

AYoung Woo 우아영

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EDUCATION

SEOUL NATIONAL UNIVERSITY | Seoul, South Korea *Sep 2023 – Present*

- Ph.D. in Business Administration (Strategy and International Management)
- Coursework: Multivariate Analysis, Studies in sport human resource management, Studies in Strategy and International Business 2, Advanced Psychological Statistics, Studies in Behavioral Economics, Studies in Strategy and International Business 1, Studies in Econometrics, Advanced Psychology of Judgment and Decision Making, HR Analytics and Performance Management in Vocational Education and Workforce Development

SEOUL NATIONAL UNIVERSITY | Seoul, South Korea *Sep 2021 – Aug 2023*

- M.S. in Business Administration (Strategy and International Management)
- Coursework: Seminar in Strategy, Studies in International Business Theory, Theories of Strategy in the Global Knowledge-Based Economy, Seminar on Quantitative Analysis, Studies in Electronic Commerce, Computational Research Methods, Research Seminars in Strategy and International Management, Reading and Research, Studies in International Corporate Strategy, Social and Psychological Processes in Strategic Management, Research Methods in Strategic Management

EWHA WOMANS UNIVERSITY | Seoul, South Korea *Mar 2017 – Aug 2021*

- B.A. in International Studies and Business Administration
- Graduated with Honors
- Awarded the Scholarship for Excellence in Regular Admission

PROFESSIONAL EXPERIENCE

Researcher (Part-time) | MIT Sloan School of Management *Oct 2024 – Present*

- Korean Cultural Industries Project (*Prof. Johan Chu*)
- Archival data gathering, Industry engagement and fieldwork, Interview coordination.

Undergraduate Student Researcher | Ewha Womans University *May 2021 – Aug 2021*

- Artslinker, an Online Arts Platform (*Prof. Hyogun Kym*)
- Managed marketing activities for the Artslinker platform.

PROJECT

Trend Korea 2023 & 2024 | Seoul National University *Mar 2022 – Aug 2023*

- Project member of Trendersnal (*Prof. Rando Kim*)
- Actively participated in workshops organized by the Consumer Trend Center.
- Monitored consumer trends and industry phenomena and regularly submitted trend reports to the center.
- Contributed to the preparation of detailed analyses on emerging consumer behaviors and book publication.

TEACHING EXPERIENCE

Teaching Assistant | Seoul National University

- [Executive MBA] Negotiation (*Prof. Theresa S. Cho*) *2021 Fall, 2022 Fall, 2023 Spring*
- [MBA] Strategy (*Prof. Theresa S. Cho*) *2024 Fall*

PUBLICATIONS

Woo, A., Park, B., Sung, H., Yong, H., Chae, J., & Choi, S. (2021). An Analysis of the Competitive Actions of Boeing and Airbus in the Aerospace Industry Based on the Competitive Dynamics Model. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3), 192. <https://doi.org/10.3390/joitmc7030192>

SKILLS

Language | Korean (Native), English (Fluent), Mandarin Chinese (Advanced)

VOLUNTARY EXPERIENCE

Translation Volunteer Work | Good Neighbors International

Jul 2018 – present

- Sponsor's letter translation (from Korean into English)
- Annual child letter translation (from English into Korean)
- Child's letter translation (from English into Korean)