

Subin Im, PhD (Director)

Professor

Dr. Subin Im is a professor of marketing at Yonsei University in Korea and served as an Associate Dean of MBA Programs. He received his Ph. D. in marketing from the University of North Carolina, Chapel Hill in 1999. He worked at San Francisco State University and the University of Washington, Tacoma over 12 years. His primary scholarly interest includes the organizational aspects of innovation, creativity and innovation, new product development for marketing strategy, and research methodology using multivariate statistical techniques. Dr. Im's articles have appeared in *Journal of Marketing*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *International Journal of Research in Marketing*, *Journal of International Marketing*, and *Journal of Business Research*, and *Psychological Reports among others*. He has been selected for inclusion in *Marquis' Who's Who in America s* since 2006. He sits in the Editorial Boards of *Journal of Product Innovation Management* and *Journal of Business Research*. He has received numerous honors, including the Fulbright Award as well as the Presidential Award at San Francisco State University. Dr. Im worked professionally as a market researcher at the Hynix Semiconductor Inc. in Korea, and also as an international banking officer at California banks.