

Serial Number: Doctorate 601

DIPLOMA

Name in Full: LEE, JUNGWAN

Date of Birth: January 18, 1964

The Trustees upon the recommendation of the committee of
the Graduate School hereby confer upon

LEE, JUNGWAN

the degree of
Doctor of Philosophy (PhD) in Business Administration
(Subconcentration : Marketing)

with his success from the screening committee of the Graduate School upon
the submission of the herebelow titled dissertation,
after the pass of the qualifying examination and the completion of
the required academic credits for the Doctorate degree ,
with all the honors, rights, privileges and obligations
pertaining to that degree.

Title of Dissertation:

*“An Empirical Model for Segmenting Global Market by the Drivers of Cross-
national Diffusion: in the Internet Service Markets”*

In testimony whereof this Diploma is conferred at Seoul, the Republic of Korea,
this Twentieth day of August, 2004,
by Dean of the Graduate School, Soongsil University
YOO, YOUNG-RYEOL, Ph.D.

In testimony whereof this diploma is conferred at Seoul, The Republic of Korea,
this Twentieth day of August, 2004,
by Chancellor of Soongsil University
LEE, JOONG, Ph.D.

Diploma Conferred Number : **Soongsil University 2003 (Doctorate) 46**