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**Seongcheol Kim, Ph.D.**

Professor, School of Media and Communication

Korea University

145 Anam-Ro, Seongbuk-Gu, Seoul 02841, Korea

Tel) 82-2-3290-2267

E-mail) [hiddentrees@korea.ac.kr](mailto:hiddentrees@korea.ac.kr)

Homepage) <https://www.seongcheolkimlab.com/>

**EDUCATIONAL BACKGROUND**

- Ph.D., Department of Telecommunication, College of Communication Arts and Sciences, Michigan State University, U.S.A., 2000
- M.A., Department of Telecommunication, College of Communication Arts and Sciences, Michigan State University, U.S.A., 1996
- M.B.A., Department of Business Administration, Graduate School of Seoul National University, Korea, 1989
- Bachelor of B.A., College of Business Administration, Seoul National University, Korea, 1987

**RESEARCH AREA**

- New media, Media industry, Digital business

**LIST OF CURRENT COURSES**

- Emerging media, Entertainment industry, Media industry and convergence, Media entrepreneurship, Media management

**CURRENT PROFESSIONAL POSITIONS**

- Professor, School of Media and Communication, Korea University, March 2010 ~ Present
- Director, Smart Media Service Research Center (SSRC), July 2020 ~ Present
- Director, Center for ICT and Society (CIS), September 2019 ~ Present
- Digital Platform Research Center (former Center for Media Industry) was merged with CIS as of January 1, 2024
- Co-editor of *Digital Business* (SCOPUS-indexed journal), May 2020 ~ Present
- Associate editor, *Telecommunications Policy*, March 2018~ Present
- Board member, International Telecommunications Society (ITS), June 2016 ~ Present
- Outside director, KT, Korea's No.1 telecommunication company (<https://corp.kt.com/eng/>), June 2023 ~ Present
- Outside director, Studio Dragon Corp., Korea's leading TV studio (<http://www.studi dragon.net/front/kr/main/main>), March 2023 ~ Present
- Outside senior director, Korea Communications Agency, September 2022 ~ Present
- Member, Scientific Advisory Board, IMMAA (International Media Management Academic Association), November 2016 ~ Present
- Member, The Media Advisory Committee, Ministry of Science and ICT, January 2020 ~ Present
- Member, The Committee for Evaluating the Capability of Producing Broadcasting Contents, Korea Communications Commission, November 2020 ~ Present
- Member, The Advisory Committee, Chosunilbo Media Research, January 2015 ~ Present
- Life member, The Korean Association for Information Society, Korea Media Management Association, The Korean Academic Society of Business Administration, The Korea Society of Management Information Systems, Korea Association for Telecommunications Policies, The Korean Operations Research and Management Science Society, The Korean Institute of Communications and Information Sciences

## **PREVIOUS PROFESSIONAL EXPERIENCES**

### ***(Full-time positions)***

- Director (University Librarian), Korea University Library, October 2015 ~ September 2019
- Associate professor, School of Journalism and Mass Communication, Korea University, March 2008 ~ February 2010
- Associate Dean, School of IT Business, Korea Advanced Institute of Science and Technology (former Information and Communication University), December 2006 ~ February 2008
- Associate professor, School of IT Business, Korea Advanced Institute of Science and Technology (former Information and Communication University), March 2006 ~ February 2008 (promoted one year earlier)
- Assistant professor, School of IT Business, Korea Advanced Institute of Science and Technology (former Information and Communication University), March 2003 ~ February 2006
- Director, Information Systems Division, Seoul Metropolitan Government, February 2002 ~ February 2003
- Head of Sales and Marketing, SK Group, Mobiya Co. Ltd., August 2001 ~ February 2002
- General Manager, SKC&C, January 1997 ~ July 2001
- Assistant Manager, Telecommunication and IT Business Division, SK Corporation, July 1989 ~ December 1996
- Military Officer, Korean Army, August 1989 ~ February 1990

### ***(Part-time positions - selected)***

- Member, The Media-Content Industry Promotion Committee, Office of the Prime Minister, April 2023 ~ March 2024
- Chairman, Funding Program Deliberation and Mediation Committee, Korea Communications Agency, March 2021 ~ December 2023
- Chairman, The Advisory Committee for the Future of Media Industry, Korea Communications Agency, March 2021 ~ December 2023

- Outside director, Hyundai Home Shopping, March 2019 ~ March 2023
- Advisor, CJ (Media business), March 2022 ~ February 2023
- Chief of Social science division, Committee for Research Planning at Korea University, June 2016 ~ February 2023
- Leader, BK21 Four R&E Center for Media and Communication at Korea University, September 2020 ~ August 2022
- Vice chairman, The Association of Leaders for BK21 Four R&E Centers at Korea University, December 2020 ~ August 2022
- Member, Committee for Innovation of Graduate Program at Korea University, December 2020 ~ December 2022
- Member, Readers' Committee, Chosunilbo, June 2018 ~ June 2022
- President, The Korean Association for Information Society, January 2018 ~ December 2019
- Outside director, Korea Foundation for the Advancement of Science and Creativity, May 2016 ~ May 2018
- Outside director, Seoul Digital Foundation, June 2016 ~ December 2018
- Editor-in-chief, Journal of Broadcasting and Telecommunications Research, Korean Association for Broadcasting and Telecommunication Studies, January 2018 ~ December 2018
- Chair, Organizing committee of the 22nd ITS Biennial Conference 2018 Seoul, June 2016 ~ June 2018
- President, Korea Media Management Association, November 2013 ~ November 2015
- Director, Research Institute for Information & Culture, Korea University, July 2010 ~ June 2014
- Associate dean, CEO program, School of Media and Communication, Korea University, March 2012 ~ August 2013
- Outside director, Tbroad Hanvit Broadcasting Co., Ltd, March 2012 ~ February 2015
- Invited researcher, Electronics and Telecommunications Research Institute, November 2007 ~ February 2008
- Adjunct professor, School of IT Business, Korea Advanced Institute of Science

and Technology (former Information and Communication University), September 2002 ~ December 2002

- ITEP (International Telecommunication Executive Program) Coordinator, Department of Telecommunication, Michigan State University, U.S.A., August 1997 ~ December 2000
- Instructor, Department of Telecommunication, Michigan State University, U.S.A., January 1999 ~ July 2000

### **HONORS**

- Top Research Center Achievements (Smart Media Service Research Center), Commendation from the Minister of Ministry of Science and ICT, 2023
- Top 50 Research Achievements of National Research Foundation of Korea, Commendation from the Minister of Ministry of Education, 2022
- The Academic Achievement Award, Korea University Alumni Association (KUAA), 2022
- The Order of Merit, The President of Korea, 2018
- Seoktop Research Award, Korea University, 2024
- Seoktop Research Award, Korea University, 2023
- Seoktop Research Award, Korea University, 2022
- Seoktop Research Award, Korea University, 2020
- Seoktop Research Award, Korea University, 2019
- Seoktop Research Award, Korea University, 2018
- Seoktop Research Award, Korea University, 2017
- Seoktop Teaching Award, Korea University, Fall 2020
- Seoktop Teaching Award, Korea University, Spring 2019
- Seoktop Teaching Award, Korea University, Fall 2017
- Seoktop Teaching Award, Korea University, Fall 2015
- Seoktop Teaching Award, Korea University, Spring 2015
- Seoktop Teaching Award, Korea University, Spring 2013
- Seoktop Teaching Award, Korea University, Fall 2012
- Seoktop Teaching Award, Korea University, Spring 2012

- Seoktop Teaching Award, Korea University, Fall 2010
- Seoktop Teaching Award, Korea University, Fall 2009
- Seoktop Teaching Award, Korea University, Spring 2009
- Seoktop Teaching Award, Korea University, Fall 2008
- Outstanding Book of 2016 (Book title: 9 questions about the Internet ecosystem), Sejong Book Award (Academic track), Republic of Korea, 2016
- Distinguished Paper Award, International Conference on Internet Studies 2014(NETs 2014), Singapore, August 16-17, 2014 (Paper title: What and how social scientists study about M2M)
- Chairman's Commendation, Korea Communications Commission, 2013
- Outstanding Book of 2012 (Book title: Business model in the new media era), The National Academy of Sciences, Republic of Korea (The NAS), 2012
- Best Paper Award, Korea Media Management Association, Fall 2011
- Maeil Business - BIT Research Award, Maeil Business Newspaper and Chohyunjung Foundation, 2009
- Best Research Award, Korea Advanced Institute of Science and Technology (former Information and Communication University), 2006
- Best Teaching Award, Korea Advanced Institute of Science and Technology (former Information and Communication University), 2006
- Best Teaching Award, Korea Advanced Institute of Science and Technology (former Information and Communication University), 2004
- Marquis "Who's Who in the World" 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021
- Marquis "Who's Who in Finance & Business" 2009/2010
- IBC's "2000 Outstanding Intellectuals of the 21<sup>st</sup> Century" 2009/2010
- IBC's "Top 100 Educators 2009"
- The Honor Society of International Scholars (Phi Beta Delta), 1997
- The Honor Society of Phi Kappa Phi, 1996
- Winner of Frank Magid Research Proposal Contest, 1996
- Graduate Assistantship, Michigan State University, 1996 ~ 2000
- SK Scholarship for oversea graduate study, 1995 ~ 2000

## **ACADEMIC PERFORMANCES**

### **(Papers published in SSCI/SCIE indexed international journals)**

1. M. Kim and **S. Kim**, Policy responses to the rise of global OTT platforms in Korea, *Science and Public Policy*, forthcoming (Corresponding author)
2. J. Ha, C. Nam and **S. Kim**, A systematic review of mobile payment literature: What has been studied and what should be studied?, *Telecommunications Policy*, Available online 22 May 2024, 102795, <https://doi.org/10.1016/j.telpol.2024.102795> (Corresponding author)
3. Y. Jang and **S. Kim**, A decision model for OTT service users to adopt wireless D2D caching networks: Exploring the Korean case, *Telecommunications Policy*, Available online 11 May 2024, 102793, <https://doi.org/10.1016/j.telpol.2024.102793> (Corresponding author)
4. S. Ha, J. Kim, S. Kim, G. Moon, S. B. Kim, J. Kim and **S. Kim**, Improving Webtoon Accessibility for Color Vision Deficiency in South Korea using Deep Learning, *Universal Access in the Information Society*, Available online 29 April 2024, <https://doi.org/10.1007/s10209-024-01113-2> (Corresponding author)
5. J. Park, S. Wang, S. Lee, S. Seo, N. Lee and **S. Kim**, Viewer emotional response to Webtoon-based drama: An EEG analysis, *International Journal of Human-Computer Interaction*, Available online 29 Nov 2023, <https://doi.org/10.1080/10447318.2023.2285647> (Corresponding author)
6. C. Jang and **S. Kim**, Kids content as IPTV operator's new differentiator: The Korean case, *Telecommunications Policy*, v.48, no.6, 102765, July 2024 (Corresponding author)
7. H. S. Kim, Y. Jang, Y. J. Choi, H. K. Kim, **S. Kim** and S. H. Lee, Examining spatiotemporal crowdsensing and caching for population-dynamic OTT content delivery, *Scientific Reports*, 14, 13783, June 2024, <https://doi.org/10.1038/s41598-024-64589-1> (Corresponding author)
8. C. Ko and **S. Kim**, Adolescent Female Users' Avatar Creation in Social Virtual Worlds: Opportunities and Challenges, *Behavioral Sciences*, v.14, n.7, 539; <https://doi.org/10.3390/bs14070539>, June 2024 (Corresponding author)

9. M. Jang, S. Nikou and **S. Kim**, Factors Influencing Users' Perceptions of Digital Platform Indispensability: A Comparative Study of Korea and Finland, *Behavioral Sciences*, v.14, n.6, 502; <https://doi.org/10.3390/bs14060502>, June 2024 (Corresponding author)
10. M. Jang and **S. Kim**, Key Traits of Top Answerers on Korean Social Q&A Platforms: Insights into User Performance and Entrepreneurial Potential, *Humanities and Social Sciences Communications*, 11, 744, June 2024, <https://doi.org/10.1057/s41599-024-03239-3> (Corresponding author)
11. C. Lim and **S. Kim**, Exploring killer domains to create new value: A comparative case study of Canadian and Korean telcos, *Telecommunications Policy*, v.48, no.4, 102752, May 2024 (Corresponding author)
12. S. Ha and **S. Kim**, Factors Determining Whether an Art Museum Will Offer Virtual Content: An Empirical Study in South Korea, *International Journal of Human-Computer Interaction*, v.40, no.6, 1341-1354, DOI: 10.1080/10447318.2022.2143769, 2024 (Corresponding author)
13. S. Ha and **S. Kim**, Developing a conceptual framework for digital platform literacy, *Telecommunications Policy*, v.48, no.3, 102682, April 2024 (Corresponding author)
14. **S. Kim**, D.H. Kim, C. Nam and A. Park, Editorial: Understanding malicious behaviors on digital platforms. *Frontiers in Psychology*, 15:1384226. doi: 10.3389/fpsyg.2024.1384226, March 2024
15. Y. Jang and **S. Kim**, Understanding mobile OTT service users' resistance to participation in wireless D2D caching networks, *Behavioral Sciences*, v.14, n.3, 158; <https://doi.org/10.3390/bs14030158>, February 2024 (Corresponding author)
16. J. Choi and **S. Kim**, Predicting individuals' privacy protection and self-tracking behaviors in the context of smart health, *Telematics and Informatics*, v.86,102069, February 2024 (Corresponding author)
17. Y. Park and **S. Kim**, Do artists perceive blockchain as a new revenue opportunity? A social representation study of the Korean music industry, *Humanities and Social Sciences Communications*, v.11, article no.161 (2024). <https://doi.org/10.1057/s41599-024-02657-7>, January 2024 (Corresponding author)



18. C. Lim and **S. Kim**, Examining Factors Influencing the User's Loyalty on Algorithmic News Recommendation Service, *Humanities and Social Sciences Communications*, v.11, article no.10 (2024). <https://doi.org/10.1057/s41599-023-02516-x>, January 2024 (Corresponding author)
19. D. Kim, T. Lim, Y. Hwang and **S. Kim**, Predicting Support for COVID-19 Policies with Partisan Media Use and Negative Emotion: Evidence from the U.S. and South Korea, *Journal of Health Communication*, v.28, 32-40, December 2023 (Corresponding author)
20. M. Kim, S. Wang and **S. Kim**, Effects of Online Fan Community Interactions on Well-being and Sense of Virtual Community, *Behavioral Sciences*, v.13, no.11, 897; <https://doi.org/10.3390/bs13110897>, October 2023 (Corresponding author)
21. S. Ha, Y. Park, J. Kim and **S. Kim**, Research Trends of Digital Platforms: A Survey of the Literature from 2018 to 2021, *Telecommunications Policy*, v.47, no.8, 102543, September 2023 (Corresponding author)
22. M. Kim, J. Kim and **S. Kim**, Korea's Leadership in 5G and Beyond: Footprints and Futures, *Telecommunications Policy*, v.47, no.8, 102613, September 2023 (Corresponding author)
23. S. Lee, H. Baek and **S. Kim**, How People Perceive Malicious Comments Differently: Factors Influencing the Perception of Maliciousness in Online News Comments, *Frontiers in Psychology*, 14:1221005. doi: [10.3389/fpsyg.2023.1221005](https://doi.org/10.3389/fpsyg.2023.1221005), August 2023 (Corresponding author)
24. D. Kim, O. Kuru, J. Zeng and **S. Kim**, Fostering Mask-Wearing Norms and Behavior on Social Media: Combining Evidence from Surveys and Experiments in the U.S. and Korea, *Frontiers in Psychology*, 14:1151061. doi: [10.3389/fpsyg.2023.1151061](https://doi.org/10.3389/fpsyg.2023.1151061), May 2023 (Corresponding author)
25. C. Lim and **S. Kim**, Why do Korean users intend to subscribe to global OTT service through their local IPTV service?, *Telecommunications Policy*, v.47, no.4, 102541, May 2023 (Corresponding author)
26. J. Nam, **S. Kim** and Y. Jung, Elderly users' emotional and behavioral responses to self-service technology in fast-food restaurants, *Behavioral Sciences*, v.13, no.4, 284; <https://doi.org/10.3390/bs13040284>, March 2023 (Corresponding author)

27. Y. Jang and **S. Kim**, The Factors Influencing Users' Trust in and Loyalty to Consumer-to-Consumer Secondhand Marketplace Platform, *Behavioral Sciences*, v.13, no.3, 242; <https://doi.org/10.3390/bs13030242>, March 2023 (Corresponding author)
28. E. Na, Y. Jung and **S. Kim**, How do care service managers and workers perceive care robot adoption in elderly care facilities? *Technological Forecasting and Social Change*, v.187, 122250, February 2023 (Corresponding author)
29. Y. Wu, O. Kuru, D. H. Kim, **S. Kim**, COVID-19 News Exposure and Vaccinations: A Moderated Mediation of Digital News Literacy Behavior and Vaccine Misperceptions, *International Journal of Environmental Research and Public Health*, v.20, n.1, 891; <https://doi.org/10.3390/ijerph20010891>, January 2023 (Corresponding author)
30. D. Kim and **S. Kim**, Why do they stay with 2G mobile communications services in 5G era?, *International Journal of Mobile Communications*, v.20, n.6, pp.659-679, December 2022 (Corresponding author)
31. J. Park and **S. Kim**, How do people with physical disabilities want to construct virtual identities with avatars?, *Frontiers in Psychology*, 13:994786. doi: 10.3389/fpsyg.2022.994786, September 2022 (Corresponding author)
32. S. Wang and **S. Kim**, Users' emotional and behavioral responses to deepfake videos of K-pop idols, *Computers in Human Behavior*, v.134, 107305, September 2022 (Corresponding author)
33. S. Hwang and **S. Kim**, Google's app store policy change and the responses elicited from mobile content firms: A case study on Korea's app store ecosystem, *Telematics and Informatics*, v.72, 101855, August 2022 (Corresponding author)
34. M. Massaro and **S. Kim**, Why is South Korea at the forefront of 5G? Insights from technology systems theory, *Telecommunications Policy*, v.46, no.5, 102290, June 2022 (Corresponding author)
35. H. Kim and **S. Kim**, The show must go on: Why Korea lost its first-mover advantage in esports, *Technological Forecasting and Social Change*, v.179, 121649, June 2022 (Corresponding author)

36. S. Kwon, R. Kim, J. Lee, J. Kim, S. Song, **S. Kim** and H. Oh, Smartphone use, body image distortion, and weight-loss behaviors in adolescents, *JAMA Network Open*, v.5, no.5, e2213237. doi:10.1001/jamanetworkopen.2022.13237, May 2022
37. H. Baek, M. Jang and **S. Kim**, Who leaves malicious comments on online news? An empirical study in Korea, *Journalism Studies*, v.23. n.4, 432-447, March 2022 (Corresponding author)
38. **S. Kim**, H. Baek and D. Kim, OTT and live streaming services: Past, present, and future, *Telecommunications Policy*, v.45, no.9, 102244, October 2021 (Corresponding author)
39. H. Kwon and **S. Kim**, Effects of the development of competition framework and legal environment for media contents on the generational transition of mobile networks, *Telematics and Informatics*, v.63, 101667, October 2021 (Corresponding author)
40. H. Baek, S. Lee and **S. Kim**, Are female users equally active? An empirical study of the gender imbalance in Korean online news commenting, *Telematics and Informatics*, v.62, 101635, September 2021 (Corresponding author)
41. M. Jang, H. Baek and **S. Kim**, Movie characteristics as determinants of download-to-own performance in the Korean video-on-demand market, *Telecommunications Policy*, v.45, no.7, 102140, August 2021 (Corresponding author)
42. M. Jang, M. Aavakare, S. Nikou and **S. Kim**, The impact of literacy on intention to use digital technology for learning: A comparative study of Korea and Finland, *Telecommunications Policy*, v.45, no.7, 102154, August 2021 (Corresponding author)
43. M. Jang, Y. Jung and **S. Kim**, Investigating managers' understanding of chatbots in the Korean financial industry, *Computers in Human Behavior*, v.120, 106747, July 2021 (Corresponding author)
44. E. Jung and **S. Kim**, Factors engaging viewers to a selection of suicide-themed videos, *PLoS ONE*, 16(6): e0252796. <https://doi.org/10.1371/journal.pone.0252796>, June 2021 (Corresponding author)
45. Y. Jung, E. Cho and **S. Kim**, Users' affective and cognitive responses to humanoid robots in different expertise service contexts, *Cyberpsychology, Behavior and*

- Social Networking*, v.24, no.5, 300-306, May 2021 (Corresponding author)
46. **S. Kim**, S. Hwang and J. Kim, Factors influencing K-pop artists' success on V live online video platform, *Telecommunications Policy*, v.45, no.3, 102090, April 2021 (1st author)
  47. H. Baek, M. Jang and **S. Kim**, Does rule change cause activity change? An empirical study of online news comments in Korea, *Telecommunications Policy*, v.44, no.8, 102008, September 2020 (Corresponding author)
  48. G. Choi, C. Nam, **S. Kim**, H. Jung and C. H. Lee, Where Does Knowledge Sharing Motivation Come From? The Case of Third Party Developer in Mobile Platforms, *Journal of Knowledge Management*, v.24, n.7, 1681-1704, July 2020
  49. D. Kim and **S. Kim**, A Comparative Study: The Performance of Hollywood and Korean Sequels in Korea, *Journal of Media Economics*, v.31, n.1-2., 36-49, published online in April 2020 (Corresponding author)
  50. A. Hong, C. Nam and **S. Kim**, What will be the possible barriers to consumers' adoption of smart home services?, *Telecommunications Policy*, v.44, no.2, 101867, March 2020 (Corresponding author)
  51. S. Lee, M. Choi and **S. Kim**, They pay for a reason! The determinants of fan's instant sponsorship for content creators, *Telematics and Informatics*, v.45, 101286, December 2019 (Corresponding author)
  52. **S. Kim** C. Nam and M. Ryu, Beyond the boundaries: Challenges for business, policy and society, *Telecommunications Policy*, v.43, 101887, November 2019 (Corresponding author)
  53. D. Kim and **S. Kim**, An institutional analysis of environmental management in the Korean mobile communications industry, *Telecommunications Policy*, v.43, 101815, November 2019 (Corresponding author)
  54. S. Lee, **S. Kim** and C. Lim, Do special issues offer something special? An overview of research trends in Telecommunications Policy special issues, *Telecommunications Policy*, v.43, 101884, November 2019 (Corresponding author)
  55. G. Choi, C. Nam and **S. Kim**, The impacts of technology platform openness on application developers' intention to continuously use a platform: From an ecosystem perspective, *Telecommunications Policy*, v.43, no.2, pp.140-153,

- March 2019 (Corresponding author)
56. M. Kim and **S. Kim**, Factors influencing willingness to provide personal information for personalized recommendations, *Computers in Human Behavior*, v.88, pp.143-152, November 2018 (Corresponding author)
  57. A. Hong, C. Nam and **S. Kim**, A customer-based indirect approach to determine the value of news provided to Internet portals in Korea, *Telematics and Informatics*, v.35, no.6, pp.1718-1732, September 2018, (Corresponding author)
  58. S. Jung, C. Nam, D. Yang and S. Kim, Does corporate sustainability performance increase corporate financial performance? Focusing on the information and communication technology industry in Korea, *Sustainable Development*, v.26, no.3, pp.243-254, May/June 2018 (Corresponding author)
  59. M. Ryu, S. Yang and **S. Kim**, Do telecom carrier takeovers create value? Longitudinal analysis of U.S. telecom carrier takeovers from 1996 to 2005, *Telecommunications Policy*, v.42, no.5, pp.395-408, June 2018 (Corresponding author)
  60. S. Kim and **S. Kim**, User preference for an IoT healthcare application for lifestyle disease management, *Telecommunications Policy*, v.42, no.4, pp.304-314, May 2018 (Corresponding author)
  61. S. Hwang and **S. Kim**, Does mIM experience affect satisfaction with and loyalty toward O2O services?, *Computers in Human Behavior*, v.82, pp.70-80, May 2018 (Corresponding author)
  62. D. Kim and **S. Kim**, Newspaper journalists' attitudes towards robot journalism, *Telematics and Informatics*, v.35, no.2, pp. 340-357, May 2018 (Corresponding author)
  63. S. Yang, C. Nam and **S. Kim**, The effects of M&As within the mobile ecosystem on the rival's shareholder value: The case of Google and Apple, *Telecommunications Policy*, v.42, no.1, pp.15-23, February 2018 (Corresponding author)
  64. S. Lee, M. Choi and **S. Kim**, How and what to study about IoT: Research trends and future directions from the perspective of social science,

- Telecommunications Policy*, v.41, no.10, pp.1056-1067, November 2017  
(Corresponding author)
65. E. Kim and **S. Kim**, Online movie success in sequential markets: Determinants of Video-on-Demand film success in Korea, *Telematics and Informatics*, v.34, no.7, pp.987-995, November 2017 (Corresponding author)
66. M. Kim, E. Kim, S. Hwang, J. Kim and **S. Kim**, Willingness to pay for over-the-top services in China and Korea, *Telecommunications Policy*, v.41, no.3, pp.197~207, April 2017 (Corresponding author)
67. D. Kim and **S. Kim**, Newspaper companies' determinants in adopting robot journalism, *Technological Forecasting and Social Change*, v.117, pp.184-195, April 2017 (Corresponding author)
68. A. Hong, C. Nam and **S. Kim**, Estimating the potential increase in consumer welfare from the introduction of super Wi-Fi services in Korea, *Telecommunications Policy*, v.40, no.10-11, pp.935~944, October 2016 (Corresponding author)
69. J. Jung, C. Nam, E. Lee and **S. Kim**, Professional autonomy, group cohesion, and job complexity affect researchers' organizational commitment, *Social Behavior and Personality*, v.44, n.8, pp.1349~1358, 2016
70. Y. Jung, **S. Kim** and B. Choi, Consumer Valuation of the Wearables: The Case of Smartwatches, *Computers in Human Behavior*, v.63, pp.899~905, October 2016 (Corresponding author)
71. J. Choi and **S. Kim**, Is the smartwatch an IT product or a fashion product? A study on factors affecting the intention to use smartwatches, *Computers in Human Behavior*, v.63, pp.777~786, October 2016 (Corresponding author)
72. J. Kim, **S. Kim** and C. Nam, User resistance to acceptance of In-Vehicle Infotainment (IVI) systems, *Telecommunications Policy*, v.40, no.9, pp.919~930, September 2016 (Corresponding author)
73. J. Jung, C. Nam, E. Lee and **S. Kim**, Subculture by autonomy and group cohesion and its effect on job satisfaction of R & D professionals in an R&D organization, *Journal of Management & Organization*, v.22, n.2, pp.154-172, 2016
74. J. Kim, **S. Kim** and C. Nam, Competitive dynamics in the Korean video platform market: Traditional pay TV platforms vs. OTT platforms, *Telematics and*

- Informatics*, v.33, n.2, pp.711-721, 2016 (Corresponding author)
75. S. Kim and **S. Kim**, A Multi-criteria Approach toward Discovering Killer IoT Application in Korea, *Technological Forecasting and Social Change*, v.102, 143-155, January 2016 (Corresponding author)
76. J. Park, **S. Kim** and C. Nam, Why has a Korean telecommunications technology failed: A case study on WiBro, *Telematics and Informatics*, v.32, n.4, pp.603-612, 2015 (Corresponding author)
77. S. Nam, C. Nam and **S. Kim**, The impact of patent litigation on shareholder value in the smartphone industry, *Technological Forecasting and Social Change*, v.95, pp.182-190, 2015 (Corresponding authors)
78. J. Lim, C. Nam, **S. Kim**, E. Lee and H. Lee, A new regional clustering approach for mobile telecommunications policy in China, *Telecommunications Policy*, v.39, n.3-4, pp.296-304, 2015 (Corresponding author)
79. Y. Jung and **S. Kim**, Response to potential information technology risk: Users' valuation of electromagnetic field from mobile phones, *Telematics and Informatics*, v.32, pp.57-66, 2015 (Corresponding author)
80. M. Ryu, J. Kim and **S. Kim**, Factors affecting application developers' loyalty to mobile platforms, *Computers in Human Behavior*, v.40, pp.78-85, 2014 (Corresponding author)
81. J. Lim, C. Nam, **S. Kim**, H. Rhee, E. Lee, H. Lee, Forecasting 3G mobile subscription in China: A study based on stochastic frontier analysis and a Bass diffusion model, *Telecommunications Policy*, v.36, n.10-11, pp.858-871, 2012 (Corresponding author)
82. Y. Kang, M. Ryu and **S. Kim**, Exploring sustainability management for telecommunications services: A case study of two Korean companies, *Journal of World Business*, v. 45, n.4, 415-421, 2010 (Corresponding author)
83. **S. Kim**, H. Lee and M. Lee, Research in convergence: A literature analysis, *Journal of Research and Practice in Information Technology*, v.42, n.3, pp.191-205, 2010
84. **S. Kim**, C. Nam, H. Jung and M. Ryu, Adoption of fixed-mobile convergence in the U.S. telecommunication industry, *Journal of Research and Practice in Information Technology*, v.42, n.3, pp.207-218, 2010

85. M. Ryu, **S. Kim** and E. Lee, Understanding the factors affecting online elderly people's participation in video UCC services, *Computers in Human Behavior*, v.25, n.3, pp.619-632, 2009 (Corresponding author)
86. Y. Kang and **S. Kim**, Understanding user resistance to participation in multihop communications, *Journal of Computer-Mediated Communication*, v.14, n.2, pp.328-351, 2009 (Corresponding author)
87. C. Nam, **S. Kim**, H. Lee and B. Duan, Examining the influencing factors and the most efficient point of broadband adoption in China, *Journal of Research and Practice in Information Technology*, v.41, n.1, pp.25-38, 2009 (Corresponding author)
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19. Y. Park and **S. Kim**, Is blockchain a new opportunity or too good to be true?: A social representation study of artists in the Korean music industry, The 32<sup>nd</sup> ITS European Regional Conference, Madrid, Spain, June 18 – 20, 2023
20. S. Ha and **S. Kim**, Developing a comprehensive definition of platform literacy, The 32<sup>nd</sup> ITS European Regional Conference, Madrid, Spain, June 18 – 20, 2023
21. M. Jeong and **S. Kim**, What makes 'aespa', the first metaverse girl group in the K-pop universe, succeed in the global entertainment industry?, The 32<sup>nd</sup> ITS European Regional Conference, Madrid, Spain, June 18 – 20, 2023
22. M. H. Ryu, J. Kim and **S. Kim**, Evaluating the value of Internet platform services in Korea, IMMAA (International Media Management Academic Association)'s Annual Conference, Porto, Portugal, October 20 – 22, 2022
23. J. Park and **S. Kim**, How do people with physical disabilities want to construct virtual identities with avatars?, The 31<sup>st</sup> ITS European Regional Conference, Gothenburg, Sweden, June 19 – 21, 2022
24. J. Nam and **S. Kim**, Why do elderly people feel negative about the use of self-service technology and how do they cope with the negative emotions?, The 31<sup>st</sup> ITS European Regional Conference, Gothenburg, Sweden, June 19 – 21, 2022
25. C. Lim and **S. Kim**, Why would the users of Google's cloud services intend to switch to alternative services?, The 31<sup>st</sup> ITS European Regional Conference, Gothenburg, Sweden, June 19 – 21, 2022
26. S. Nikou and **S. Kim**, Students' satisfaction with e-learning systems during the COVID-19 Pandemic - An international comparative study, 34th Bled eConference, June 27 - June 30, 2021
27. I. Maslov, S. Nikou, **S. Kim** and C. Lim, Finnish and Korean students' satisfaction with e-Learning during the COVID-19 pandemic, The 2021 ITS Biennial Conference, June 21 - 23, 2021
28. M. Jang, S. Nikou, M. Aavakare and **S. Kim**, The effects of digital literacy and information literacy on the intention to use digital technologies for learning: A comparative study in Korea and Finland, 2020 ITS Online Conference, June 14-

17, 2020

29. M. Jang, Y. Jung and **S. Kim**, Investigating Managers' Understanding of Chatbot Service for Korean Financial Industry, The 15<sup>th</sup> ITS Asia-Pacific Conference, Bangkok, Thailand, October 27 – 29, 2019
30. S. Lee, M. Jang, H. Baek and **S. Kim**, Can smartphones become hubs for IoT? Two studies on smartphone device connections, The 15<sup>th</sup> ITS Asia-Pacific Conference, Bangkok, Thailand, October 27 – 29, 2019
31. D. Kim and **S. Kim**, Examining the status and value of terms of use in pay TV industry, The 15<sup>th</sup> ITS Asia-Pacific Conference, Bangkok, Thailand, October 27 – 29, 2019
32. S. Lee, **S. Kim**, and C. Lim, Special issues have got something? An overview of research trends in Telecommunications Policy special issues, The 30<sup>th</sup> European Regional ITS Conference, Espoo, Finland, June 16 – 19, 2019
33. J. Choi and **S. Kim**, An AHP approach toward evaluating IoT business ecosystem in Korea, The 29<sup>th</sup> European Regional ITS Conference, Trento, Italy, August 1 – 3, 2018
34. D. Kim and **S. Kim**, An institutional analysis of environmental management in Korean mobile communications industry, The 22<sup>nd</sup> ITS Biennial Conference, Seoul, Korea, June 24 – 27, 2018
35. H. Kwon and **S. Kim**, Exploring killer business domains for drones in Korea, The 22<sup>nd</sup> ITS Biennial Conference, Seoul, Korea, June 24 – 27, 2018
36. S. Chang and **S. Kim**, The influence of corporate strategy for Multi-Channel Network on firm performance: Make, buy, or ally, The 22<sup>nd</sup> ITS Biennial Conference, Seoul, Korea, June 24 – 27, 2018
37. S. Lee and **S. Kim**, New wine in old bottles? An analysis of communication research trends focusing on media devices, The 22<sup>nd</sup> ITS Biennial Conference, Seoul, Korea, June 24 – 27, 2018
38. J. Park and **S. Kim**, Flying Internet for the Unwired: How to implement sky-streaming internet in the developing world, PTC's 40<sup>th</sup> annual conference, Honolulu, Hawaii, January 21 – 24, 2018
39. S. Kim, C. Nam and **S. Kim**, The public R&D resource allocation model for 5G mobile industry in Korea, The 28<sup>th</sup> European Regional ITS Conference, Passau,

- Germany, July 30 – August 2, 2017
40. G. Choi, C. Nam and **S. Kim**, The impacts of mobile platform openness on application developers' intention to continuously use the platform, The 28<sup>th</sup> European Regional ITS Conference, Passau, Germany, July 30 – August 2, 2017
  41. S. Lee and **S. Kim**, The Influence of smart car technologies on drivers' perceived control and attachment, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  42. M. Choi and **S. Kim**, Examining the intention to use infant health monitoring devices in South Korea, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  43. A. Hong, C. Nam and **S. Kim**, Analysis of the barriers that consumers encounter when smart home service is introduced in South Korea, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  44. S. Yang and **S. Kim**, Do cross-border M&As by Chinese media and entertainment firms create value? Evidence from US-targeted and Korea-targeted deal, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  45. S. Hwang, and **S. Kim**, What triggers the use of mIM service provider's sequel O2O service extensions?, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  46. H. Koo, **S. Kim** and C. Nam, Speaker Wars begins: Which application will be the killer service for smart speaker?, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  47. H. Koo and **S. Kim**, Here comes the new challenger in Korean MCN industry: The evolution of Korean MCN's actor-network, The 14<sup>th</sup> ITS Asia-Pacific Conference, Kyoto, Japan, June 24 – 27, 2017
  48. S. Yang, E. Kim and **S. Kim**, International M&A of Chinese firms: Reverse Marco Polo effect within the media industry, IMMAA (International Media Management Academic Association)'s Annual Conference, Seoul, Korea, 27 – 29 October 2016
  49. S. Hwang, and **S. Kim**, Does mIM experience affect in-app O2O service loyalty? An empirical study of O2O services built in the mIM platform of KakaoTalk, IMMAA (International Media Management Academic Association)'s Annual



- Conference, Seoul, Korea, 27 – 29 October 2016
50. M. Kim, **S. Kim** and C. Nam, Penalty Paradox: Ineffectiveness of the penalty on illegal mobile handset subsidies, The 21<sup>st</sup> ITS Biennial Conference, Taipei, Taiwan, 26 -29 June 2016
  51. S. Kim and **S. Kim**, Users' Preference for IoT healthcare Application for Lifestyle Disease Management, The 21<sup>st</sup> ITS Biennial Conference, Taipei, Taiwan, 26 -29 June 2016
  52. J. Choi and **S. Kim**, Investigating competitive dynamics among mobile news platforms, The 21<sup>st</sup> ITS Biennial Conference, Taipei, Taiwan, 26 -29 June 2016
  53. E. Kim, J. Kim and **S. Kim**, Willingness to pay for OTT services in Korea, The 21<sup>st</sup> ITS Biennial Conference, Taipei, Taiwan, 26 -29 June 2016
  54. J. Park, D. Kim, S. Kim and **S. Kim**, A portrayal of news competition: A niche analysis of news consumption in Korea, The 2nd Regional International Telecommunications Society India Conference, New Delhi, India, 13-15 December 2015
  55. D. Kim, H. Choi and **S. Kim**, Why people use a dominant mobile messenger in spite of stronger privacy infringement by big brother?: A laddering analysis of South Korean mobile messenger users, The 2nd Regional International Telecommunications Society India Conference, New Delhi, India, 13-15 December 2015
  56. S. Kim, J. Park, C. Nam and **S. Kim**, A comparative analysis of consumers' OTT acceptance and cord-cutting among China, Korea and Japan, The 2nd Regional International Telecommunications Society India Conference, New Delhi, India, 13-15 December 2015
  57. J. Kim, M. Kim, Y. Jung and **S. Kim**, A Study on the factors influencing consumers' intention to use OTT Service and to cancel existing Pay TV service, The 2nd Regional International Telecommunications Society India Conference, New Delhi, India, 13-15 December 2015
  58. S. Yang, C. Nam and **S. Kim**, Insight into the rival effects of M&A: The Case of Apple & Google, The 26<sup>th</sup> European Regional ITS Conference, Madrid, Spain, June 2015

59. J. Kim, C. Nam and **S. Kim**, The economic value of personal information and policy implication, The 26<sup>th</sup> European Regional ITS Conference, Madrid, Spain, June 2015
60. J. Kim and **S. Kim**, Competitive dynamics in the video platform market in Korea: Traditional pay TV platforms vs. OTT platforms, PTC's 37<sup>th</sup> annual conference, Honolulu, Hawaii, January 2015
61. M. Kim, J. Kim, M. Ryu and **S. Kim**, Study on application of super Wi-Fi service: To developing countries, International Conference on Internet Studies, Singapore, August 2014
62. C. Lee, J. Park and **S. Kim**, How telecom operators create a competitive advantage in the media market: A case study on KT Corp., International Conference on Internet Studies, Singapore, August 2014
63. S. Kim, J. Kim and **S. Kim**, Factors Affecting Customers' Loyalty Toward Mobile Application Market in Korea, International Conference on Internet Studies, Singapore, August 2014
64. D. Kim, **S. Kim**, H. Choi, D. Kim and H. Woo, What and How social scientists study about M2M: A literature review, International Conference on Internet Studies, Singapore, August 2014
65. J. Park, **S. Kim** and C. Nam, Why has a homegrown technology failed: A case study on WiBro in the Korean telecommunication market, The 25<sup>th</sup> European Regional ITS Conference, Brussels, Belgium, June 2014
66. A. Hong, C. Nam and **S. Kim**, Estimating the potential increase in consumer welfare from the introduction of 'Super Wi-Fi' service, The 25<sup>th</sup> European Regional ITS Conference, Brussels, Belgium, June 2014
67. J. Kim, C. Nam and **S. Kim**, Research on user resistance to acceptance in IVI (In-Vehicle Infotainment) system, The 24<sup>th</sup> European Regional ITS Conference, Florence, Italia, October 2013
68. J. Park, J. Kim, C. Nam and **S. Kim**, Driver's intention to use smartphone-car connectivity, The 24<sup>th</sup> European Regional ITS Conference, Florence, Italia, October 2013
69. J. Lim, C. Nam and **S. Kim**, A new regional classification for mobile telecommunications diffusion policy in China, The 23<sup>rd</sup> European Regional ITS

- Conference, Vienna, Austria, July 2012
70. **S. Kim** and J. Kim, The business potential of e-learning for teens in Korea: The case of MegaStudy, The 5th ITS Africa-Asia-Australasia Conference, Perth, Australia, November 2011
  71. J. Kim, Y. Shim and **S. Kim**, Late-mover advantages: Case study of Softbank Mobile in Japan and LG U+ in Korea, The 8th ITS Asia-Pacific Regional Conference, Taipei, Taiwan, June 2011
  72. S. Lee, J. Kim, **S. Kim**, C. Nam and Y. Shim, Co-evolution of mobile ecosystem and the transformation of keystone players, The 8th ITS Asia-Pacific Regional Conference, Taipei, Taiwan, June 2011
  73. J. Kim and **S. Kim**, An Institutional Analysis of Korean Online Gaming Industry, The 18th Biennial Conference of the ITS, Tokyo, Japan, June 2010
  74. J. Nam, C. Nam, **S. Kim** and M. Yeom, An empirical study on attributes for selecting telematics in Korea, ITS Africa-Asia-Australasia Regional Conference, Perth, Australia, August 2009
  75. J. Nam, C. Nam, **S. Kim** and M. Yeom, Exploring attributes for selecting VoIP service in Korea, The International Conference on Telecom Technology and Applications (ICTTA 2009), Manila, Philippines, June 2009
  76. S. Yang, S. Kurnia, H. Lee and **S. Kim**, The impact of mobile phone use and social capital development: a preliminary study in South Korea, PACIS (The Pacific Asia Conference on Information System) 2008, Suzhou, China, July 2008
  77. H. Lee, **S. Kim**, C. Nam and S. H. Han, Earnings management of acquiring firms in stock-for-stock takeovers in the telecommunications industry, ITS Africa-Asia-Australasia Regional Conference, Perth, Australia, August 2007
  78. **S. Kim**, E. Na and M. Ryu, Factors influencing users' participation in video UCC (User Created- Contents) services, 3<sup>rd</sup> International conference on Communities and Technologies, East Lansing, Michigan, USA, June 2007
  79. H. Eun and **S. Kim**, Developing an end-user oriented SLA in the NGN environment, COIN-NGNCON 2006, Jeju Island, Korea, July 2006
  80. M. Ryu, **S. Kim** and H. Eun, The firm-level impacts of NGN regulatory changes: The Korean case, COIN-NGNCON 2006, Jeju Island, Korea, July 2006
  81. M. Ryu, Y. Kang and **S. Kim**, The search for sustainability: Developing a

- telecommunications sustainability management index for telcos, 16th Biennial Conference of the ITS, Beijing, China, June 2006
82. **S. Kim**, M. Lee, H. Eun and M. Ryu, From the value chain to the value circle: Understanding new business opportunities in the ubiquitous business environment, 16th Biennial Conference of the ITS, Beijing, China, June 2006
  83. D. Cho, C. Nam and **S. Kim**, Optimal bundle of multimedia services according to customers' preference in the emerging mobile markets - T-DMB, S-DMB, WiBro, HSDPA, 16th Biennial Conference of the ITS, Beijing, China, June 2006
  84. **S. Kim**, Y. Shim, M. Ryu and J. Kim, NGN regulation scenarios as of year 2010: the Korean case, KMIS2005, Jeju, Korea, November 2005
  85. **S. Kim**, H. Eun, Y. Kang and M. Lee, How to respond to Heterogeneous Inter-industry Convergence? : The Concept of Convergence Portfolio Matrix, KMIS2005, Jeju, Korea, November 2005
  86. **S. Kim** and K. Cho, Achieving Administrative Transparency through Information Systems: A case study in the Seoul Metropolitan Government, EGOV2005, Copenhagen, Denmark, August 2005
  87. M. Ryu and **S. Kim**, A Business Model for Location-Based Services with Wireless Ad Hoc Networks, ITS Africa-Asia-Australasia Regional Conference, Perth, Australia, August 2005
  88. **S. Kim**, The role of electronic commerce in determining desirable customer relationship outcomes, EC-Web 2004, Zaragoza, Spain, September 2004
  89. D. Yang, **S. Kim**, C. Nam and I. Lee, The future of e-Government: Collaboration across citizen, business, and government, EGOV 2004, Zaragoza, Spain, September 2004
  90. C. Nam, **S. Kim** and H. Lee, Filling the Gaps in Fixed-Mobile Convergences: The Emerging Role of PIS (Portable Internet Service), 15th Biennial Conference in Berlin, Germany, September 2004
  91. M. Kim and **S. Kim**, A dialectical analysis of convergence of telecommunications and media value chains, 4th Annual Hawaii International Conference On Business, Hawaii, USA, June 2004
  92. **S. Kim**, The impact of wireless telecommunications on local community and local governments' policy responses: The U. S. case and its implication, PISTA

- 2003, Orlando, USA, July 2003
93. Y. Jung and **S. Kim**, Between physical service and online service: the possibilities and limitations of the self-service technologies in G2C context, PISTA 2003, Orlando, USA, July 2003
  94. H. Jung and **S. Kim**, The city-owned broadband network for e-Government: the case of e-Seoul Net, PISTA 2003, Orlando, USA, July 2003
  95. K. Cho and **S. Kim**, Solving the corruption issues by information technology: the case of the OPEN system in Seoul Metropolitan Government, PISTA 2003, Orlando, USA, July 2003
  96. G. Kim and **S. Kim**, Two-way convergence of Korean portal market: competitive responses to the new mobile Internet technology, mBusiness 2003, Austria, June 2003
  97. **S. Kim**, Factors influencing customers' use of electronic commerce in stock trading: An empirical study in Korea, PACIS (The Pacific Asia Conference on Information System) 2001, Seoul, Korea, 2001
  98. **S. Kim**, Firm characteristics influencing the extent of electronic billing adoption: an empirical study in the US telecommunication industry, the AEJMC (Association for Education in Journalism and Mass Communication) Conference, Phoenix, Arizona, USA, 2000
  99. **S. Kim**, A financial understanding of telecommunication takeovers: the effect of takeover characteristics on the shareholders' wealth, the 27<sup>th</sup> TPRC (Telecommunication Policy Research Conference), Alexandria, Virginia, USA, 1999
  100. **S. Kim** and B. Litman, An economic analysis of the US wireless telephone industry: responses to new technologies, the 49<sup>th</sup> ICA (International Communication Association) conference, San Francisco, California, USA, 1999
  101. **S. Kim**, Strategic choices in the development of a business-to-business electronic commerce system, the 1<sup>st</sup> ICTEC (International Conference for Telecommunication and Electronic Commerce), Nashville, Tennessee, USA, 1998
  102. **S. Kim**, Spectrum auctions, the Telecommunication Act of 1996 and local governments' wireless telecommunication policies, the 26<sup>th</sup> TPRC (Telecommunication Policy Research Conference), Alexandria, Virginia, USA, 1998
  103. **S. Kim** and M. Kwon, Interactive cable TV as an infrastructure for local

electronic commerce: A case study of Time Warner's FSN (full service network) trial in Orlando, the MTAC (Multimedia Technology and Applications Conference), L.A., California, USA, 1998

104. **S. Kim** and T. Muth, Convergence and local governments' telecommunication initiatives: A case study of 19 Michigan local communities, the 12<sup>th</sup> Biennial ITS (International Telecommunication Society) conference, Stockholm, Sweden, 1998 and the AEJMC (Association for Education in Journalism and Mass Communication) conference, Dallas, Texas, USA, 1998
105. **S. Kim**, Cultural imperialism on the Internet, the ICIR (International Conference for Intercultural Relations), Fullerton, California, USA, 1998

### **FUNDED RESEARCH PROJECTS**

#### **(From major ICT and media firms)**

1. Basic research on the development of digital platforms, **FIPRA Korea**, 2022 ~ 2023
2. Major changes driven by digital platforms in ICT ecosystem, **SK Telecom**, 2021 ~ 2022
3. The trends and dynamics in OTT market, **SK Telecom**, 2020 ~ 2021
4. Research on Internet platform industry (3<sup>rd</sup> year), **Naver**, 2020
5. Research on internalization of local Internet services, **Naver**, 2019
6. Research on Internet platform industry (2<sup>nd</sup> year), **Naver**, 2019
7. Ways to use emerging media for insurance business, **Samsung Fire & Marine Insurance Co., Ltd**, 2019
8. Research on M&A in ICT and media industry, **SK Telecom**, 2019
9. A method to determine the value of news provided to Naver, **Naver**, 2018
10. Research on Internet platform industry (1<sup>st</sup> year), **Naver**, 2018
11. Co-evolution of telecommunication and media industry, **SK Telecom**, 2017 ~ 2018
12. Forum on home shopping strategy and policy (2<sup>nd</sup> year), **CJ O Shopping**, 2017 ~ 2018

13. Forum on Internet strategy and policy (4<sup>th</sup> year), **Naver**, 2017~2018
14. The future direction of media industry, **SK Telecom**, 2016 ~ 2017
15. Forum on Internet strategy and policy (3<sup>rd</sup> year), **Naver**, 2016 ~ 2017
16. Forum on home shopping strategy and policy (1<sup>st</sup> year), **CJ O Shopping**, 2016 ~ 2017
17. Strategies for TV home shopping, **CJ O Shopping**, 2015
18. Cross platform measurement and total screening rate, **Chosun Media R&D**, 2015
19. Forum on Internet strategy and policy (2<sup>nd</sup> year), **Naver**, 2014 ~ 2015
20. Forum on Internet strategy and policy (1<sup>st</sup> year), **Naver**, 2013 ~ 2014
21. A study on Naver's corporate governance, **Naver**, 2014
22. Opinion on advertisements in Naver's search service, **Kim & Chang**, 2013
23. Users' welfare increase through the introduction of LTE-TDD network, **Qualcomm Korea**, 2013
24. Internet service classification and market definition, **NHN**, 2013
25. Telecommunication regulation issues, **NHN**, 2012
26. Mobile platform neutrality, **SK Telecom**, 2011 ~ 2012
27. The evolution of mobile ecosystem, **SK Telecom**, 2010
28. The next generation of telematics strategies, **Hyundai Motors**, 2009
29. The policy issues in the coming telecommunication environment, **SK Telecom**, 2007
30. Strategies on mobile devices, **SK Telecom**, 2006 ~ 2007
31. Regulatory responses to fixed and mobile convergence challenge, **KT**, 2006
32. Unlicensed spectrum: Opportunities and business potential, **SK Telecom**, 2006
33. Evaluating business goals and performance, **KT**, 2004 ~ 2006
34. The future of Grid-based service: market trends and business possibilities, **KT**, 2005
35. A new regulatory framework for NGN (Next Generation Network) challenges, **SK Telecom**, 2005
36. Competitive strategies coping with fixed and mobile convergence challenge, **SK Telecom**, 2003

**(From governments and public institutions)**

1. Yeon Manhee Research Fund (Sustainability of media users in the AI era), **Korea University**, 2024 ~ 2025
2. Intelligent information technology and personal/ organizational/social problems: Diagnosis and resolution, Research Institute program supported by **The National Research Foundation (NRF) of Korea**, 2023 ~2029
3. Yeon Manhee Research Fund (A case study on ESG management of Korean content firms), **Korea University**, 2023 ~ 2024
4. How to use social robot for elderly care in an age of declining population, **Asan Foundation**, 2023 ~ 2024
5. A comparative study on digital platform literacy in Korea and Finland, **Korea-Nordic R&D Network Program** supported by **The National Research Foundation** (NRF) of Korea, 2023
6. Yeon Manhee Research Fund (Research exploring ESG management for Korean digital platforms), **Korea University**, 2022 ~ 2023
7. Center for ICT and Society (Research on the Influence of Intelligent information technologies on society), SSK supported by **The National Research Foundation (NRF) of Korea**, 2019 ~2023
8. Smart Media Service Research Center (Interdisciplinary research for innovation and development of smart media service), ITRC supported by **Ministry of Science and ICT**, 2020 ~ 2025
9. BK21 Four R&E Center for Media and Communication, **The National Research Foundation (NRF) of Korea**, 2020 ~ 2022
10. The plan for promoting media and broadcasting industry, **Korea Communications Agency**, 2021
11. Research on video platforms, contents and media usage in major countries, **Korea Information Society Development Institute**, 2018
12. Digital society inclusion policy research center, **The Ministry of Science, ICT and Future Planning of Korea**, 2016 ~ 2018
13. Research on the new direction for broadcasting policy and regulation, **Korea Communications Agency**, 2017
14. Study on Korean MCN (Multi Channel Network) industry, **Korea Radio**



- Promotion Association, 2017**
15. Research on video platforms, contents and media usage in major countries, **Korea Information Society Development Institute, 2017**
  16. Research on video platforms, contents and media usage in major countries, **Korea Information Society Development Institute, 2016**
  17. Global telecommunication industry and its evolutionary path, **Korea Information Society Development Institute, 2016**
  18. Socially responsible IoT and Quality of life, **The National Research Foundation (NRF) of Korea, 2016 ~2019**
  19. Social acceptance and effects of M2M (Machine to Machine) technology, **The National Research Foundation (NRF) of Korea, 2013 ~ 2016**
  20. Spectrum and future Research Center (Research on spectrum and future policy), **The Ministry of Science, ICT and Future Planning of Korea, 2013 ~ 2017**
  21. Pay-TV and OTT markets and media consumption in selected countries, **Korea Information Society Development Institute, 2015**
  22. Pay-TV markets and OTT players in selected countries, **Korea Information Society Development Institute, 2014**
  23. Digital news distribution in N-screen environment, **Korea Press Foundation, 2014**
  24. Public broadcasting's cross-media strategies, **Korean Broadcasting System (KBS), 2014**
  25. Evaluation of MBC management, **Foundation for Broadcast, 2014**
  26. Government 3.0 for Post office, **Korea Post, 2014**
  27. Future models for post office, **Korea Post, 2013**
  28. Optimizing offline channels for post office, **Korea Post, 2013**
  29. Evaluation of MBC management, **Foundation for Broadcast, 2013**
  30. Cable TV operators' strategies for Super Wi-Fi service, **Korea Cable Television Association, 2013**
  31. Issues on mobile platform neutrality, **Korea Information Society Development Institute, 2013**
  32. Horizontal telecommunication and broadcasting regulation, **Korea Telecommunications Operators Association, 2013**

33. A study on comprehensive development strategies for media in a smart age, **Korea Communications Agency**, 2012
34. The evolution of video content ecosystem, **Korea Information Society Development Institute**, 2012
35. The evolution plan for post office ecosystem, **Korea Post** 2011
36. Cases and implications of capitalizing UCC in the heart of the newsroom, **Korea Press Foundation**, 2010
37. Wireless towers, social issues and policy responses, **Korea University**, 2008
38. Legal foundations and business model for BcN (Broadband Convergence Network, **National IT Industry Promotion Agency**, 2004 ~ 2008
39. u-Health service markets and value propositions, **National Information Society Agency**, 2007
40. Exploring business models for ubiquitous environments, **Korea Industrial Technology Foundation**, 2005
41. Evaluating the effectiveness of information systems audit, **National Information Society Agency**, 2004
42. Business models for exporting Internet security solutions, **Ministry of Information and Communication**, 2003
43. The development of wireless telecommunications and local governments' policy responses, **Information and Communication University**, 2003
44. Exploring basic strategies for commercializing portable Internet service, **Electronics and Telecommunications Research Institute**, 2003
45. TELECOMATRIX/MI, **State Government of Michigan**, 1997