



经管学院海外高水平专家系列讲座

Lecture series by high-level oversea experts of BNUBS

主题:国际顶尖学术期刊论文研究经验与选题设计

Topic: Research experience Sharing and topic design of top international academic journals

时间:2023年4月12日上午9:30

Time: 9:30 a.m., April 12, 2023

地点:昌平教二303

Location: 303, Teaching Building NO.2, Changping Campus



主讲人: **文辉昌**

首尔国立大学名誉教授,首尔科学综合大学院(aSSIST)首尔商学院讲座教授

Speaker: HwY-chang Moon, Emeritus Professor and at Seoul National University, Chair Professor of Seoul Business School at Seoul School of Integrated Sciences and Technologies(aSSIST)

主持人: **郑飞虎**

北京师范大学经济与工商管理学院副教授

Host: Feihu Zheng, Associate Professor of BNUBS

主讲人简介:

文辉昌(华盛顿大学博士),曾任首尔国立大学国际大学院院长。现任aSSIST大学首尔商学院讲座教授,国家竞争力政策与战略研究所(IPSNC)主席,北京师范大学经济与工商管理学院海外教授,联合国贸易和发展会议顾问(UNCTAD),以及韩国外国投资促进大使。他为跨国公司(如三星电子)、国际组织(如联合国贸发会议)和政府(如韩国、马来西亚、迪拜、阿塞拜疆、中国广东省和印度)开展了许多咨询/研究项目。同时他也接受纽约时报、今日美国、NHK世界电视台、路透社等国际报刊媒体的采访和辩论。他发表了多篇顶级出版商的文章和书籍,包括《韩国经济成功战略》(2016年,牛津大学出版社)、《战略的艺术:从孙子、迈克尔·波特展开》(2018年,剑桥大学出版社)和《全球商业:亚洲观点》(2022,世界科学出版社),并获得首尔大学学术研究奖。

Introduction to the speaker:

HwY-Chang Moon (Ph.D. from University of Washington) is Emeritus Professor and former Dean in the Graduate School of International Studies at Seoul National University. Professor Moon is currently Chair Professor of Seoul Business School at aSSIST University, Chairperson of the Institute for Policy and Strategy on National Competitiveness (IPSNC) in Korea, Overseas Professor at Beijing Normal University Business School, a consultant to United Nations Conference on Trade and Development (UNCTAD), and an Honorary Ambassador of Foreign Investment Promotion for South Korea. He has conducted many consulting/research projects for multinational companies (e.g., Samsung Electronics), international organizations (e.g., UNCTAD), and governments (e.g., Korea, Malaysia, Dubai, Azerbaijan, Guangdong Province of China, and India). For interviews and debates, he has been invited by international newspapers and media, including New York Times, USA Today, NHK World TV, and Reuters. He has published numerous articles and books by top publishers, including The Strategy for Korea's Economic Success (2016, Oxford University Press), The Art of Strategy: Sun Tzu, Michael Porter, and Beyond (2018, Cambridge University Press), and Global Business Strategy: Asian Perspective (2022, World Scientific Publishing Co.). He has received the Academic Research Award by Seoul National University.