SHINGI HONG

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EDUCATION

Seoul National University | Seoul, Republic of Korea
Sep. 2020 – Present

M.S. in Business Administration, Strategy and International Business | **GPA**: 4.18/4.3

>**Advisor**: Professor, Jaeyong Song
>**Relevant Coursework**:

Management (Graduate-level): Studies in International Corporate Strategy / Strategic Management of Technology / Social and Psychological Processes in Strategic Management / Studies in International Business Theory / Research Seminars in Strategy and International Management

Economics (Graduate-level): Studies on Innovation, corporate organization, and economic growth

Research Methodology (Graduate-level): Statistical Causal Inference / Research Methods in Strategic Management / Multivariate Analysis / Advanced Psychological Statistics / Quantitative Analysis I for Public Administration and Policy

Seoul National University | Seoul, Republic of Korea
Mar. 2013 – Oct. 2020

Bachelor of Business Administration | **GPA**: 3.61/4.3

>**Relevant Coursework**: Theories of Strategy in the Global Knowledge based Economy (Graduate-level)/ Strategic Management / International Business Management/ Organizational Behavior / Special Topics in Entrepreneurship / Fundamentals of Economics / Microeconomics / Statistics / Mathematics for Economics / Calculus for Business

RESEARCH INTERESTS

Innovation, Knowledge Management, Organizational Learning, Social Networks, Causal Inference

RESEARCH EXPERIENCE

Master's Thesis
"Can licensing-in activities always benefit a firm's innovation?"

I investigate the effect of licensing in activities on a firm's innovation. Specifically, I focus on dual role of licensing-in experience in a firm's innovation performance in the pharmaceutical industry. I propose that licensing-in experience positively affects a firm's incremental innovation performance. Through licensing-in, they can utilize readymade technologies that fit their knowledge base. Because of the characteristics of licensing-in that causes path dependence and lock-in to current technology, it negatively affects a firm's radical innovation performance. To mitigate the negative effect, firms can take advantage of University-Industry Collaboration (UIC). They will have the opportunity to gain knowledge different from the existing knowledge base. Therefore, the experience of UIC will mitigate the negative relationship between licensing-in and a firm's radical innovation performance.

Working Paper
"Competition Network as a Source of Innovation: Will Spanning Structural Holes Make Firms More Innovative?"

From recent perspective that competitors can be a potential source of improving firms' innovation performance, I delve into whether spanning structural holes in competition networks structure has the positive impact on a focal firm's innovation and what factors can influence its effects on innovation. I propose that the higher degree of a focal firm's spanning structural holes, the greater firm's innovation performance is. A firm that spans structural holes can easily perceive behaviors of competitors in different networks and then collect novel information from each network, resulting in the combination of diverse knowledge. I also propose that if a firm has a higher absorptive capacity, the effect of spanning structural holes is likely to increase. Since the information flow is indirect between the firm and competitors, a firm's absorptive capacity can affect the magnitude of spanning structural holes' effects. Using Gephi and competitor perception from the annual report, I constructed a brief competition network that showed different competition networks among the Top 10 Korean pharmaceutical firms.

RESEARCH & TEACHING ASSISTANT EXPERIENCE

Research Assistant
Professor Jaeyong Song, Seoul National University
- Assistant of Seoul Journal of Business (SJB) (Jan. 2021 – Aug. 2021)
- Assistant of Evaluation and Challenges for CKD Pharmaceutical firm Wave (Mar. 2021 – Apr. 2021)

Teaching Assistant
Professor Jaeyong Song, Seoul National University
- *Corporate Strategy* (Executive MBA; Fall 2020) / *International Business* (MBA; Fall 2020)
Emeritus Professor Yonguk Jun, Seoul National University
- *International Business* (Undergraduate; Spring 2021 – Present) / *International Business* (MBA; Spring 2022)

WORK EXPERIENCE

Customer Analytics Jan. 2020 – Jul. 2020
Modoodoc | Seoul, South Korea
- Analyzed customer's reviews and took advantage of information from customers to improve the quality of review system.

Business Operation Intern Mar. 2019 – Jun. 2019
Babitalk | Seoul, South Korea
- Analyzed app user data to understand user's pattern to compare user's purchasing power according to monthly variation.
- Reorganized corporate vision with the top management, mainly analyzing the perception of beauty and consumer behavior, and constructed a new concept of beauty that incorporates customers' views.

Project Intern Jan. 2018 – Feb. 2019
Milimeal | Seoul, South Korea
- Participated in deciding target market for the home meal replacement mainly through carrying out extensive research, including market size and share, potential customer, competitors, and cultural and legal factors.

EXTRACURRICULAR ACTIVITIES & LEADERSHIP EXPERIENCE

Campus-Eland group Strategic Intelligence **Seoul National University**
Team member Sep. 2016 – Dec. 2016
ARMADA (SNU Business School Football Club) **Seoul National University**
Vice-captain, Team Member Mar. 2013 – Present

SCHOLARSHIPS

Lecture & Research scholarship 2021/2022
Work-Study scholarship 2016/2017/2021
Merit-based scholarship 2013/2017/2021

SKILLS & MISCELLANEOUS

Standardized Test Scores
- GMAT: Total 730 (96%)   Verbal 37 (81%)   Quant 51 (97%)   Writing 5/6   IR 8/8

Computational Skills and Languages
- Data management and statistical analysis: R, Gephi, STATA
- MS office: Microsoft Office Specialist Master Certificate (Access, Excel, PowerPoint, Word)
- Languages: Korean (native) / English (fluent)

Military Service
- Korean Army, Honorable Discharge (Sep. 2014 – Jul. 2016)