

## **Korea-Denmark Joint Workshop: Industrial Dynamics and Innovation in Denmark and Korea**

Organized by Institute of Economic Research (Seoul National University),  
SSK (Sogang University), and Aalborg University

Date: October 23<sup>rd</sup> (Wed), 13:30 -18:00

Venue: 16-349 (Social Science Building), Dept of Economics,  
Seoul National University, KOREA

**12:00 - 13:20 Lunch** (Vegetarian buffet in Gamgol cafeteria, 1<sup>st</sup> fl. of Asia Center (Bldg.101) )

**13:30 - 13:45 Welcoming Remarks:**

Prof. Keun Lee (Seoul National University)

**Opening Remarks:**

Dr. Astrid Heidemann Lassen(Aalborg University |Center for Industrial Production)

**13: 45 – 15:35 Session 1: Firm Dynamics in Denmark and Korea**

Chair: Prof. Keun Lee(Seoul National University)

Discussant: Prof. Taehyun Jung (Hanyang University), Buru Im(Seoul National University)

- High-growth companies in Denmark  
Speaker: Prof. Astrid Heidemann Lassen(Aalborg University)
- High-growth firms in Korea  
Speaker: Prof. Jungsoo Park(Sogang University)
- Outsourcing as a means to growth  
Speaker :Eun Kyung Park (Aalborg University )
- NPD framework for Marketing and Technology  
Speaker: Prof. Geonha Kim (Myongji University)

**15:35 – 15:55 Coffee Break**

**15:55 – 17:45 Session 2: Global Excellence in Catch-up and Industry**

Chair: Prof. Jungsoo Park(Sogang University)

Discussant: Prof. Sangook Park(Soongsil University)

- Globally successful SMEs from Korea  
Speaker: Prof. Keun Lee (Seoul National University), Prof. Jooyoung Kwak(Yonsei University)
- Industry-academia collaboration - robotics  
Speaker: Prof. Ole Madsen and Dr. Simon Boegh(Aalborg University)
- Patterns of Technological Catch-up Process—A Patent data Analysis from Three catch-up cases--  
Speaker: Chul Oh (Seoul National University)
- Leapfrogging in a Transnational Industry: The case of AmorePacific, a Korean cosmetics company  
Speaker: Prof. Jinah Choi (Myongji University)

**17:45 Closing Remarks:** Prof. Keun Lee(Seoul National University)

**18:00- Dinner** (Sodam maru, 3<sup>rd</sup> fl. of Dongwon cafeteria)

**Key Organizer:**

Prof. Keun Lee, Seoul National University (Kenneth@snu.ac.kr)

Dr. Astrid Heidemann Lassen, Aalborg Univ. ([ahl@business.aau.dk](mailto:ahl@business.aau.dk))

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