

Jungsun CHO

NEOMA Business School - Campus de Rouen
A142, 1 Rue du Maréchal Juin - BP 215
76824 Mont-Saint-Aignan Cedex
Mobile: +330602166968
Email: jungsun.cho@neoma-bs.fr

EDUCATION

- Sep./16-now **NEOMA Business School (ESC Rouen), France**
Ph.D. Candidate in Luxury Marketing
Research interests: Luxury marketing, Digital and social media marketing.
My current projects include characterizing the effect of social media on consumers' self-construal and luxury value perception and understanding and predicting the impact of the digital device on consumer behavior.
- Mar./01-Feb./10 **Seoul National University, Korea**
Master of Business Administration in Marketing (3.69/4.3, 92.9%)
First Class Honours
(Feb./10) *Thesis: A study of factors influencing on 'Place choice' and 'Place loyalty development':*
Focused on place identity, place experience, and place personality.
(Mar./03-Feb./05) *Course work completion (Service Marketing, Studies in Consumer behaviour, and Place Marketing)*
**Absence of leave for professional employment approved by SNU*
Feb./03 *Bachelor of Business Administration (3.84/4.3, 94.4%)*
First Class Honours
- Mar./91-Feb./95 **Sungkyunkwan University, Korea**
Bachelor of Home Economics (3.95/4.5, 93.4%)
First Class Honours
-

WORK EXPERIENCE

- May./06-Jul./10 **SK Engineering and Construction** **Korea**
An affiliates of SK Group
Research Manager, Information Task Force Team
Planning Manager, Office of the President
- Jan./06-May./06 **LG Electronics** **Korea**
Korea's leading consumer electronics company
Assistant Research Manager, Member of Task Force Team, U-solution team
• Conducted surveys on feasibility Analysis for investment of contents business such as internet portal, music portal, online game, and entertainment businesses
- Jan./05-Jan./06 **S Mobile Design** **Korea**
Co-founder & CEO
• Led usability test for the information structure of mobile portal site ez-I of LG Telecom, No.3 telecommunication company in Korea
• Developed graphic design for mobile application; designed LG Telecom's BANK ON, the Korean first Mobile banking application and Music ON, mobile music download application program
- Aug./04-Jan./05 **Tsuum Mobile** **Korea/China**
A joint venture by SIMCOM (currently, SIM Technology Group, China)
Planning Manager, User Interface Team
• Participated in joint-company research in collaboration with SIMCOM on multimedia phone trend tracking to analyze Chinese consumer behavior and in developing a PDA phone/ a Smart phone
- Jan./03-Aug./04 **Kumho Asiana HRD Institute** **Korea**
HRD Institute of Kumho Group, Mother company of Asiana airlines
Senior Consultant
• Managed Service Consulting for Incheon International Airport Customs, Korea National Housing Corporation, and leading Korean companies
- Jan./95-Apr./00 **Asiana Airlines** **Korea**
Flight Manager, Flight Service Team
• Participated in the chartered flight for the Korean President Dae-jung Kim
Training Manager, Training Team
• Designed education curriculum for international flight pursers
-

PROFILE (Research Experience)

- **How Social Media Influence on Consumers' Luxury Value Perception (July-18, Ph.D. thesis)**
 - Analysed social media's influence on Luxury value perception by using structural equation model and experiments.
- **A study of Factors Influencing on 'Place Choice' and 'Place Loyalty Development: Focused on Place Identity, Place Experience and Place personality' (Dec-10, .MS thesis)**
 - Designed Place choice model by using Logistic regression analysis
 - Extended loyalty formation path with experiential and symbolic paths by using regression analysis
 - Conducted a survey of online users (n=375)
- **The demand analysis of Home Networking Service (Dec-05, Voluntary, Part time)**
 - Analysed the demand of Home Networking Service by regression analysis and conjoint analysis
 - Conducted a survey of adults over the age of 20(n=270)
- **The information structure of mobile portal site ez-l of LG Telecom* (Aug-05, Paid, Full time)**
 - * LG Telecom: No.3 telecommunication company in Korea"
 - Designed a navigation structure of ez-l's menu by using individual/ group card sorting method
 - Relabelled and regrouped menu by the Users' Model of the Information Space
- **The target market of Maple story**, RPG game of NEXON* (Jul-05, Voluntary, Part time)**
 - * Nexon: Korea's no. 1 online game company ** Maple Story has been top 10 on-line game in Korea
 - Conducted a survey of users of Maple story (n=1862), and analysed its target market
 - Suggested the loyalty strengthening strategy for existing customers and new brand positioning of 'the children game with which parents of the children can play'
 -
- **Multimedia Phone Trend Tracking (Aug-04, Paid, Full time)**
 - Conducted Joint-company research with SIMCOM (currently, SIM Technology Group, China)
 - Found new product idea by conducting shadow tracking analysis including mobile usage tracking, mobile usage scene, in-depth interview, and Benefit-Problem-Needs Node Map
 - Recommended improvement and guided the degree of new function development
- **Annual Customer Satisfaction Monitoring for Korea National Housing Corp (Jan~Dec-04, Paid, Full time)**
 - Monitored and evaluated in-bound calls and Staffs' service, and analysed the customer complaints
 - Documented a Service Manual and operated Service Training Programs
- **Service Consulting for Incheon International Airport Customs (Dec-03, Paid, Full time)**
 - Conducted a Survey of users of International Airports (n=687): Incheon International Airport (n=544), Hong Kong International Airport (n=67), Singapore Changi Airport (n=76)
 - Analysed service quality gap and conducted a comparative study on the service quality and researched employee satisfaction; Monitored the service of customs officers (n=500)
 - Recommended optimal customer channel of movement by evaluating service process and developed environment improvement on the site by evaluating physical evidence; led to Incheon International Airport's recognition of global no. 1 in airport service field for the last 9 years.