

**Curriculum Vitae**  
**August, 2020**

**SEUNG-GYU JO**

Department of Strategy and Policy, NUS Business School  
Mochtar Riady Building, #6-5, 15 Kent Ridge Drive, Singapore 119245  
Tel: +65-6516-6469, Email: bizjosg@nus.edu.sg

**CURRENT POSITIONS**

- Senior Lecturer, Department of Strategy and Policy, NUS Business School, NUS

**PAST CAREER POSITIONS**

- Assistant Professor, Dept. of Business Policy, NUS Business School, NUS, 2000 – 2007
- Visiting Professors
  - Department of Economics, Vrije Universiteit Amsterdam (VU), Amsterdam, Netherlands, Jan 2008 – July 2009
  - School of Economics, Singapore Management University (SMU) and Lee Kong Chian School of Business, Singapore Management University (SMU), Aug 2009 – July 2010
- Senior Fellow/Visiting Senior Fellow, Department of Strategy and Policy, NUS Business School, NUS, Aug 2010-Dec 2019

**EDUCATION**

- **University of Pennsylvania**, Department of Economics, Philadelphia, PA, USA  
Ph.D. in Economics, August 2000.  
Fields of Concentration: International Trade, Industrial Organization  
Dissertation: Essays on Strategic Trade Policy
- **Yonsei University**, Department of Economics, Seoul, Korea  
M.A. and B.A. in Economics

**TEACHING HIGHLIGHTS**

- NUS Business School (evaluation average reflects years after 2016)  
Created/Designed the economics modules to the practical needs of the BBA, MBA, EMBA and MSc students, focusing on linking the trendy theoretical developments to real managerial applications, based on conventional and behavioral economic principles. Created various business-economics cases with discussion guides for team-based projects and in-classroom discussions
  - NUS EMBA Program, 2014-present, ‘Managerial Economics’ (4.74/5.0)
  - NUS-UCLA EMBA Program, 2012, 2016-present, ‘Economic Alaysis for Managers’ (4.5/5.0)
  - NUS MBA Program, 2001-2007 & 2010 – present, ‘Asias Business Environment’, ‘Managerial Economics’ (4.6/5.0).
  - NUS MSc/CEMS Program, 2018-present, ‘Managerial Economics’ (4.9/5.0)
  - NUS BBA Program, ‘Managerial Economics (BSP1005/BSP107/BSE3711)’, ‘Asian Business Environment’ (4.5/5.0)
  - Management Practicum Supervisor, NUS, 2016 - 2018, Cases of Toll Grobal Logistics and Nord Mason - Huxley (5.5/5.0)
  - ‘**Outstanding Educator Award**’, 2006-2007
- LKC School of Business, MBA Program, SMU, 2009-2010, ‘Managerial Economics’ & ‘Game Theory’
- SMU, MSc Program of Applied Economics, 2010, ‘Economics of Information Goods and Technology’
- Dept. of Economics, VU Amsterdam, 2007-2008: *Firm Behavior and Market Structures, Game Theory* (Graduate Courses)
- Wharton School of Business, Univ. of Pennsylvania, 1998: *Managerial Economics and Game Theory*
  - Focused on applying game theory to economic/business problems of strategic and managerial relevance
- Dept. of Economics, Univ. of Pennsylvania, 1994-2000: *Principles of Economics, Micro Economics, International Economics, Industrial Organization, Asian Business* (Graduate Student Instructor)
  - Created a course pack of ‘International Economics’ with Professor Yochanan Shachmurovov.
  - ‘**Joel Popkin Teaching Award of Economics** ‘

## HONORS AND AWARDS

- ‘*Outstanding Educator Award*’, NUS Business School, National University of Singapore, 2006-2007
- Consistently in Top 3 Highest Evaluation in MBA/EMBA modules
- ‘*Most Recommendable Module in MBA Program*’, SMU Business School, 2009
- ‘*Joel Popkin Teaching Award in Economics*’, University of Pennsylvania, 1995
- Academic Scholarships, University of Pennsylvania, 1994-2000

## RESEARCH

### Main Papers

- “Non-uniform Strategic Trade Policy and Aggregate Profit Creation”, Vol. 57, No. 5, pp. 644-662, November 2010, *Scottish Journal of Political Economy*.
- “Pros and Cons of Backing Winners in Innovation Policy” (co-authored with F. A. G. den Butter), published in the working paper series of *Tinbergen Institute*, No. 2009-012/3, The Netherlands, and under review for publication in *De Economist*.
- “Price War Among Dutch Supermarkets – Competitive or Predatory?”, co-authored with H. Arts and F.A.G. den Butter, mimeo, Department of Economics, VU University Amsterdam, 2008
- “Strategic Aspects of Export Subsidies versus R&D Subsidies”, mimeo, Department of Business Policy, National University of Singapore, 2004
- “Reciprocal Dumping under Scale Economies: Free Trade or Managed Trade?”, mimeo, Department of Economics, University of Pennsylvania, October 1999.

### Books/Chapters in Books

- *Economics Rules* (a book on the economic intuitions behind everyday human life and practical anecdotes), Influential Publisher, Seoul, Korea (being authored now)
- Chapter of ‘*Mathematical Applications to Game Theory*’, in ‘*Mathematics for Economists*’ by P.K. Chung (planned to be published in Korean, 2021)

### Research in Progress

- “Working Mechanism of Export Subsidies and R&D Subsidies: Similarity and Dissimilarity”
- “Asymmetric R&D Policy under International Oligopoly: A Conjectural Variations Approach”
- “Case Study: Economics Effects of Rice Price Support Scheme in Thailand”
- “Case Study: Pakistan’s Soccer Ball Industry Dynamics after Atlanta Agreement”
- “Case Study: Behavioral Aspects of Free SMRT – Economics Approach”

## SELECTED LIST OF RECENT ACADEMIC CONFERENCE/WORKSHOPS

- “Preferential Innovation Policy of Backing Winners”, 2015 Academic Conference, The Association of Korean-Chinese Economics & Management, Shanghai, China
- “Strategic Aspects of International Trade Policy”, NUS Business School, 2010
- “Working Mechanism of Strategic Export Subsidies and R&D Subsidies: Similarity and Dissimilarity”, Department of Economics, VU Amsterdam, 2009
- “Pros and Cons of Create a National Champion”, FADO Seminar, VU Amsterdam, 2008
- “The Rationalization Effect and Welfare Implications under International Oligopoly”, National U of Singapore – U of Melbourne Joint Economics Workshop, Melbourne, Australia, December 2006
- “Non-uniform R&D Policy as a Strategic Trade Policy”, the 4th International Conference on European and International Political & Economic Affairs, Athens, Greece, May 2006
- “Asymmetric Strategic Trade Policy: A Conjectural Variations Approach”, Midwest International Economics Meeting, Northwestern Univ., Evanston, USA, May 2003, and Tenth International Economics Convention, Joint Economic Conference of KAEA and KEA, Seoul, Korea, August 2002
- “Unequal Treatment of Domestic Firms To Enhance A National Profit”, Asian Applied Economics Conference, Kuala Lumpur, Malaysia, 2002
- “Strategic Trade Policy: An Incentive to Create a National Champion”, American Economic Association Annual Meeting, New Orleans, USA, January 2001

## PROFESSIONAL ACTIVITIES AND SERVICE HIGHLIGHTS

- **National University of Singapore Business School (NUS), 2000-2007 and 2010-current**

- NUS Executive MBA Program, NUS Business School (Lecturer in NUS EMBA and UCLA-NUS EMBA, 2012-present, consistent average evaluation above 4.5/5.0)
- NUS Executive Education Program, NUS Business School (Lecturer in ISB-NUS General Management Program, Behavioral Economics and Game Theory Applications, 2017-present, PWC-NUS Strategy Education Program, 2017; Mitsui-NUS Executive Education Program, 2011; Coordinating the Customized Executive Program for the private and public audiences, 2007; Jilin University delegation education, 2019)
- NUS MBA Program, NUS Business School, 2001-present (Conducted reshaping project of the MBA program - restructuring the admission process, updating curriculum, building synergic connections between the school and corporate sectors; Partnering with the program to launch the NUS MBA Korea Chapter in 2015; Supervising multiple Management Practicum Projects since 2016)
- Created new modules for BBA program: 'Managerial Economics for Accountancy Majors', 'Strategic Thinking:Economic Applications
- National Higher-3 Program in Singapore (Government-sponsored education program for the selected group of top-level high school students), Managerial Economics module coordinator, 2005-2007
- NUS-SONAS (School of Northeast Asian Studies, University of Incheon) Student Collaboration Program, 2005-2007 (NUS representative, coordinating the annual seminar program and lecturing)
- Advisor, NUS MBA-student Consulting Group, 2006-2007
- Academic Advisor and Referee, 'Cerebration'(The International Business Case Competition organized by NUS), 2005-2006, 2011-present
- Courtesy Joint Appointment to the Department of Economics, NUS, 2002-2005
- External Advisory Committee for NUS Economics Department , NUS, 2002-2005
- Department Search Committee, Dept of Business Policy, NUS Business School, 2002-2005

- **Vrije Universiteit Amsterdam (VU), 2008-2009**

- 'Innovation Platform' of the Netherlands (Netherlands' national project aiming to facilitate knowledge and innovation breakthroughs with the Prime Minister as the Chair), currently participating as a co-researcher with F.A.G. den Butter
- Academic Supervisor, Graduate Group of Economics, Faculty of Economics and Business Administration, VU Amsterdam, 2008-2009
- VU International Office, Participated in VU's global outreach program on building ties with Asian schools

- **Others**

- Journal Reviewer: *The American Economist*, *Asian Pacific Journal of Management*, *Asian Case Research Journal*
- Op-ed columnist, Maekyung Daily Business News, 2012-2014 (monthly newspaper column on economic perspectives of daily anomalies and business events)
- External Director, Nord-Mason Korea, since April 2019
- Elected Board Member: the Board of Governance - International School of Amsterdam in Netherlands (July 2008 – June 2009), the Board of Directors - Singapore Korean International School in Singapore (July 2011-Current)
- Invited Lecturer/Speaker, Employee Brain-Storming Program, Korea.com, Seoul, Korea, August 2002/ Employee Training Session, Amkor Co, PA, USA, July 2000/Employee Education on Strategic Thinking, LG Amsterdam, Amsterdam, The Netherlands, 2008-2009
- Member of American Economic Association since 1994

## MISCELLANEOUS

- Avid sportsman (golf, tennis, skiing, rock-climbing)
- Dedicated to non-profit educational/social activities for the less fortunate (life-long goal)