

Youngchan Kim, PhD (Co-director)

Professor

**Dr. Youngchan Kim** is the Professor of Marketing major at the School of Business of Yonsei University since 2003. He received his B.S. degree in Applied Statistics from the Yonsei University, Seoul. He obtained his Ph.D. in Quantitative Marketing area from the University of Michigan Business School, Ann Arbor. He has been an assistant professor of Marketing Research department in the University of Groningen, The Netherlands. His interests lie in multidimensional scaling, classification, and conjoint analysis, especially as they pertain to substantive marketing problems in product conception, market structure, consumer choice, market segmentation, and competitive strategy. He has published number of papers in such journals as the *Journal of Marketing Research*, *Journal of Econometrics*, *European Journal of Operational Research*, *Journal of Personal Selling and Sales Management*, *International Journal of Advertising*, *Service Industries Journal*, *Korean Journal of Consumer Studies*, *Journal of Korean Marketing Association*, etc. He has taught such courses as Marketing Management, Marketing Research, New Product Marketing Management, Marketing Decision Models, Marketing Strategy, Topics in Marketing, Advertising and Promotion, and some seminars. He had served as a president of Korean Society of Consumer Studies until 2016. He was a visiting professor at Georgia Institute of Technology, USA and he was teaching summer sessions at Georgia State University.