1. Introduction:

As rapid growth of the knowledge economy based on information technology, global economic structure is strongly dependent on knowledge-based service structure. The traditional paradigm that main agents of creating value are limited to businesses is shifted to new paradigm that businesses and customers together make value for customers. Therefore it is the competitive resource in firms that they have capabilities of service innovation for customer’s value. According to the new paradigm, an a field of academy needs the program of Service Management & Engineering(SME) which incorporates the areas of service management, customer relationship management, service marketing, and e-business.

The program of Service Management & Engineering has been designed to provide students with not only academic research but also a practical and applied approach. Through its curriculum, we will educate service innovation experts who are capable to analyze the knowledge about service. These experts will innovate the service sector and enable companies to create value for customers.

The curriculum of this SME program includes Humane Sociology, Management, and Engineering.

2. Major: Program in Service Management & Engineering
3. Faculty Members

1) Kim, Chul Soo (김철수)
   * Office : 6-205
   * Tel : +82-32-860-7747
   * E-mail : cskim@inha.ac.kr
   * Educational Background
     - 1986.02 Korea Univ. (BA) Statistics
     - 1988.02 KAIST (MS) Management Science
     - 1996.02 KAIST (PhD) Management Information System
   * Academic And Professional Experience
     - 2006.08 ~ 2009.07 UC Berkeley Co-research Professor in International Projects
     - 2007.02 ~ 2009.01 Vice-principal of MBA in INHA
     - 2008.03 ~ Present Chief in the Center for Knowledge Service Management in IITPA
     - 2008.04 ~ Present Chief in the Center for Service Science in INHA UNIV
     - 2009.06 ~ 2010.02 Vice-principal of MBA in INHA
     - 2009.10 ~ 2010.03 Planning Manager in the committee of Knowledge Service Division in MKE
     - 2010.01 ~ Present Member in the Joint Council of Metropolitan Area
     - 2010.06 ~ Present Community Member of Service Science National Forum
   * Teaching Interests
   * Research Interests
     - Service Innovation, Customer Relationship Management, Supply Chain Management, Business Innovation
   * Selected Publication
     - An Empirical Analysis of Relationship between a Supply Chain's Technical Architecture
and Its Collaboration and Performance, KOREAN JOURNAL of SCM, 10(1), 2010
- Two-layer investment decision-making using knowledge about investor’s risk preference, INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCE, 10(1), pp 25–41, 2004

2) Hur, Won Chang (허원창)

* Office : 6-106
* Tel : + 82-32-860-7733
* E-mail : wchur@inha.ac.kr
* Educational Background
  - 1997.02 Seoul National University (BA) Industrial Engineering
  - 1999.02 Seoul National University (MS) Industrial Engineering
  - 2004.02 Seoul National University (PhD) Industrial Engineering
* Academic And Professional Experience
  - 2004. 02 ~ 2005. 09 Director of Research & Development Center, Cybermed Inc.
* Teaching Interests
  - MIS, IT innovation
* Research Interests
  - Business Process Innovation, IT innovation, Technology Acceptance & Diffusion, Agent-based Simulation
* Selected Publication
  - A multi-stage race model with strategic interaction: An agent-based simulation approach, TECHNOLOGICAL FORECASTING AND SOCIAL CHANGE, 2010
- Document configuration control processes captured in a workflow, COMPUTERS IN INDUSTRY, 53(2), pp 117~131, 2004

3) Lee, Jae-Won (이재원)
   * Office : 2N366D
   * Tel : + 82-32-860-7382
   * E-mail : jwonlee@inha.ac.kr
   * Homepage : http://ebiz.inha.ac.kr
   * Educational Background :
     - Dr. Ing. : Industrial Engineering /Ecole Centrale de Nantes / France
     - M.S. : Industrial Engineering / Korea Advanced Institute of Science and Technology (KAIST) / Korea
   * Research Area : 3D Printing Application, Internet Business, Smart Media Service,
   * Academic Works :
     - A Study on the Real Time Marketing Service based on HTML5 for Traditional Marketplace, Proceedings of Korea Society of IT Service 2013 Fall Conference, 2013.11

4) Lee, Ju Hong (이주홍)
   * Office : HighTech-1406
   * Tel : + 82-32-876-7453
   * E-mail : juhong@inha.ac.kr
   * Homepage : http://webbase.inha.ac.kr/
   * Educational Background :
     - Ph. D : Computer Engineering, KAIST (2001)
     - M.S. : Computer Engineering, Seoul National University (1985)
   * Research Area : Database, Data Mining
* Academic Works:
- Automatic Personalized Summarization using Non-negative Matrix Factorization and Relevance Measure.

5) Ha, Ju Yong (하주용)
* Office: 9-616
* Tel: +82-32-860-8796
* E-mail: iq100@inha.ac.kr
* Educational Background
  - 1991.08 Korea Univ. (BA) Journalism and Mass Communication
  - 1994.08 Korea Univ. (MA) Journalism
  - 2004.12 Southern Illinois Univ. Carbondale (PhD) Mass Communication & Media Arts
* Academic and Professional Experience
  - 2009.07~2010.06 Member of the Broadcasting Evaluation Committee, Korea Communications Commission (방송통신위원회)
  - 2007. 03~2009. 02 Director of Department of Communication & Information, Inha University
* Teaching Interests
  - Digital media, Media technology and culture
* Research Interests
  - Digital media, Audience study, New media adoption, Media effect
* Selected Publications


6) Kim, Youn Sung (김연성)

* Office : 6-412
* Tel : +82-32-860-7759
* E-mail : keziah@inha.ac.kr

* Educational Background
  - B.A. Seoul National University, Seoul, Korea, 1986
  - M.S. Seoul National University, Seoul, Korea (Major: Operations Management), 1989
  - Ph. D. Seoul National University, Seoul, Korea (Major: Operations Management), 1997
  - M.A. Inha University, Incheon, Korea (Major: Archaeology as Interdisciplinary Science), 2013

* Academic and Professional Experience
  - Dean, Office of LINC(Leaders in Industry-university Cooperation) (2012.4~2014.7)
  - Dean, Office of Strategic Planning & Budgeting (2012.4~2013.1)
  - Dean, Office of Research and Business Cooperation (2011.2~2012.3)
  - Advisor, Incheon Technopark, Incheon, Korea (2009.8~2010.12)
  - Visiting Professor, Department of Information and Operations Management, Marshall School of Business, University of Southern California (2007.2~2008.1)
  - Vice Dean, Management Assistance Office, Inha-Industry Partnership Institute (2004.8~2006.7)
  - Marketing Director, E-Biz Holdings (2000)
  - Director, Entrepreneurial Research Center, Kookmin Bank Research Institute (1997.3~1998.2)
Visiting Scholar, Department of Information and Operations Management, School of Business, University of Southern California (1994.7~1995.9)
- Marketing Staff, Samsung Mulsan General Trading Company (1986)

* Teaching Interests
- Operations Management, Service Operations Management, Quality Management, Service Quality Management, Purchasing Management, Supply Chain Management

* Research Interests
- Service Performance Evaluation and Improvement, Strategic Operations Management, Business Excellence Model, Service Quality and Customer Satisfaction, Service Design

* Selective Recent Publications (2010~2013)

* Patent
  - Patent number 10-1183231 Automatic Beverage Sales System by Smart Cup (2012.9)

7) Shin, Dong-Hoon (신동훈)
* Office : 6-523C
* Tel : +82-32-860-7788
* E-mail : dhshin@inha.ac.kr
* Educational Background
  - 2000.08 Korea University (BS), Mathematics
  - 2003.08 Korea University (MA), Mathematics
  - 2009.08 University of Georgia (PhD), Mathematics
* Academic And Professional Experience
  - 2009.09 ~ 2012.02 Korea University, Research Professor
  - 2012.03 ~ 2012.07, Hanwha Life Insurance Economic Research Institute, Manager
* Teaching Interests
Analysis
* Research Interests
- Optimal Control theory, Derivatives Pricing, Regime–Switching model, Securitization, Weather and Energy Derivatives
* Selected Publication
### 4. Course List

<table>
<thead>
<tr>
<th>Major</th>
<th>Course Code</th>
<th>Course</th>
<th>Credits</th>
<th>Taught In English</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VQ501</td>
<td>Statistics Data Analysis</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ502</td>
<td>Microeconomics</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ503</td>
<td>Service Science Engineering</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ504</td>
<td>Business Research</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ601</td>
<td>Special Topics in Management Information</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ602</td>
<td>Service Marketing Strategy</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ603</td>
<td>Information Culture Industry Research Seminar</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ604</td>
<td>Communication Research Seminar</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ605</td>
<td>Service Industry Quantitative Analysis</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ606</td>
<td>Electronic Commerce Engineering</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ701</td>
<td>Information Systems Analysis and Design</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ702</td>
<td>Service Management Research Seminar</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ703</td>
<td>Customer Relationship Management</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ704</td>
<td>Service Knowledge Management</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ705</td>
<td>Financial Service Engineering</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ706</td>
<td>Advanced Database</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ707</td>
<td>Data Mining</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ708</td>
<td>Service Quality Management</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ709</td>
<td>Ubiquitous Technology Engineering</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ710</td>
<td>Basic Principles of Law and Service</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ711</td>
<td>Integrated Environmental System Seminar</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ712</td>
<td>Studies in Digital Service and Culture</td>
<td>3</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>VQ713</td>
<td>Digital Economy Seminar</td>
<td>3</td>
<td>X</td>
</tr>
</tbody>
</table>