

**Renee B. Kim, Ph.D**  
**Summary Curriculum Vitae**

Associate Dean, International Relations  
School of Business, HanYang University  
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**Academic Training:**

<i>Institution</i>	<i>Degree</i>	<i>Dates</i>
University of Alberta, Canada	B. Sc.	1988-92
University of Alberta, Canada	M. Sc.	1994-96
University of Alberta, Canada	Ph.D.	1997-2000
New York University (NYU) London School of Economics (LSE) HEC Paris	MBA	2005-2007

**Employment Experience:**

2007-Present	Associate Dean for International Relations, Associate Professor HanYang University, Seoul Korea
2006- 2007	Associate/ Tenured Professor, the University of Manitoba, Canada
2000- 2005	Assistant Professor, the University of Manitoba, Canada
1998-2000	PhD Fellow-The Canadian Wheat Board-Tokyo Office, Japan
1999-2000	Monbusho Fellow - Niigata University, Economics Department, Japan
1998	PhD Research Fellow-The Canadian Wheat Board, Market Development division, Canada
1996-1997	The Canadian Wheat Board Ms Agribusiness Research Associate
1995	International Market Analyst- AARI Research Associate

### Awards and Scholarships:

1996-1997	The Canadian Wheat Board Agribusiness M.Sc. Scholarship Award
1998-2000	The Canadian Wheat Board Best Ph.D. Fellowship Award
1998-1999	Monbusho Scholarship, the Ministry of Education, the Government of Japan
2002	Honourable Mention of outstanding PhD Thesis Canadian Agricultural Economics Society
2004	Best CAFRI Journal Article 2004 by Canadian Agricultural Economics Society

### Public Services:

Executive Director of International Relation, the Korean Association of Non-Profit Organization  
Executive Director of Editorial Board, the Korean Association of Canadian Studies  
A Member of Economic Advisory Council, the Korea Development Institute (KDI)  
Founder & Chief Director of Korea-Canada Trade Corporation Research Center (KOCAT)

### Refereed Journal Publications:

1. Renee Kim "Acceptance of Innovative Food Products: A Comparison of Chinese and Korean Consumers" Actual Problems of Economics (Forthcoming) (SCI)
2. Renee Kim "A Multi attribute Model of Japanese Consumer's Purchase Intention for GM foods". Agricultural Economics (Forthcoming) (SCI)
3. Renee Kim "Factors influencing Chinese consumer behaviour when buying innovative food products". Agricultural Economics, 55, 2009 (9). (SCI)
4. Renee Kim and Simon Bureau. "Challenges and Prospects of the Canada Korea Economic Relationship". International Journal Volume 64 Issue 4 Autumn 2009 (SSCI).
5. Renee Kim "Strategic Management for Growth in International Food Retail Market: Case of Carrefour SA", The Journal of Digital Policy & Management Vol 7, No.1 (2009): 49-56.
6. Renee Kim "Japanese Consumer Preference for 2<sup>nd</sup> Genetically Modified (GM) Food Products." Journal of East Asian Soc Dietary Life 19(1): 1-8 (2009).
7. Renee Kim "The Impact of Food Safety Concerns on KORUS FTA: Meeting the Public Concerns about Beef Safety." Journal of Agricultural and Environmental Ethics Vol. 22 No.2 : 141-152 (2009). (SSCI)

8. Renee Kim "Japanese consumers' valuation of GM Novel Foods." , ICFAI Journal of Applied Economics, Volume VIII, No. 2, pp 59-72 March(2009), Issue, available at SSRN: <http://ssrn.com/abstract=1352283>
9. Renee Kim. "Value Innovation in Export Marketing Strategy: A Case of Canadian Firm in Japan". Journal of Food Products Marketing (2009) (Forthcoming).
10. Renee Kim. "Wal-Mart Korea: Challenges of Entering a Foreign Market" Journal of Asia Pacific Business vol. 9, Iss.4 (2008) pg 344.
11. Renee Kim, Opal S. and Toyoda, T. "Consumer Attitude towards Organic Labelling Schemes in Japan." Journal of International Food and Agribusiness Marketing, Vol. 20, Iss. 3 pg 57-74,( 2008).
12. Renee Kim. "Transformation of an Emerging Economy to a Knowledge based Economy: Korean Case." Global Business Review. Vol.9. No.1 , 149-156 (January-June 2008)
13. Renee Kim, "Japanese consumers' use of intrinsic and extrinsic cues to mitigate risky food choice" . International Journal of Consumer Studies, 32 (2008):49-58 ISSN 1470-6423.
14. Renee Kim. "Samsung's Competitive Innovation and Strategic Intent for Global Expansion". Problems and Perspectives in Management, Vol. 5, Issue 3 (2007).
15. Renee Kim. "Brand Building and Innovating: the Best Way to Stay Alive", International Research Journal: Innovative Marketing (2006):75-82.
16. Renee Kim and Milton Boyd. "Price transmission between US grain and Korean import grain". Journal of Rural Development (JFD), (2006):143-158.
17. Renee Kim, Qiao Zhang, Yuehong Pan. "Japanese Consumers' Choice for Genetically Modified (GM) Differentiated Food Products: Preference between 1<sup>st</sup> and 2<sup>nd</sup> Generation GM Foods", Agricultural Outlook (2006):32-34.
18. Kim, Renee and M. Boyd. "Japanese Consumers' Acceptance of Genetically Modified (GM) Food: An Ordered Probit Analysis", Journal of Food Products Marketing Vol 12-3, (2005):32-34.
19. Kim, Renee. "Are Beef Merchandisers in South Korea Willing to Adopt Food-Safety Enhancing Treatments of Imported Chilled Beef?", Journal of Rural Development (JFD) Vol. 27 (2004) : 1-16.
20. Kim, Renee and M. Boyd. "Identification of Niche Market for Hanwoo Beef: Understanding Korean Consumer Preference For Beef Using Market Segment Analysis", International Food and Agribusiness Management Review (IFAMR) Vol. 7, Issue 3, (2004): 46- 62.
21. Kim, Renee and M. Veeman "Adjustments in the South Korean Beef Import Market under Beef Import Liberalization Policies" Agribusiness: An International Journal Vol.20-2 (2004):201-215.

22. Kim, Renee "Construction of Preferred Product Profiles and Product Differentiation: Choice Modelling (CM) of Beef Quality Factors" Journal of Food Product Marketing Vol.10-2, (2003):85-97.
23. Kim, Renee "Factors Influencing Consumers' Decision to Purchase Beef: A South Korean Case Study." Journal of International Food and Agribusiness Marketing, Vol 15-1, (2003):153-167.
24. Kim, Renee and Skripnichenko, A. " Meat Demand Analysis with a Quota-Constrained Trans Log (QCTL)Model: Implication of Market Liberalization in Korean Beef Imports", The ICFAI Journal of Applied Economics, Vol. II Number 1, February (2003) :7-18.
25. Kim, Renee, James Unterschultz and Michele Veeman. "The Future of Canadian Wheat Export to Japan: Comparing South Korean and Japanese Noodle Flour Markets." Current Agriculture, Food & Resource Issues (CAFRI), No.3, (2003):75-89
26. Unterschultz, Jim, Veeman, Michel and Kim, Renee "Application of Stated Preference Methodology on the Korean Beef Market", Canadian Journal of Agricultural Economic (SSCI) 46 (1998):53-68.
27. Kim, Renee, Unterschultz, Jim and Veeman, Michel "Analysis of the Korean Beef Market: A study of Hotel Buyers' Perspectives", Agribusiness: An International Journal 13, 4 (1997): 445-455.

#### Refereed Proceedings Publications:

1. Boyd, M. and R. Kim "Understanding Financial Shocks and Crisis in the Japanese and South Korean Economies". Selected Paper of Conference on Perspectives and Prospects on Canadian-Japanese Relations, Ottawa Canada, September 2002.
2. Kim, R. and M. Veeman. 2001 "Korean Beef Import Preferences: Implications of Trade Patterns in the Twenty-First Century." In: *International Trade in Livestock Products*. International Agricultural Trade Research Consortium IATRC Conference Proceedings, January 2001. 18 pp
3. Kim, Renee "Effect of State Trading Enterprise on Formation of Quality Preference of Wheat Flour by Japanese and Korean Millers", Proceeding of the 13<sup>th</sup> Annual Conference of Japan Studies Association of Canada (JSAC), Vancouver Canada, October 2000.
4. Kim, Renee "Comparative Study on Millers' Perception of Wheat Quality Attributes in Japan vs. South Korea", Japanese Journal of Agricultural Economics: pg 5-12, March 2000.
5. Kim, Renee and Chen, Kevin Z. "Habit Formation and Japan's Wheat Importing Behavior," p. 122-133 in Confidence and Uncertainty in Japan, Edited by Michael Donnelly, Proceeding of the 10<sup>th</sup> Annual Conference of The Japan Studies Association of Canada (JSAC), Toronto Canada, October 1997.

#### Book Publications:

Coauthor of 'Challenges and Prospects of G20: Geopolitical and Economic Roles and Implications of G20 Member Countries' (Forthcoming, 2010)

Coauthor of 'Secret Formula: How Socially Responsible Management and Brilliant Marketing made 110 year old, Whal-Myoung-Soo, the Oldest and Best Known Product in Korea' (Forthcoming, 2010)

#### **International Research Projects:**

1. Ministry of Strategy and Finance & Ministry of Education, "Global Governance 20 Monitoring Task Corp." Representing Canada-Country Desk, 2009- current
2. Korea Research Foundation (KRF), "Assessment of Risk Management, Communication of Food Safety in Korea and China" under the framework of East Asian Food Security Program, 2008-current, the Principal Investigator (PI) is Renee Kim
3. Maple Leaf Food International Inc. & Manitoba Research Adaptation Council (MRAC) "Quantitative Assessment of Japanese Consumers Willingness to Pay for Foreign Brand Products: Quality, Safety, and Other Characteristics", 2004-2006; the PI was Renee Kim.
4. Genome Prairies Research (GE3LS) Agri food Canada & Manitoba Government – "Consumer Preferences Regarding Innovative Food Products in Asian Markets", 2004-2006; the PI was Renee Kim
5. The Ministry of Agriculture and Forestry (MAF): Agricultural Research Promotion Center (ARPC), the Korean Government - "Development and Application of a New Model for the Analysis of International Price Transmission (PTM) Impact on International Commodity Markets", 2002-2003; the PI was Renee Kim
6. Canadian Beef Export Federation (CBEF), Korean Branch Office; Quantitative Analysis of Korean Meat Supply Chain; survey study at merchandiser-level.2001; the PI was Renee Kim
7. National Agricultural Coop, the Ministry of Agriculture and Forestry (MAF), the Korean Government – Brand Development of Hanwoo Beef in Korean retail sector 2002 ; the PI was Renee Kim
8. Alberta Agricultural Research Council (AARC)-Analysis of Korean Beef Trade Liberalization on Demand : Applied Econometric Demand modeling 2001; the PI was Renee Kim
9. Monbusho Scholarship from the Ministry of Education, Government of Japan- Competitiveness of International Food exporters in Japanese and Korean Markets. 1998-1999: the PI was Renee Kim
10. Alberta Agriculture Research Council (AARI) South Korea and Japan Noodle Project Research Grant. –Comparative Study of Japanese and Korean Preference for Noodle Products attributes. 1998-1999; the PI was Renee Kim.

11. Federal/Provincial Market Development Council of Agriculture Canada Research Grant. – Analysis of Korean Hotel Buyers' Preference for Import Food Products, 1995-1996.; the PI was Renee Kim.