a Convenience Product - An Experiment," (With I.C.M. Cunningham) Current Issues and Research in Advertising, 1984, Vol.I, pp. 109-122.

Others

"Serving More, Better, with Less: A Proactive Just-In-Time Course Offering Plan – A Way to Meet the Budgetary Challenge," Published Presentation in 2011 AACSB ExChange

"Diffusion of Innovative MBA Learning Experiences Beyond Classroom: Use of Value-Added Co-Curricular Services to Enhance Professional

Skills," (2015) Published presentation, 2015 Innovation that Inspire, AADSB DataDirect.

PRESENTATIONS

"The Effectiveness of Design Thinking Approach in Teaching and Learning Innovation Skills," (2016) Marketing EDGE Marketing Research Summit, Los Angeles, CA, October 2016.

"Entrepreneurship Education at California State University, East Bay," Women's Business Empowerment Day Conference, Hayward, CA, April 12, 2014.

"The Role of Social Media in Hiring for Entry Level Marketing Jobs: Employers' Perspectives," Direct/Interactive Marketing Research Summit, Chicago, IL, October 2013.

"Teaching Social Media Marketing: Approaches that Contribute to Student Learning,)" Direct/Interactive Marketing Research Summit, Chicago, IL, October 2013.

"Serving More, Better, with Less: A Proactive Just-In-Time Course Offering Plan – A Way to Meet the Budgetary Challenge," AACSB Associate Deans Conference, St. Pete, Florida, November 2011.

"Addressing the Challenge of Advertising Education in the 21st Century: An Advertising Instructor's View," Direct Marketing Research Summit, Boston, October 2011.

"The Rise, Fall, and Return of E-Marketing Curriculum: A Call for Integration," Direct Marketing Research Summit, San Francisco, October 2010.

"Variations in Web Consumption Behaviors: The Need for Customized Web Channel Integration," Direct Marketing Research Summit, San Diego, October 2009.

"The Traveling Patterns of Affluent Texans". Presented to the Management of Texas Monthly Magazine, March 1981.

"How to Use a Market Research in Developing Communication Strategy for Community Movie Theaters", presented to the management of Showplace 6, Austin, Texas, Spring 1982.

"When the Use of Free Samples Fails, What Does It Mean?", presented to the Management of Bic Disposable Razor Company, Fall 1982.

"How Small Banks can Benefit From a Segmentation Study", presented to the Management of BancFirst Westlake in Austin, Texas, Spring 1986.

"Segmenting Sporting Events Industry - An Empirical Analysis," presented in Western Marketing Educators' Conference, April 1988.

"Tasty Nutrition on the Way", presented to the Management of Samsung Corporation, San Jose, California, Winter 1990.

"Affluent Consumers' Responses to Financial Services," Western Decision Sciences Institute Nineteenth Annual Meeting, March 1990.

"Toward a Better Understanding of the Relationship Between Retail Image and Patronage," Western Marketing Educators' Conference, April 1990.

"The Importance of Market Segmentation in Sporting Event Industry", in Southern Marketing Association Conference, November 1990.

"The Effectiveness of Comparative Advertising on the Advertised Brand and the Compared Brand", in Western Marketing Educators' Conference, April 1992.

"What's Happening in Large Classes?", in Western Marketing Educators' Conference, April 1992.

"A Content Analysis of Korean Magazine Advertisements: An Exploratory Study", Free Trade and International Business Conference, May 1992.

"A Measurement of Consumers' Perceptions in Airline Service Quality," in the Association of Management Conference, August 1992.

"The Practice of International Advertising From Global Perspectives," in the 1992 Decision Science Institute's Conference, November 1992.

"Foundations in Marketing," in the 1993 Women and Business Conference, Moscow, Russia, March 1993.

"Exploring the Effectiveness of Free Samples: A Comparative Evaluation of Competing Brands," in the Western Marketing Educators' Conference, April 1993.

"Teaching Marketing Students to Be More Creative," in the Western Marketing Educators' Conference, April 1993.

"Information Content in Korean Advertising," in the Decision Science Institute International Conference, June 1993.

"The Importance of Comparative Measurement in Understanding Promotional Effectiveness," in the Western Decision Science Institute, Conference, April, 1994, Maui, Hawaii

"How to Improve Teaching Marketing Students: A Demonstration of An Assignment," in the Western Marketing Educators' Conference, April 1994, Scottsdale, Arizona.

"A Look at the Global Debate in International Advertising Practice," in the Academy of International Business Conference, May, 1994, San Francisco, California.

"Maximizing Financial Resource – Be a Smart Consumer," in Pioneer Heights Residence Seminar, March 1995.

"Creative Teaching Strategies - Having Fun; With Case Analysis," in the Western Marketing Educators' Conference, April 1995, San Diego, California.

"A Marketer's Strategy in Teaching Marketing," in the Western Marketing Educators' Conference, April 1996, Monterey, California.

"Entrepreneurship and Market Orientation," in the Summer Economics Program for High School Teachers, Smith Center Seminar, CSUH, June 1996.

"The Role of GIS in Direct Marketing in Europe," (with Jan Ulc), 10th Annual Robert B. Clarke Educators' Conference, Direct Marketing Educational Foundation, October 1998, San Francisco.

"Advertising and Media Planning," FINPRO I Executive Seminar, Institute of Research in Business Development, School of Business and Economics, California State University, Hayward, February 1999.

"Improving Control in the Value Chain Through Customer Service," (with Felix Rudolph), 5th International Conference, Decision Science Institute, Athens, Greece, July 1999.

"Disintermediation, Channel Control, and Customer Satisfaction: The Importance of Direct Customer Contact," National Applied Business Research Conference, Denver Colorado, August 1999.

"Geographic Information Systems and Marketing: Issues in Implementation," National Applied Business Research Conference, Denver, Colorado, August 1999.

"Direct Marketing as a Way to Enhance Channel Control and Customer Satisfaction in Marketing of Agricultural Products," (with Felix Rudolph), 11th Annual Robert B. Clarke Educators' Conference, Direct Marketing Educational Foundation, Toronto Canada, October 1999.

"Advertising Management," CSUH Seminar for Georgian Executives, Community Connections, The Center for Entrepreneurship and Small Business Institute (CESBI) Business/Entrepreneurship Program, Hayward CA, February 2000.

“E-Commerce Marketing: From Strategy To Implementation,” CSUH Seminar for Korean Executives, Hayward California, May 2000.

“Advertising Management for Executives,” CSUH Seminar for Executives from Vladivostok, Russia, Community Connections, The Center for Entrepreneurship and Small Business Institute (CESBI) Business/Entrepreneurship Program, Hayward CA, February 2001.

“Key Success Factors of the Third Generation Mobile Network Services for M-Commerce”, (with Hannes Pichler) in the International Business & Economics Research Conference in Reno Nevada, 2001.

“Value Migration in the Seed Industry: From Seed to Services and Solutions”, in the International Business & Economics Research Conference, Reno Nevada, 2001.

“Trends in Marketing and CRM,” MBA-Jourifixe, IMADEC University, Vienna Austria, August 2001.

“The Prospect of the Third Generation Mobile Network Services”, in the 13th Annual Robert B. Clarke Educators' Conference, Direct Marketing Educators' Conference, Chicago, Illinois, 2001.

“Advertising Management for Executives,” CSUH Seminar for Executives, Community Connections, The Center for Entrepreneurship and Small Business Institute (CESBI) Business/Entrepreneurship Program, Hayward CA, February 2002.

“How Managers Perceive Strengths, Weaknesses, Opportunities, and Threats of Internet Marketing: An Exploratory Content Analysis,” DMEF Educator's Conference, October 2003, Orlando, FL.

“Strategic Marketing for Small Business,” CSU East Bay Small Business Development Center Seminar, May 2004.

“E-Commerce Marketing: Realities, Trends, and Integration Strategies”, Singapore Radio Station, Singapore, August 2004.

“Branding for Success,” Hartford Institute Seminar, Hong Kong, October 2004.

“Small Business Marketing: Strategies and Tools,” 2005 East Bay Economic Summit, Cal State East Bay SBDC Seminar, May 2005.

“Small Business Marketing: Strategies and Tools,” California State University, East Bay SBDC Seminar, September 2005.

“Small Business Marketing: Strategies and Tools,” California State University, East Bay SBDC Seminar, December 2005.

“Small Business Marketing: Strategies and Tools,” California State University, East Bay SBDC Seminar, March 2006.

“Changing Business Culture,” (with Brian McKenzie), the 22nd annual Women Entrepreneurship Benefit Conference National Association of Women Business Owners (NAWBO), San Francisco, April 7, 2006,

“How to Motivate Echo Boomers in Marketing Classrooms: Teaching Methods and Assignments that Reflect the Characteristics of Generation Y Students,” in the Panel of Echo Boomers in the Classroom, in the 2006 Marketing Educators’ Conference, San Francisco, April 29, 2006.

“Marketing Your Small Business,” Workshop presented at the Fremont Business Resource Fair 2006, May 5, 2006.

“Effectiveness of Integrating Interactive Features into TV Entertainment Experiences: Reaching Echo Boomers,” Presented in the 18th Direct Marketing Educators’ Conference, October 2006.

“Customers’ Definition of Bank Service Quality: An Exploratory Analysis of Top-Of-Mind Definition” Presented in the 2006 Conferences on Financial Services Marketing, New York, November 2006.

“Variations in Web Consumption Behaviors: The Need for Customized Web Channel Integration,” Direct Marketing Research Summit, San Diego, October 2009.

Media Contribution

TV Channel 7, ABC, 6 O’clock News, October 2010.

WORK IN PROGRESS

“Design Thinking: An Approach to Teach Innovation Skills,”

“What Employers expect from Entry and Advanced Level Marketing Job Candidates,”

“Web-based Marketing Communication Strategy: One Size Does Not Fit All”,

“Understanding the Effectiveness of Non-smoking Advertising Appeals Using Social Fear as A Frame of Reference,”

“Multi-faceted, Layered Communication Channel Strategy for the Multi-tasking Generation,”

“Identifying Strategic Quality for a B2B Commodity Product,”

“Brand Image, Brand Association, and Brand Extension of Porche,” A Content Analysis.

“Relationship between Marketing and Supply Chain Management: Differentiating Factor for Customer Satisfaction – A Case Report,”

RESEARCH ACTIVITIES WITH EMBA STUDENTS

“An Investigation of Brand Equity for Porsche Design: Implication for Product Line Extension,” with Melanie Piech, CSUH Executive MBA candidate, Vienna, Austria, 1995

“An Analysis of Austrian Cement Industry,” with Erwald Barta, CSUH Executive MBA candidate, Vienna, Austria, 1995

“Analysis of German Healthcare Real Estate Market,” with Peter Lange, CSUH Executive MBA candidate, Germany, 1995

“An Opportunity Analysis of Geographic Information System for Intergraph,” with Jan Ulc, CSUH Executive MBA, Germany, 1996

“A Study of Customer Satisfaction for Austrian Automobile Retailing Industry,” with Doris Strohmer, Executive MBA, Vienna, Austria, 1996.

“Identifying Strategic Marketing Opportunity Through Analysis of ‘Point of Sales’ Data for Austrian Personal Care Retailing,” with, CSUH Executive MBA, Vienna, Austria, 1996.

“Analysis of Marketing Opportunity Through Internet in Europe,” with Barbara Lidauer, CSUH Executive MBA candidate, Vienna, Austria, 1997.

“Development of Marketing Strategy for European Seminar Business for Manz,” with Sylvia Breitenfeld, CSUH Executive MBA candidate, Vienna, Austria, 1997

“Strategic Assessment of Hybrid Corn Seed Marketing Channel Management in Europe,” with Felix Rudolph, CSUH Executive MBA candidate, Vienna, Austria, 1997.

“Development of Marketing Strategy for a High-Tech Home Safety Product,” with Albert Birch, CSUH Executive MBA candidate, Vienna, Austria, 1997.

“Assessment of Direct Marketing Opportunity for Mobil Oil - Natural Gas in Europe,” with Wolfgang Peters, CSUH Executive MBA, Vienna, Austria, 1999.

"Relationship Marketing Strategy for Agricultural Products," with Hans Karall, CSUH Executive MBA candidate, Vienna, Austria, 2000.

"The Third Generation Mobile Communication and E-Commerce," Hannes Pichler, CSUH Executive MBA candidate, Vienna Austria, 2000

"Extending Product Life Cycle With Technology," with Thomas Hirsch, Spring 2001.

"Television and Internet-Competing Services or Peaceful Coexistence in the Digital World," with Ingrid Thurnher, Spring 2001.

"International Pricing and Parallel Imports in a Global Environment," with Ronald Tremmel, Fall 2001.

"Supply Chain Management As a Critical Source of Strategic Quality," with Andreas Keller, Spring 2002.

"A Disciplined Approach to Creating a Brand Name For a Corporate Merger," with Andreas Brandstetter, Fall 2002.

"A Behavioral Segmentation of the Mobile Phone Market and New Product Opportunity," with Peter Hochleitner, Winter 2003.

"Employee and Customer Attraction: A Key Factor of Competitive Advantage," with Gabriela Stastka, Fall 2003.

"A Second Order Valuation Proposal to Improve Investment Decisions: Information Quality Rating for Annual Reports," with Armin Hessenberger, Winter 2004.

"Chances and Risks of IT&C Service Companies Entering Foreign Markets After EU Enlargement 2004," with Dieter Bodingbauer, Winter 2004.

"Leadership and Trust," with Ralph Herman, Spring 2004.

"An Analysis of Multi-Level Marketing: Job Opportunity or Con-Scheme?," with Robert Kiessinger, Spring 2004.

"Identifying Key Success Factors for the Single European Sky Initiative," with Robert Schneeberger, Spring 2004.

"Marketing Insulin Pump Systems in the Russian Federation: An Introduction Plan," with Peter Portugal, Spring 2004.

"Strategic Business Plan for a Telecommunication Business in Austria: Business Scenario Analysis and Recommendation , " with Helmut Wendner, Spring 2004.

"An Assessment of Strategic Opportunity and Risk in the Fuel Market of North-Western Europe," with Oliver Salzer, Summer 2004.

"Managing Strategic Service Quality for Total Customer Satisfaction: A Case of High Technology Business," with Wolfgang Alexander Farkas, Summer 2004.

GRANTS, RESEARCH AWARDS, SPECIAL RECOGNITION

AACSB Select: A Best Practice Presentation in the 2011 AACSB Associate Deans Conference: "Serving More, Better, with Less: A Proactive Just-In-Time Course Offering Plan" St. Pete, Florida, November 2011.

California State University, Hayward, Institute of Research and Business Development, Research Stipend for "Understanding Various Ethnic Groups for Effective Antismoking Campaigns," 1994/1995

California State University, Sabbatical Leave Award, 1994/1995

California State University, Hayward, Affirmative Action Program, 1989/1990, 4 units of release time for research.

California State University, Hayward, Affirmative Action Program, 1988/1989, 8 units of release time for research.

California State University, Hayward, Affirmative Action Program, 1987/1988, 8 units of release time for research

University of Texas at Austin, Office of Graduate Studies Grant, Fall 1985, to investigate "Market Segmentation of Financial Service Retailing Industry."

University of Texas at Austin, Office of Graduate Studies Grant, Spring 1985, to investigate "The Role of Image in Retail Patronage Behavior,"

Ewha Women's University, Fall 1978, to investigate "The Status of Print Advertising in Korea,"

General Motors Competition Award, 1982, An active member of the second prize winning team in the intercollegiate marketing/communication competition for the Cutlass Diesel Line.

Philip Morris Competition Award, 1981, An active member of the first prize winning team in the intercollegiate marketing/communication competition for Lowenbrau Line.

Houston Chronicle, 1981, A special recognition was given to the state-wide Texas Travel Study.

CONSULTANCIES

Texas Monthly Magazine, Austin, Texas, 1981
Texas Travel Study for Marketing of the Magazine

Showplace 6 Movie Theater, Austin, Texas 1982
Attendance Problem Solving and Advertising Program

Bic Disposable Razors Company, 1982
Evaluation of Sales Promotion Program

BancFirst Westlake, Austin, Texas, 1985 - 87
Product - Market Opportunity Analysis and Strategy Development

South Beach and Shore Tennis Club, Alameda, California, Fall 1989
Advertising Strategy Development

Kim's Wood Perfect, Hayward, California, Fall 1989
Advertising Strategy Development

Samsung Inc., San Jose, California, Spring 1990
Development of Marketing Proposal for the Quality Service Program

Kumon Institute, Pleasanton, California, Summer 1991.
Recommendation for Direct Mail Advertising Program.

Thunder Shot Inc., Raj Sandhu, Advertising Opportunity Analysis, Hayward, California, May 1991.

Leo Meyers & Associates, Direct-Mail Advertising Program, Deborah Schultz, Hayward, California, January 1992.

Super Extended VGA Graphic, Michael Sun, Demand Estimation, Fremont California, April 1992

Tri-Valley Lawn Aeration, Jim Butts, Direct Mail Advertising Recommendation, Summer 1992

Delta Trading Inc., Hayward California, Marketing Plan for the "Planting-Art-Soil," 1993/94

American President Company, Oakland CA., Marketing Research, 1994

Aimee's Vintage Heirloom Gifts and Accessories, Burlingame, CA., Public Relations Strategy, 1994/95

Aguirre International, San Mateo, CA., Recommendation on Developing Advertising Campaign to Special Populations," 1994/95

Tecwell Engineering Co., Pleasanton, CA., Marketing Plan for Electronic Conductors, 1995

Original Lee Fashion, Taejeon, Korea, Business Strategy, 1992-1998.

New York Gourmet Deli, Washington D.C., MD., Business Plan Development; 1992-1994, Business Expansion Strategy 1995-present

Tecwell Engineering Co., Pleasanton CA., Sales and Marketing Strategy, 2000-2006.

Youth Orchestra of Southern Alameda County, Promotional Strategy, 2001-2002.

Café Bijoux, Bst. Hayward, CA, Small Business Marketing, Spring 2004

TheParty.Net, San Jose, CA, Promotion, Spring 2005

Akira-Tecwell, Livermore CA, Strategic Planning, 2006-2008.

Youth Orchestra of Southern Alameda County, Outreach and Membership Management Strategy, 2007-2008

New York Gourmet Deli, Washington D.C., Direct Marketing Campaign, 2010

Professional Seminars/Workshops Attended

“Internet Marketing Management,” Direct Marketing Association Seminar, San Francisco, November 1999.

“E-Commerce 101,” Direct Marketing Association Seminar, San Francisco, February 2000.

“E-Mail Marketing ,” Direct Marketing Association Seminar, San Francisco, February 2000.

“New Direct Marketing,” Direct Marketing Association Seminar, San Francisco, May 2000.

“Database Marketing,” Direct Marketing Association Seminar, Virtual, January 2007.

“Direct Marketing,” Direct Marketing Institute 3 Day Course, San Francisco, January 2008.

“Conference for Associate Deans and Innovative Programs,” AACSB, Tempa, FL, November 2010.

“Department Chairs Seminar,” AACSB, New York, New York, April 2011.

“ICAM 2011,” AACSB, New York, New York, April 2011.

“Associate Deans Conference,” AACSB, St. Pete, FL., November 2011.

“ICAM 2012,” AACSB Annual Conference, San Diego, CA., April 2012-May 2012.

AACSB Assessment Seminar, Tampa, Florida, Jan. 2013.

AACSB Applied Assessment Seminar, Tampa, Florida, Jan. 2013.

“Quality Through Effective Curricular Management,” AACSB Assessment Conference, Phoenix, Arizona, March 2013.

2014 IBM Business Analytics Summit, San Francisco, CA, March 2014.

PROFESSIONAL MEMBERSHIP

American Marketing Association

American Advertising Federation

Direct Marketing Association

Direct Marketing Educational Foundation

Korean-American Professors' Association

Pi Sigma Epsilon

Betta Gamma Sigma