

# Yoonjeoung Heo

NUS Business School  
1, Business Link Singapore 117592  
Mobile: +65 9120 7723  
E-mail: e0002192@u.nus.edu  
yoonjheo88@gmail.com

## EDUCATION

---

<b>Ph.D</b> (Aug 2015 – Present)	<b>National University of Singapore</b> NUS Business School Strategy and Policy major
<b>M.I.S.</b> (Sep 2012- Aug 2014)	<b>Seoul National University</b> Graduate School of International Studies (GPA: 4.1 out of 4.3) International commerce major, specialty in International Business <i>Thesis: Dynamic perspective of capability development in organizational learning -From absorptive capacity to combinative capability-</i> <i>Advisor: Dr. Hwy-Chang Moon</i>
<b>B.B.A</b> (Mar 2006- Feb 2012)	<b>Korea Aerospace University</b> Department of Business Administration (GPA: 3.83 out of 4.5) Specialty in Business strategy

## CONFERENCE PRESENTATION

---

- Heo, Y.J., & Lee Y.C., (Working Paper). “Learning Sequence of East Asian Firms” *Strategic Management Society special conference on strategic Management in the Asian Century –Dealing with Dynamism, Diversity and Development*, December, 2014
- Heo, Y.J. Moon, H.C., & Lee, Y.C., (Master thesis) “Dynamic Perspective of International Knowledge Transfer from Absorptive Capacity to Combinative Capability” *Academy of International Business*, June, 2014

## RESEARCH IN PROGRESS

---

- “power abuse of firms and social audience perception – implication in Korean context- (research in progress for summer paper, newspaper data collections)

## PROFESSIONAL EXPERIENCE

---

- Sep 2014- Mar 2015**      **The Institute for Industrial Policy Studies (Assistant Researcher)**
- Conducted annual assessment of national competitiveness about 67 countries based on Porter's Diamond model
  - Gathering data of 67 countries for measuring and evaluating the national competitiveness
  - Sending and receiving questionnaires from related institutions of 67 countries, and analyzing the survey data through Excel and STATA
  - Writing documentation in English, and translating English documentation into Korean

## RESEARCH EXPERIENCE & TRAINING

---

- Oct 2015 – present**      **National University of Singapore (Research Assistant)**
- As a research assistant of Dr. Heeyon Kim
  - Data collection for control variables in Hallyu research
- Feb 2013 - Dec 2013**      **Seoul National University (Research Assistant)**
- As a research assistant of professor Hyun-Chul Kim who specializes in Japanese management,
  - Researched about comparative analysis of Korean and Japanese automobile industries
  - Researched about MNC's entering strategy to middle income consumers market in developing countries
- Aug 2012 – Dec 2012**      **Korean Council for University College Education (Research Assistant)**
- Participated the project which suggests new policy for vocational school
  - Researching the overseas vocational schools which can be benchmarked by Korean vocational school, especially schools in the USA, Europe, and China
  - Analyzing the benchmarked vocational schools, curricular, and internship systems with the concept of strategic group
- Mar 2011 – Sep 2011**      **Korea Aerospace University (Teaching Assistant)**  
Department of Business Administration
- Teaching Assistant for competition strategy

## HONORS AND AWARDS

---

- 2014**      **Distinguished Thesis Award (Master dissertation)**  
Graduate School of International Studies, Seoul National University  
*Thesis: dynamic perspective of capability development in organizational learning*
- Jan 2013**      **SNU Development Fund Scholarship**  
Graduate School of International Studies, Seoul National University

- 2013-2014**                      **Merit-based Scholarship**  
Graduate School of International Studies, Seoul National University
- 2010-2011**                      **Hanjin First Award Scholarship**  
Department of Business Administration, Korea Aerospace University
- 2006-2009**                      **Scholarship for Excellent Academic Record**  
Department of Business Administration, Korea Aerospace University

---

**REFERENCE**

**Hwy-Chang Moon**

Professor of International Business and  
Strategy  
Graduate School of International Studies  
Seoul National University, South Korea  
Phone: +82 2 880 8518  
E-mail: cmoon@snu.ac.kr

**Yun-Cheol Lee**

Chairman  
The Institute for Industrial Policy Studies  
South Korea  
Phone: +82 2 456 5588  
E-mail: yclee@ips.or.kr