

JUNGWAN LEE, Ph.D.

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OBJECTIVE

- Professor of International Management/ Marketing with an opportunity for promotion to institutional leadership

HONORS/AWARDS/SPECIAL RECOGNITIONS

- **Honors/Awards;**
 - Best Professor Award (Kazakh-British Technical University, 2006)
 - Best Paper Award (IMDA 12th World Business Congress, Vancouver, 2003)
 - Service Excellence Commendation Award (SMBA, Republic of Korea, 2001)
- **Qualification Certificates;**
 - Specialist of Business Management Consulting (SMBA, 2002)
 - Specialist of Logistics Management (MOCT, 2001)
 - Specialist of Electronic Commerce Management (KCC, 2000)
 - Specialist of International Trade (KITA, 1998)
- **Teaching Evaluation:**
 - Overall rating 4.85/5.00, KBTU (Kazakhstan, 2006-2007)
 - Overall rating 4.62/5.00, KBTU (Kazakhstan, 2005-2006)
 - Overall rating 4.58/5.00, KIMEP (Kazakhstan, 2004-2005)
 - Overall rating 4.56/5.00, SOONGSIL University (Korea, 2003-2004)
 - Overall rating 4.28/5.00, BOSTON University (USA, 2002-2003)

PUBLICATIONS/RESEARCHES

- **38 Research Papers Published** (2002~2007) **and 5 Papers in Progress** (2007-2008)
- **4 Books Published** (2001~2004) **and 2 Books in Progress** (2006~2007)
- **19 International Conference/Seminar Presentations** (2002~2006)
- Have served as a member of the Editorial Board (as the Regional Editor of Eastern Europe and the CIS countries) of the *World Review of Entrepreneurship, Management and Sustainable Development (WREMSD)*, ISSN: 1746-0573. Bucks, UK: Inderscience Publishers. Available at <http://www.inderscience.com/browse/index.php?journalCODE=wremsd>

ACADEMIC EXPERIENCE

KAZAKH-BRITISH TECHNICAL UNIVERSITY, ALMATY, KAZAKHSTAN. 2.0 year
Professor, September 2005~August 2008 Present

- Lecture in English the courses of “Quality management”, “Strategic management”, “Management theory”, “Organizational behaviour”, “Corporate management”, “International management”, “Introduction to business”, “Business ethics”, “Principles of marketing”, “Marketing management”, “Consumer behavior”, “Marketing strategy”, “Logistics”, and “Business

communications” in undergraduate (B.Sc) and postgraduate (MSc, MBA) programs at Faculty of Economics, Finance and Management. <http://www.kbtu.kz>

- Served as chair of Management Dept., Faculty of Economics, Finance and Management (FEF)
- Served as a member of Academic Planning and Curriculum Development Committee, FEF
- Served as a member of Academy Scientific Research Council, Kazakh-British Technical University (KBTU)
- Served as a member of State Accreditation and Quality Control Committee, KBTU
- Served as a member of Academy Strategic Management Committee, KBTU

KIMEP, BANG COLLEGE OF BUSINESS, ALMATY, KAZAKHSTAN. **1.0 year**
Associate Professor (Tenure-Track), August 2004~August 2005

- Lectured in English the courses of “Marketing management”, “International marketing”, “Consumer and marketing strategy”, “Strategic marketing management” in postgraduate (MSc, MBA) programs at Bang College of Business, KIMEP. <http://www.kimep.kz>
- Served as director of the Bachelors of Business Administration (B.Sc) program.
- Served as associate chair of the Department of Management and Marketing, College of Business
- Served as a member of Academy Research Council, KIMEP
- Served as a member of Accreditation and Quality Control Committee, KIMEP
- Served as a member of Academic Planning and Curriculum Committee, College of Business

BOSTON UNIVERSITY, BOSTON, MASSACHUSETTS, U.S.A. **1.0 year**
Adjunct Faculty, August 2002~August 2003

- Lectured in English the course of “International Business: Pacific Basin & Asia” in postgraduate (MSc) program at Metropolitan College, Boston University. <http://www.bu.edu/met/>

SOONGSIL UNIVERSITY, SEOUL, KOREA **3.6 years**
Lecturer, March 2001~August 2002 and August 2003~August 2004

- Lectured the courses of “Marketing research”, “Principles of marketing”, “Marketing management”, “Distribution channels”, “International business”, “Entrepreneurship and small business management” in undergraduate programs at the College of Business, Soongsil University for 7 semesters as an instructor. <http://www.ssu.ac.kr/>

PRACTICAL EXPERIENCE

SMALL BUSINESS ADMINISTRATION (SBA), SEOUL, KOREA **3 years**
Korean government. <http://www.smba.go.kr/>

Consultant, Small Business Development Center, July.1999~July 2002 <http://www.sbdc.or.kr/>

- Consulted 189 small business start-ups in business planning, marketing, and financial management.
- Evaluated E-business plans and feasibility studies of 80 venture start-ups by the New Technology Development Program, SBA (2001)
- Supervised a project of developing a cyber consulting center <http://www.sohoexpo.or.kr>
- Developed a forecasting model and a diagnostic model for measuring small business productivity.

KOREA FUTURES MANAGEMENT CORPORATION, SEOUL, KOREA **3 years**
A venture company in the business consultancy of E-business and International Trade
President, January 1996~ June 1999

- Founded and run a venture company, KOREA FUTURES MANAGEMENT CORP.
- Consulted 11 SMEs in business transformations and E-business strategies.
- Supervised a project of developing a cyber trade Website <http://www.autopartskorea.com> .

- Organized and promoted a seminar on E-business “Internet business strategies for auto-parts industry of Korea” under cooperation with MINISTRY OF COMMERCE, INDUSTRY AND ENERGY and KOREA ECONOMIC DAILY NEWSPAPER (September 1998).
- Recruited, trained and directed 186 sales forces in education and computer service fields on behalf of an organization, CMONKIDS MEDIA INC.

WHARYON TRANSPORT CORPORATION, SEOUL, KOREA

7 years

A Medium sized business firm in Transportation, International Logistics, International Trade

Managing Director, August 1989~December 1995

- Founded and run a venture company, WHARYON TRANSPORT CORP.
- Founded and run 3 joint-venture companies in China (1992-1994) and Mongolia (1995).
- Facilitated investments of 65 Korean business firms into China markets.
- Traveled for business more than 100 times to China, Japan, Mongolia, Hong Kong, Russia.
- Directed and supervised 154 staffs working for the three subsidiary companies.

EDUCATION

PhD in Business Administration (specialization: Marketing) GPA 3.76/4.00

<http://www.ssu.ac.kr>

SOONGSIL UNIVERSITY, GRADUATE SCHOOL, SEOUL, KOREA

February 2002

Master of Science in Administrative Studies (specialization: E-Commerce)GPA3.75/4.00

<http://www.bu.edu/>

BOSTON UNIVERSITY, METROPOLITAN COLLEGE, BOSTON, MA, USA

September 2003

Master of Science in International Finance, Finance Dept., GPA 3.96/4.50

<http://www.mju.ac.kr>

MYONGJI UNIVERSITY, GRADUATE SCHOOL, SEOUL, KOREA

February 2000

Master of Business Administration, Management Dept., GPA 4.00/4.50

<http://www.hufs.ac.kr/>

HANKUK UNIVERSITY OF FOREIGN STUDIES, GRADUATE SCHOOL, SEOUL, KOREA

February 1992

Bachelor of Arts, Business Administration Dept., GPA 3.37/4.00

<http://www.kmaritime.ac.kr/>

KOREA MARITIME UNIVERSITY, SCHOOL OF MANAGEMENT, PUSAN, KOREA

February 1989

OTHERS

- **Language Capabilities;** Multilingual. Native Korean
Fluent in English, Proficient in Chinese (Mandarin), Intermediate in Japanese and Russian.
- **Computer Skills;** Skillful user of HTML, Java script, VBscript, MS-word, Power point, Excel, Dream-weaver MX, and Statistical analysis packages: SAS, SPSS, AMOS.
- **Academic memberships;** Academy of International Business (AIB), International Management Development Association (IMDA), World Association for Sustainable Development (WASD), Global Business & Technology Association (GBATA), Korea Marketing Association (KMA), Korean Association of Small Business Studies (KASBS)

AREAS OF TEACHING INTEREST:

- Research Methodology/International Management/Quality Management/Strategic Management
- Marketing Research/Consumer Behavior/Marketing Management/ Logistics & SCM
- Management Theory/Entrepreneurship/Business Ethics/Corporate Management

LIST OF THE COURSES TAUGHT:

2007 Summer: Kazakh-British Technical University

- Quality Management-postgraduate (MSc)
- Organizational Behaviour-postgraduate (MSc)

2007 Spring: Kazakh-British Technical University

- Strategic Management-postgraduate (MSc)
- Management Theory- postgraduate (MSc)
- Strategic Marketing Management- undergraduate
- International Management- undergraduate

2006 Fall: Kazakh-British Technical University

- Corporate Management-postgraduate (MSc)
- Business Communications-postgraduate (MSc)
- Principle of Marketing-undergraduate
- Organizational Behavior-undergraduate

2006 Spring: Kazakh-British Technical University

- Business Ethics- undergraduate
- Logistics- undergraduate
- Introduction to Business-undergraduate

2005 Fall: Kazakh-British Technical University

- Principle of Marketing-undergraduate
- Logistics-undergraduate
- International Management- undergraduate

2005 Spring: KIMEP University

- Marketing Management-postgraduate (MBA)
- International Marketing-postgraduate (MBA)
- Consumer Behavior and Marketing Strategy-postgraduate (MBA)

2004 Fall: KIMEP University

- Advanced Marketing Management-postgraduate (MBA)
- Marketing Communications and Promotion-postgraduate (MBA)
- Strategic Marketing Management-postgraduate (MBA)

2004 Spring (2001 Spring, 2002 Spring, and 2004 Summer): Soongsil University

- Marketing Management-undergraduate
- International Marketing-undergraduate
- Marketing Research-undergraduate

2003 Fall (2001 Fall and 2001 Winter): Soongsil University

- Marketing Management-undergraduate
- International Management-undergraduate
- Distribution Channels-undergraduate

2003 Spring: Boston University

- International Business-postgraduate (MSc)

2002 Fall: Boston University

- International Business-postgraduate (MSc)

LIST OF RESEARCH PAPERS & PUBLICATIONS

Fields of Expertise:

- Marketing research; Forecasting, Cross-cultural consumer behavior analysis
- E-commerce and Information technology
- Entrepreneurship and Small business management
- International business, International trade and Globalization

Past and Current Research:

I, Jung-wan Lee, have written 38 research papers and 4 books during the years from 2002 to 2007. I received the honor for the Best Paper Award with the presentation of my paper on The Twelfth International Conference from the International Management Development Association. I have performed successfully several research projects of the biggest corporations in forecasting market demand of consumer goods and information technology services, and have conducted research projects of Small Business Administration, the Republic of Korea government in assessing the productivity of small business support policy and venture business support programs.

My primary areas of research interests include Marketing research, Cross-cultural consumer behavior, Organizational behavior and motivation, International management, Entrepreneurship and small business management, International Business, International trade and globalization.

1. International Academic Journals-refereed

- Lee, Jung-Wan (2006) "A Motivation-Experience-Performance Model to Understand Global Consumer Behavior on the Internet", *Journal of Transnational Management*, ISSN (Print): 1547-5778, ISSN (Online): 1547-5786, Vol. 11, No. 3, pp. 81-98. Available at http://www.haworthpress.com/store/Toc_views.asp?sid=8RPJ2FEXHJ578H27S95T126BRHHH7383&TOCName=J482v11n03%5FTOC&desc=Volume%3A%2011%20Issue%3A%203
- Lee, Jung-Wan and Tai, Simon W. (2006) "The Effects of 'Country-of-Origin' and 'Corporate Image' on the Perceptions of Product Quality and Purchase Intentions", *World Review of Entrepreneurship, Management and Sustainable Development*, ISSN (Print): 1746-0573, ISSN (Online): 1746-0581, Vol. 2, No. 4, pp. 335-350. Available at <http://www.inderscience.com/browse/index.php?journalID=173&year=2006&vol=2&issue=4>
- Lee, Jung-Wan and Tai, Simon W. (2006) "Young Consumers' Perceptions of Multinational Firms and Their Acculturation Channels towards Western Products in a Transition Economy", *International Journal of Emerging Markets*, ISSN (Print): 1746-8809, Vol. 1, No. 3, pp. 212-224. Available at <http://www.emeraldinsight.com/Insight/viewContainer.do?containerType=Issue&containerId=23991>
- Lee, Jung-Wan and Tai, Simon W. (2006) "Benefit Based Segmentation and Differences in the Brand Choices of Mobile Communications Services by Kazakh Consumers", *Central Asian Journal of Management, Economics and Social Sciences*, Vol. 5, No. 1-2, pp. 89-105.
- Lee, Jung-Wan, Tai, Simon W., and Low Kim Cheong, Patrick (2007) "Dissimilarities of National Cultural Value, Work Motivation Factors and Its Implications on Human Resource Management in Transition Economies", *ICFAI Journal of Organizational Behavior*, Vol. 6, No. 2, pp. xxx-xxx. Available at <http://www.icfaiuniversitypress.org/407/job.asp>
- Lee, Jung-Wan, Tai, Simon W., and Kantarbayeva, Aliya (2006) "Foreign Direct Investment and its relationship to Country Image and Company Image in Kazakhstan", *Alpari Economics Journal*, ISSN (Print): 1562-5397, Vol. 2006, No. 2 (46), pp. 59-65.

- Lee, Jung-Wan (2005) “Service Quality of Civil Affairs Administration and Citizens’ Satisfaction in Marketing Perspective”, *Quality Management*, Vol. 8, No. 1, pp. 15-21.
- Lee, Jung-Wan and Tai, Simon W. (2005) “Expatriate Managers’ Role on Human Resource Management and Motivation in Transition Economies”, *Quality Management*, Vol. 8, No. 2, pp. 28-31.

2. Authored Books

- Lee, Jung-Wan (2003) *Family Business Management and Entrepreneurship*, Seoul, Korea: YoungEun Publishing, pp. 1-333.
- Lee, Jung-Wan (2002) *SOHO Business Management & Entrepreneurship* (2nd Ed.), Seoul, Korea: SaeRo-WoonJeAn Publishing, pp.1-337.
- Lee, Jung-Wan, Kim, Hyeong-Kil, and Cheong, Koo-Do (2001) *Venture Business Management*, Seoul, Korea: DooNam Publishing, pp. 1-540. (I authored Chapters1-2, 4-8, 10-11, “Venture Business Start-Up”, “Management”, and “Supportive Public Policies”, pp. 1-75, pp. 115-332, pp. 372-452).
- Lee, Jung-Wan (1999) *Marketing in Export Enterprises*, Seoul, Korea: Shin-Heung College Press, pp. 1-280.

3. Book Chapters-refereed

- Lee, Jung-Wan and Tai, Simon W. (2005) “Impacts of Multinational Firms’ Marketing Strategies on Kazakhstan Consumers”, In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2005*, Vol. 1, pp. 55-67, ISBN: 1-903721-00-8, Bradford, England: Emerald Publishing.
- Lee, Jung-Wan and Tai, Simon W. (2006) “Impacts of Foreign Direct Investment on Country Image and Company Image in a Developing Country”, In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2006*, Vol. 2, pp. 305-315, ISBN (Print) 0-907776-29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.
- Lee, Jung-Wan and Tai, Simon W. (2006) “Dissatisfaction Determinants, Consumer Complaint Behavior, and Grievance Communication Channels by Young Consumers in Transition Economies”, In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2006*, Vol. 2, pp. 360-370, ISBN (Print) 0-907776-29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.
- Lee, Jung-Wan and Tai, Simon W. (2006), “Critical Factors Affecting the Growth of E-commerce Adoption: A Cross-Cultural Comparison of American, Korean, and Kazakhstan Consumers”, In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2006*, Vol. 2, pp. 265-273, ISBN (Print) 0-907776-29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.

4. International Conference Proceedings- refereed

- Lee, Jung-Wan and Tai, Simon W. (2006) “An Empirical Model for Measuring Customer Satisfaction and Its Productivity of Higher Business Education in Developing Countries”, In Kaynak, Erdener and Harcar, Talha D. (Eds.), *Proceedings Book of The Fifteenth Annual World Business Congress*, (pp. 401-407), Hummelstown, PA, USA: International Management Development Association.
- Lee, Jung-Wan and Tai, Simon W. (2006) “An Empirical Model to Forecast Global Business Opportunity of Information Technology: the Internet”, In Kaynak, Erdener and Harcar, Talha D. (Eds.), *Proceedings Book of The Fifteenth Annual World Business Congress*, (pp. 622-629), Hummelstown, PA, USA: International Management Development Association.
- Lee, Jung-Wan (2005). “Globalization and E-commerce Adoption in Transition Economies.” In Delener, Nejdet and Chao, Chiang-Nan (Eds.), *Proceedings of The 2005 GBATA International Conference*, (pp. 677-682), Queens, NY, USA: Global Business and Technology Association.
- Lee, Jung-Wan (2005) “Critical Factors to Students’ Satisfaction of Business Education in Transition Economies”, *Proceedings of the Fifth International Conference on Business and Education: Development Vector*, (pp. 201-206), Almaty, Kazakhstan: International Academy of Business.
- Lee, Jung-Wan and Tai, Simon W. (2005) “Benefits and Expectations of Market-oriented Business Education in Transition Economies”, *Proceedings of the Fifth International Conference on*

- Business and Education: Development Vector*, (pp. 207-210), Almaty, Kazakhstan: International Academy of Business.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Globalization on Strategic Management of Business Schools in Transition Economies" In Delener, Nejdet and Chao, Chiang-Nan (Eds.), *Proceedings of The 2005 GBATA International Conference*, (pp. 669-676), Queens, NY, USA: Global Business and Technology Association.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Marketing by Multinational Firms on Country Image, Corporate Image and on Consumers' Use of Products in Transition Economies", In Ahmed, Allam and Newton, David (Eds.), *Proceedings of The Third International Conference on Globalization, Technology and Sustainable Development*, ISBN: 0-9551771-0-3, Vol. 1, (pp. 161-169), Brighton, UK: World Association for Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Where the Emerging Markets Are and Where Multinational Firms Should Go: The Rise of Consumers in Kazakhstan", In Ahmed, Allam and Newton, David (Eds.), *Proceedings of the Third International Conference on Globalization, Technology and Sustainable Development*, ISBN: 0-9551771-0-3, Vol. 1, (pp. 423-432), Brighton, UK: World Association for Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Globalization on Subculture and Consumer Happiness in Transition Economies", In Aktan, Coskun Can (Ed.), *Proceedings of The First International Conference on Business, Economics, and Management*, ISBN: 975-6339-03-9, Vol. 4, (pp. 107-118), Izmir, Turkey: Yasar University.
- Lee, Jung-Wan (2003) "Motivation-Experience-Performance Process to Understanding Internet Consumer Behavior: SEM Approach with Bootstrapping", Best Paper Award, In Kaynak, Erdener and Harcar, Talha D. (Eds.), *Proceedings of The Twelfth Annual World Business Congress*, (pp. 347-356), Hummelstown, PA, USA: International Management Development Association.
- Lee, Jung-Wan (2002) "Measurement Scale of Consulting Service Quality", In Park, Chun-Yeop and Lee, Yoon-Bo (Eds.), *Proceedings of The 2002 Spring Academic Conference*, (pp. 103-120), Seoul, Korea: Korean Association of Small Business Studies.

5. Professional Journals

- Lee, Jung-Wan (2005) "Retailing, Merchandizing and Marketing Strategies in Kazakhstan", *Marketing: Services and Goods*, April/05 Issue, No. 4 (39), pp. 14-16.
- Lee, Jung-Wan (2005) "Why Mobile Customers Are So Changeable? Understand Your Customer", *Marketing: Services and Goods*, May/05 Issue, No. 5 (40), pp. 18-21.

6. Dissertation

- Lee, Jung-Wan (2002) "An Empirical Model for Segmenting Global Markets by the Drivers of Cross-National Diffusion of Adoption: in the Internet Service Market", Dissertation of Ph.D. in Business Administration, Soongsil University, Seoul, Korea.

7. Research Project Report

- Lee, Jung-Wan (2002) "Assessment of the Productivity of Small Business Development Program by the Small Business Development Center", Small Business Administration of the Republic of Korea, Seoul, Korea.

8. Conference Presentations and Seminars

- Lee, Jung-Wan and Tai, Simon W. (2006) "The development of major industries and its relationship in sustaining the national competitiveness of Kazakhstan", Paper was presented at the International

- Conference on the National Competitiveness of Kazakhstan in Almaty, Kazakhstan, 7-8 December 2006, Kazakh National University.
- Lee, Jung-Wan and Tai, Simon W. (2006) "Impacts of Foreign Direct Investment on Country Image and Company Image in a Developing Country", Paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2006) "Customer Dissatisfaction Determinants, Consumer Complaint Behavior, and Grievance Communication Channels by Young Consumers in Transition Economies", Paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2006) "Critical Factors Affecting the Growth of E-commerce Adoption: A Cross-Cultural Comparison of American, Korean, and Kazakhstan Consumers," Paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2006), "An Empirical Model for Measuring Customer Satisfaction and Its Productivity of Higher Business Education in Developing Countries", Presented in The Fifteenth World Business Congress in Sarajevo, Bosnia and Herzegovina, June 18-21, 2006, International Management Development Association.
- Lee, Jung-Wan and Tai, Simon W. (2006) "An Empirical Model to Forecast Global Business Opportunity of Information Technology: the Internet", Presented in The Fifteenth World Business Congress in Sarajevo, Bosnia and Herzegovina, June 18-21, 2006, International Management Development Association.
- Lee, Jung-Wan (2005) "Critical Factors to Students' Satisfaction of Business Education in Transition Economies", Presented in The Fifth International Conference on Business and Education: Development Vector, April 21-22, 2005, Almaty, Kazakhstan, International Academy of Business.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Benefits and Expectations of Market-oriented Business Education in Transition Economies", Presented in The Fifth International Conference on Business and Education: Development Vector, April 21-22, 2005, Almaty, Kazakhstan, International Academy of Business.
- Lee, Jung-Wan (2005) "Globalization and E-commerce Adoption in Transition Economies", Presented in The 2005 GBATA International Conference, July 12-16, 2005, Lisbon, Portugal, Global Business and Technology Association.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Globalization on Strategic Management of Business Schools in Transition Economies", Presented in The 2005 GBATA International Conference, July 12-16, 2005, Lisbon, Portugal, Global Business and Technology Association.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Globalization on Subculture and Consumer Happiness in Transition Economies", Presented in The First International Conference on Business, Economics, and Management, June 16-19, 2005, Izmir, Turkey, Yasar University.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Globalization on Human Resource Management and Motivation in Transition Economies", Presented in The First International Conference on Business, Economics, and Management, June 16-19, 2005, Izmir, Turkey, Yasar University.
- Lee, Jung-Wan and Tiberghien, Guillaume (2005) "Drawbacks to E-commerce Adoption of College Students in a Transition Economy", Presented in the Fifth Annual KIMEP International Research Conference, October 6-8, 2005, Almaty, Kazakhstan, Kazakhstan Institute of Management, Economics and Strategic Research.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Impacts of Marketing by Multinational Firms on Country Image, Corporate Image and on Consumers' Use of Products in Transition Economies", Presented in The Third International Conference on Globalization, Technology, and Sustainable Development, November 21-23, 2005, Abu Dhabi, UAE, World Association For Sustainable Development.
- Lee, Jung-Wan and Tai, Simon W. (2005) "Where the Emerging Markets Are and Where Multinational Firms Should Go: The Rise of Consumers in Kazakhstan", Presented in The Third International

- Conference on Globalization, Technology, and Sustainable Development, November 21-23, 2005, Abu Dhabi, UAE, World Association For Sustainable Development.
- Lee, Jung-Wan (2004) "Customer Satisfaction Measurement and Best Practice with KIMEP", Presented in USKO-KIMEP Seminar, Oct. 2, 2004, Almaty, Kazakhstan, Kazakhstan Institute of Management, Economics and Strategic Research.
- Lee, Jung-Wan (2005) "Role Model of Foreign Teachers of Business Schools in Transition Economies", Presented in USKO-KIMEP Seminar, July 2, 2005, Almaty, Kazakhstan, Kazakhstan Institute of Management, Economics and Strategic Research.
- Lee, Jung-Wan (2003) "Motivation-Experience-Performance Process to Understanding Internet Consumer Behavior: SEM Approach with Bootstrapping", Best Paper Award, Presented in The Twelfth Annual World Business Congress, June 25-29, 2003, Vancouver, Canada, International Management Development Association.
- Lee, Jung-Wan (2002) "Measurement Scale of Consulting Service Quality", Presented in The 2002 Spring Academic Conference, April 30, 2002, Seoul, Korea, Korean Association of Small Business Studies.

9. Ready-to-print papers with acceptance-refereed

- Lee, Jung-Wan, Tiberghien, Guillaume, and Tai, Simon W. (2008) "Challenges and Impediments of E-commerce Adoption as Perceived by Young Consumers in a Transition Economy: Kazakhstan", *Central Asian Journal of Management, Economics and Social Sciences*, Vol. 6, No. 1, pp. xxx-xxx.
- Lee, Jung-Wan and Tai, Simon W. (2007) "The effect of enterprise development and major industries on the national competitiveness of Kazakhstan", *World Review of Entrepreneurship, Management and Sustainable Development*, ISSN (Print): 1746-0573, ISSN (Online): 1746-0581, Vol. 3, No. 3, pp. xxx-xxx.
- Lee, Jung-Wan and Tai, Simon W. (2007) "The effect of adjustment strategies of external trade on the sustainable economic development of Kazakhstan", In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2007*, Vol. 3, pp. xxx-xxx, Bucks, UK: Inderscience Enterprises.
- Lee, Jung-Wan and Tai, Simon W. (2007) "Cultural Influence on Negotiation and Decision-Making: A Comparative Study of Kazakhstan and the United States", In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2007*, Vol. 3, pp. xxx-xxx, Bucks, UK: Inderscience Enterprises.

10. Submitted papers and under review process

- Lee, Jung-Wan and Tai, Simon W. (2007) "Critical Factors Affecting Customer Satisfaction and Higher Education in Kazakhstan", *International Journal of Management in Education (IJMIE)*. Bucks, UK: Inderscience Enterprises.
- Lee, Jung-Wan and Tai, Simon W. (2007) "Kazakhstan entrepreneurs' attitude toward entrepreneurship and small business environment", *International Journal of Entrepreneurial Behaviour & Research (IJEER)*. Bradford, England: Emerald Publishing.
- Lee, Jung-Wan and Tai, Simon W. (2007) "Small business development and its role in contributing to the economy growth of Kazakhstan", *Journal of Small Business Management (JSBM)*. The International Council of Small Business.
- Lee, Jung-Wan and Tai, Simon W. (2007) "Consumers' perceptions towards alternative shopping environment: E-commerce adoption in Kazakhstan", *International Journal of Technology Management (IJTM)*. Bucks, UK: Inderscience Enterprises.
- Lee, Jung-Wan and Tai, Simon W. (2007) "Determinants of customer satisfaction of mobile communications service: Country effect on behavioral postulation", *Korean Journal of Marketing (KJM)*, Seoul, Korea: Korea Marketing Association.

Lee, Jung-Wan and Tai, Simon W. (2007) "Standardization of a global marketing strategy in transition economies: the case of the automobile", *International Journal of Emerging Markets (IJoEM)*. Bradford, England: Emerald Publishing.

11. Work-in-process: Books

Lee, Jung-Wan (2007) *Contemporary Business and Management: Case Studies in Kazakhstan*, Almaty, Kazakhstan: KBTU Publishing Center.

Lee, Jung-Wan and Tai, Simon W. (2007) *Globalization, Management and Competitive Development of Kazakhstan*, Bradford, England: Emerald Publishing.

12. Work-in-Process: Papers

Lee, Jung-Wan and Tai, Simon W. (2007) "Communality of Consumer Behavior across Different Shopping Environments: A Cross-cultural Comparison", *Journal of Global Marketing*.

Lee, Jung-Wan and Tai, Simon W. (2007) "Conspicuous consumption and its Relationship to Consumers' product choice", *Journal of Marketing*.

Lee, Jung-Wan and Tai, Simon W. (2007) "Critical Factors Affecting the Growth of E-commerce: Cross-Cultural Comparison", *International Journal of Technology Marketing*.

I declare that all the particulars given in this application are true to the best of my knowledge and belief, and I have not willfully suppressed any material fact.

DATE: __May 23, 2007 SIGNATURE: _____ JUNGWAN LEE

REFERENCES

Dr. Kip Becker, Professor.
Chair of Administrative Science Dept., Metropolitan College
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