



▪ Field Major in marketing

▪ Name Son, Young-seok

▪ Title Professor

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Education background

Bachelor, Master, Doctor(Major in marketing) of College of Business Administration, Korea University

Major careers

Visiting professor, Auckland University of Technology

Vice president of the Korean Society of Consumer Studies

Director of the Korea Advertising Society and editor of the Korean Journal of Advertising

Executive director and editor of the Korean Marketing Management Association

Director and editor of the Korean Distribution Association

Director of the Korean Association for Advertising and Public Relations

Australasian Marketing Journal review board member

Asian Journal of Communication (ssci grade) review board member

Was a member of the National Innovation Brand

Was an advisory professor of the brand of the National Emergency Management Agency Br

Was a senior researcher of the Marketing Research Center, Daehong Communications