



•Field Marketing, Price, Distribution, Consumer Interaction
•Office College of Social Sciences & Business 1 10306
•Name Kim, Hyun-sik
•Tel 033-248-1840
•Title Professor
•email hshs@hallym.ac.kr

■ Educational background

- Seoul National University (Doctor of Business Administration)
- Seoul National University (Master of Business Administration)
- Seoul National University (Bachelor of Business Administration)

■ Major Careers

- Head of Business Administration at Hallym University
- Editor of the Korean Journal of Marketing
- Editor of the Korean Business Review
- Editor of the Journal of Consumption Culture
- Member of Regulatory Review, Ministry of Strategy and Finance
- CSUS Visiting Scholar
- Senior researcher of the LG Economic Research Institute