

Curriculum Vitae

CHAN WOO LEE, Ph.D.

Nationality: Korea

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EDUCATION

Henley Management College, Brunel University, England, UK

Ph.D. in International Marketing, 1997.

Concentration: Strategic Marketing and International Business

University of Ulster, Ulster Business School, Northern Ireland, UK

MBA in International Business, 1993.

University of San Francisco, McLaren School of Business, USA

Executive Summer Programme in International Business, June-July, 1992.

Sogang University, Graduate School of Business Administration, Seoul, Korea

International Marketing Strategy and Logistics in the MBA course, 1984 - 1987.

Kon-Kuk University, Seoul, Korea

BA in English Language and Literature, 1984

CURRENT APPOINTMENTS

Wintell Buredeco Korea Ltd., March 1998 - At present

President & Chief Consultant

Korea Academy of Motor Industry, Seoul, Korea, August 2004 - At present

President of the Korean Academy of Motor Industry (**KAMI**)

KyungHee University (Visiting Professor), September 2003–

Lecturer in International Marketing for Graduate School of Int'l Policy

SungKyunKwan University (Visiting Lecturer), March 2004–
Lecturer in Global Business for MBA School

DongYing Economic Development Zone, Sandong Province, China,
January 2004 –At present, Head of Seoul Office

WORK EXPERIENCE

Korea Association for Photonics Industry Development (KAPID)

2000 – 2003, Project Manager in Research & Marketing for “Korea Photonics 2010 Plan” of the **Ministry of Commerce, Industry & Energy (MoCIE)**.

- Data Base for Optoelectronics Industry in European countries
- International Relations for Photonics Technology and Training
- Publishing of the Photonics Industrial Newsletter
- Development of Marketing Programme for KAPID Members

Gwangju City Government (2001-2003)

FDI Advisor for Inward Investment Activities of the City Government

Small Business Training Institute of SMIPC, March 2000 – Dec. 2001

Lecturer in Marketing & Strategic Marketing Plan

- Market Research
- Consumer & Competitor Research
- Strategic Marketing in S.E. Asian Markets for Malaysian SMEs

FDI Conference in Zurich, Switzerland, June 2001

Chair and Co-organizer of the Exclusive Executive Circle –
The Conference for FDI in ASIA

- IT Companies (10 Korean & 1 Chinese)
- Private Banking (UBS)
- European Insurance Companies

KwangWoon University, Seoul, Korea, 1999 - 2000

Lecturer in Business Policy & Strategy

Korea Institute for Industrial Economics & Trade (KIET), July –Dec. 2000

Project Manager of Inward Foreign Direct Investment of a Governmental
Research Project of “Korea Photonics 2010 Plan - GwangJu” for the **Ministry**

of

Commerce, Industry & Energy (MoCIE).

Institute of International Management Strategy, June 1999 – March 2000

A Governmental Research Project Manager of “Made in Korea (MIK) Plan”
for the **Ministry of Commerce, Industry & Energy (MoCIE).**

Henley Management College - Research Centre, England, UK, 1993 - 1998

Doctoral Research Associate with Professor Leyland Pitt (Curtin University of Technology, Australia), Prof. Pierre Berthon (Bath University, UK), and Prof. Peter NC Cooke (The Nottingham Trent University, UK).

MBA Programmes:

- Mentoring roles for full-time students
- Development of teaching case studies for the programmes

SMP (Senior Managers Programme)

- Co-ordinator for the programme in Marketing Strategy
- Facilitator as an associate of the programme

Company Programmes

- Toyota (Europe) Ltd: Training manual for distribution channels
- Vauxhall (GM) Company: Marketing channels for local dealers

Korea-Related Training Programmes

- Samsung Motors : Development of in-house 4 weeks training programme for Middle Level Managers
- Hyundai Car (UK) Ltd.: Regular Press Conference, Development of the company programme for local dealers
- KMA (Korea Management Association): Organise seminars/ presentations for Korean business groups' overseas training programmes

IDB – IBB - DTI , London, UK, Nov. 1992 - Dec. 1997

Industrial Researcher and Advisor for FDI, Export & Import from Korea

Sea-Land Service, Inc., Seoul, Korea, 1983-1990.

Marketing and Sales Representative: USA, Middle East and Europe (1988-1990) for 40 companies, i.e. *Samsung Moolsan, Samsung Electronics, IBM-Korea, Daewoo Electronics, Kumho Group, LG Electronics.* Account Payable (A/P) and Account Receivable (A/P) as an accountant, and General Administrator in Personnel Department (1983-1987).

Hanil Bank (Woori) Ltd., Seoul, Korea, 1979 -1982.

Managed all Banking Transactions with Big Business Groups. Banking Retailer in Customer Services Department.

Military Service, Korea, 1976 - 1979.

Fulfilment of required Military Service. Served in the Korean Army (21X 66R).

Namsun Moolsan (Trading) Co., Ltd., Seoul, Korea, 1973 - 1976.

Accountant for Taxation and Budgeting.

DISSERTATIONS

Ph.D., (1997)

“Product-Country Images: The Role of Country Image in Consumers’ Prototype Product Evaluations,” Supervisors: Professor Leyland Pitt and Dr. Pierre Berthon. Examiners: Professor Constantine Katsikeas and Professor Douglas West. Key words: Country Image, Product Image, Country-of-Origin (COO), Country-of-Target (COT), Belief-Attitude, Prototypes, Purchase Willingness, Marketing Strategy, MANOVA, ANOVA, *An abstract attached.*

MBA, (1993)

“A Study of Opportunities of Korean Small and Medium-Sized Companies in the Single European Market After 1992,” Mentor Prof. Stanley Cromie. Key words; Small and Medium-sized Enterprises (SMEs), Foreign Direct Investment (FDI), Joint Venture, Market Entry Strategy, S.W.O.T. Analysis.

RESEARCH/ BUSINESS PROJECTS

Lee, C.W, (2002), China Automotive Industry, a research project sponsored by the Research Institute of International Affairs, Korea.

Lee, C.W. & Associates, (2000), **Made in Korea Plan**, a research project sponsored by the Ministry of Commerce, Industry & Energy, Korea.

Cooke, P.N.C., Lee, C.W., and Patel, H.R., (1995), The Korean Automobile Industry - A Strategic Overview, a project for ACEA (European Automobile Manufacturers Association).

Cooke, P.N.C., Patel, H.R., and Lee, C.W., (1994), Emerging Players from the Pacific Rim: A Short Review of the Korean Motor Industry, a project for Hyundai Car (UK) Ltd.

Lee, Chan Woo, (1993), Non-Alcoholic Drinks Market in the UK-Health Drinks, a project for Industrial Development Board (IDB) for Northern Ireland which is one of DTI (Department of Trade and Industry of UK) subsidiaries.

PUBLICATIONS

Lee, C.W., (2002), “A strategic access to Chinese automotive market”, The Journal of Economic Policy, **Research Institute of International Affairs**, Summer 2002, Vol.4, No.2.

Lee, C.W., and Suh, Yonggu (2001), "Case studies on Country Image of advanced countries", Review of Business and Economic Studies, **Institute of Business and Economic Research**, Sookmyung Women's University, 2001, Vol. 31, No.1.

Lee, Chan Woo, Suh, Yonggu and Moon Byeong-Joon, (2001), "Product-Country Images: The Roles of Country-of-Origin and Country-of-Target in Consumers' Prototype Product Evaluations," **The Journal of International Consumer Marketing**, Volume 13, Number 3.

Shin, G.S., Lee, C.W. & et al, (1999), "Identity of Made in Korea Products and Communication Strategy," Institute of International Management Strategy, as a **project report for the Ministry of Commerce, Industry and Energy**, Korea.

Cooke, P.N.C., Lee, C.W., and Patel, H.R., (1995), "The Korean Automobile Industry - A Strategic Overview," as a **project report for ACEA** (European Automobile Manufacturers Association).

Patel, H.R., and Lee, C.W., (1995), The Case Study on "Daewoo Motor Company," Published by Henley Management College for Classroom Discussions.

Cooke, P.N.C., Patel, H.R., and Lee, C.W., (1994), "Emerging Players from the Pacific Rim: A Short Review of the Korean Motor Industry," Henley-Nisbet Publications.

Articles on Journal of Automotive Industry, Hyundai Motor, KAMA Journal, and Korea Automobile Press.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Lee, Chan Woo and Suh, Yonggu, (1998), "Product-Country Images: The Role of Country Image in Consumers' Prototype Product Evaluations," 1998 Annual Conference of Korea Academy of International Business - Seoul National University, Seoul, Korea.

Lee, Chan Woo and Suh, Yonggu, (1997), "Product-Country Images: The Role of Country Image in Consumers' Prototype Product Evaluations," The 5th Annual Conference on Global Business Environment & Strategy - Taiwan.

Lee, Chan Woo, (1996), "Product-Country Images: The Role of Country Image in Product Evaluations," The 5th Summer School of European Doctoral Association for Management and Business Administration (EDAMBA), Leuven, Belgium.

Lee, Chan Woo, (1996), "Country of Origin Effects: The Territory that Time Forgot," The 4th Annual Conference on Global Business Environment

& Strategy, Anchorage, AK.

WORKING PAPER

Lee, C.W., (2003), "Marketing Strategy in European Markets for Korean Digital Contents Providers" Center for IT Management Research (ITRC) SungKyunKwan University, Working Paper Series, ITRC 03-12.

Lee, C.W., Pitt, L., Berthon, P., and Prendergast, G., (1996), "Country of Origin Effects: Perspectives from the Literature Revisited," Henley Management College Working Paper Series, No.9618.

SOCIAL ACTIVITIES

Advisor on European Motor Industry for Korea Automobile Manufacturers Association (KAMA), 1995 - 1996.

Correspondent for Korea Automobile Press, 1995 - 1996.

A Senior Member of Youth Adult Volunteers Group for Korea National Red Cross, 1974 – at present.

English Teacher Licensed by the Ministry of Education, 1984.

REFEREES

1. Professor Leyland Pitt
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AN ABSTRACT OF Ph.D. THESIS

**Product-Country Images:
The Role of Country Image In Consumers Prototype Product Evaluations**

What is the relationship between a country specific image and the image of products made in that country? What is the role of country image in consumers product evaluations? While many of previous studies have examined the COO effects on consumers *overall* quality perceptions of products, little work has been done on investigating the relationship between a country specific image, its product image, and consumers purchase willingness.

A prototype car product, with fictitious country of origin from Germany, Italy, Korea and Malaysia, was developed for investigating consumers perceptions, and for defining the role of country image in consumer product evaluations. In order to generalise research findings to the global context, tests with the questionnaires are conducted from 320 undergraduate students in four countries (United Kingdom, United States, Hong Kong, and Australia).

A review of the prior literature on country of origin effects, product-country images, and models of belief-attitude provided two constructs of country of origin (COO) and country of target (COT) as direction of this study. Finally, the literature review enabled the development of three main questions as basis of five hypotheses as follows; (a) Are there significant differences between consumer groups attitudes toward a specific country and its prototype car products? (b) Are there significant differences between consumer groups purchase willingness toward products from a specific country? (c) What is the role of country image in consumers product evaluations?

Measuring instruments for this study were identified, as follows:

| Constructs | | Dimensions or Attributes |
|--|-----------------------------|--|
| Country of Origin (COO) VS Country of Target (COT) | Country Image as Beliefs | Political, Economic, Technological Advancement, Social Desirability |
| | Product Image as Beliefs | Quality, Design, Prestige, Price, Technical Advancedness |
| | Attitude | Purchase Willingness |

Three sets of hypotheses were tested in this study that were concerned with country image, product image, and purchase willingness as sub-constructs of COO and COT. Two statistical techniques were used to analyse the data - multivariate analysis of variance (MANOVA) and one-way analysis of variance (ANOVA).

This study contributes to the body of knowledge on country of origin in a number of specific ways: first, prototypes, rather than existing product are employed as stimuli; second, the construct of country of target (COT) was introduced and was conceptualised as a complement to that of country of origin (COO); and third, the interaction between these three elements is explored. Eventually, the finding of this research confirmed that the COT construct and its effects are potentially very important to the study of the role of country image and to business people exporting products from a particular COO.