

From Planning to Management :The Korean Way

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April 19, 2013

Self Introduction

- 1997 – 2001 Undergraduate Student, Department of Urban Planning, Engineering School, Dong-A University, Busan, Korea, Republic Of.
- 2001- 2003 Master Course Student, Department of Urban Planning, Graduate School of Engineering, Dong-A Uni., Busan, Korea, Republic of
- 2003- 2005 Busan Development Institute, Part Time Jobs, and Travels
- 2005-2008 Doctoral Course Student, Department of Urban Management, Graduate School of Engineering, Kyoto University, Japan
- 2008- 2013 Post Doctoral Researcher of GCOE, Graduate School of Engineering, Kyoto University, Japan
- 2013 – Present Program Specific Assistant Professor, GBL, GSM-KU, Japan.

Contents

- General Introduction to Korean History & Culture:
From Planning to Management
- My researches
- Introduction of Global Business Leader Program
of Graduate School of Management

Republic of Korea



Population: about 50 million
Capital city (Seoul)' population: 9.8 million

GDP (PPP) 2012 estimate
Total: \$1.622 trillion (12th)
Per capita: \$32,431 (25th)



Korean Civil War

(25 June 1950 – 27 July 1953)



Losses

Human Losses	Civilian Casualties	South Korea						
			dead	murdered	injured	kidnapped	missing	
	2,490,968	990,968	244,663	128,936	229,625	84,532	303,212	
	Victim	refugees	widows	orphans				
		3,200,000	300,000	100,000				
Material Lossess	Critical Infrastructure	House	Public Service	harbor facility	Rail Road	Bridge	electric wires	
		612,000	48,757	10	329 km	312Km	61Km	
		Industrial plant	Power Plant	Energy Plant	live stock			
		43%	41%	50%	2,928,180			
Total Loss		410,589,759,000 WHAN (\$2,281,054,217)						

Note: Public Service includes Education, Police office, Administrative office, Medical facilities, bank, factories, religious facilities

Physical Capital: House and land properties and ownerships

Social Capital: Family, Friends, and Communities

1950s-1960s

Recovery from the war

- Very limited resources and manpower only
- No governed, unregulated, unrestricted, and unreported contexts
- Unexpected and sudden community
- Co-exist: embeddness of social network, innovation and new social ties

Housing built by refugees in Seoul



Housing build by refugees in Busan



New Foods created by refugees in Busan



1970s-1980s

Economic Growth & Planning

- High speed economic growth
- Government-lead economic growth and planning
- Oversea Construction Market

The Five-Year Plans of South Korea

The First Plan (1962–1966)	The textile industry A capital poor, inadequate saving, and predominantly U.S.-financed state, in need of independence
The Second Plan (1967–1971)	The heavy industry, U.S.-China's opening up in 1972 led to a greater competitive marketplace for South Korean goods and services.
The Third Plan (1972–1976)	Heavy Chemical Industrialization depend on foreign capital, export-oriented structure such as shipbuilding and petrochemicals
The Forth Plan (1977–1981)	Technology-incentive and skilled-labor incentive industries such as machinery and electronics
The Fifth Plan (1982~86)	Technology-incentive industries such as information

Gyeongbu Expressway

The 1st Highway between Seoul and Busan



Period: Feb 1, 1968 - July 7, 1970 (29 months)
Length: 428km (14km per month)
Construction workers: 9 million (30% of population)

Major companies



1954 Textile industries

1964 Samsung Fine Chemicals

1969 Samsung Electronics

1971 Samsung Heavy Industries Co., Ltd

1958 LG Electronics Inc.



1967 Hyundai Motor Company



Overseas construction activities



The total cumulative orders for projects in the Middle East is USD 301.9 billion, which takes 60% of Korea's cumulative overseas construction orders. Korea's construction projects in the Middle East especially played a huge role from 1960s to 1970s when Korea suffered from the aftermath of the Korean War.



Urban Planning

1965

The 1st Department of Urban Planning was established in Dong-A University, Busan

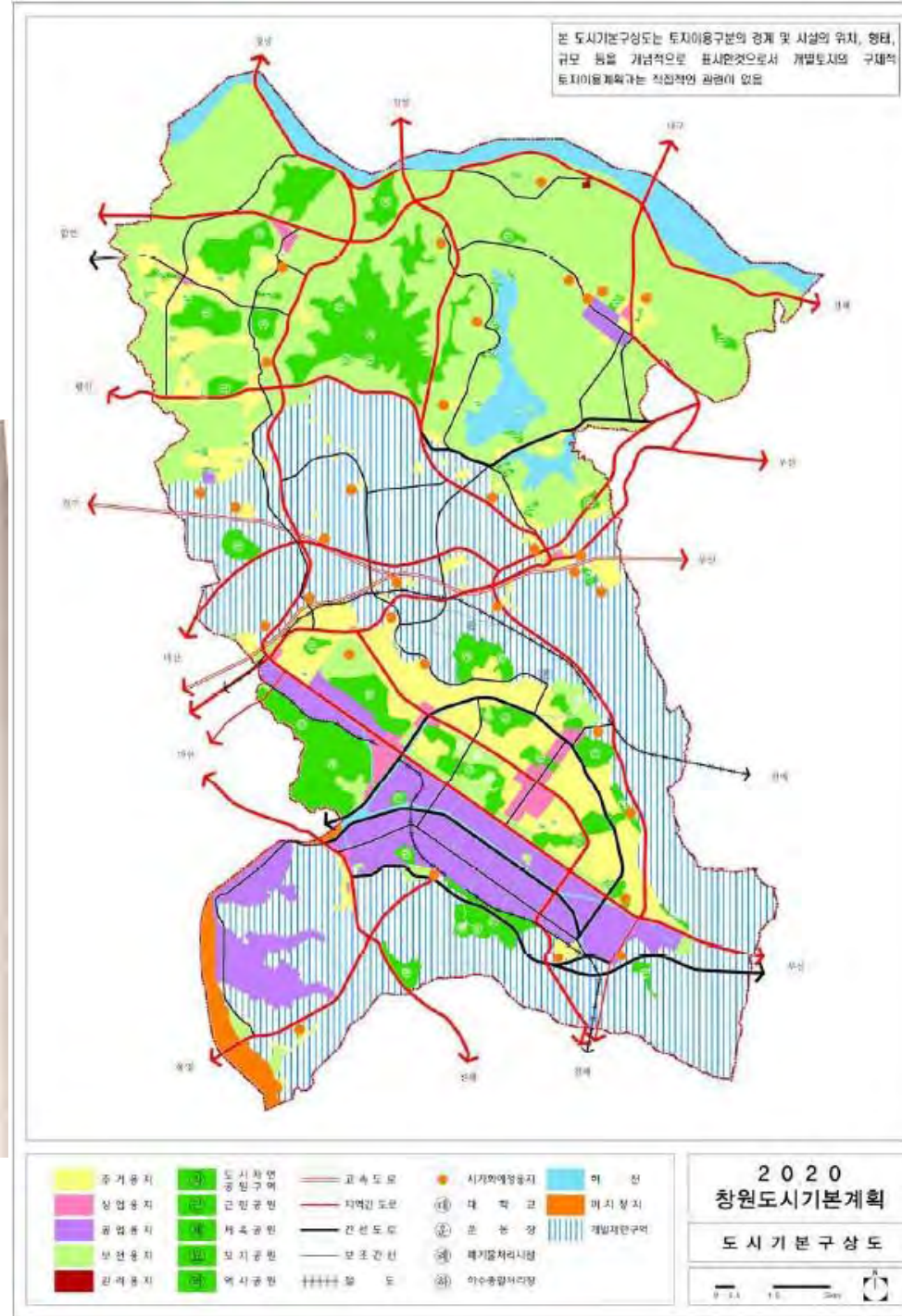
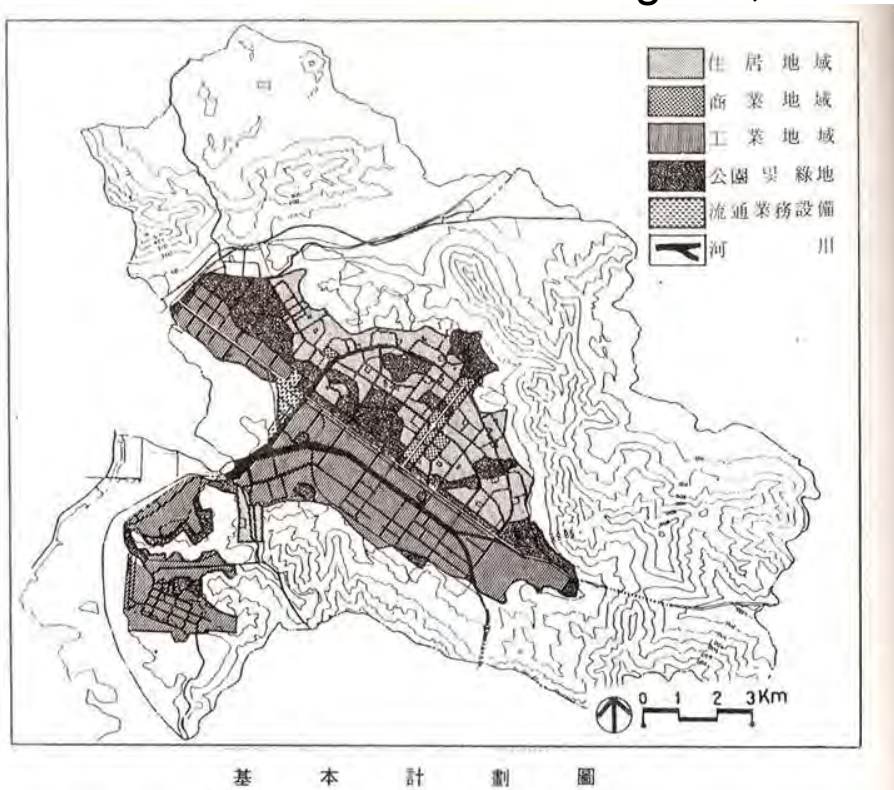
1980

The 1st Planned City, Changwon likewise Canberra in Australia

The Forth Plan (1977–1981)

Clustering heavy chemical industries and technology-incentive and skilled-labor incentive industries

The 1st Master Plan of Changwon, 1977



Population based planning

Demographic shifts



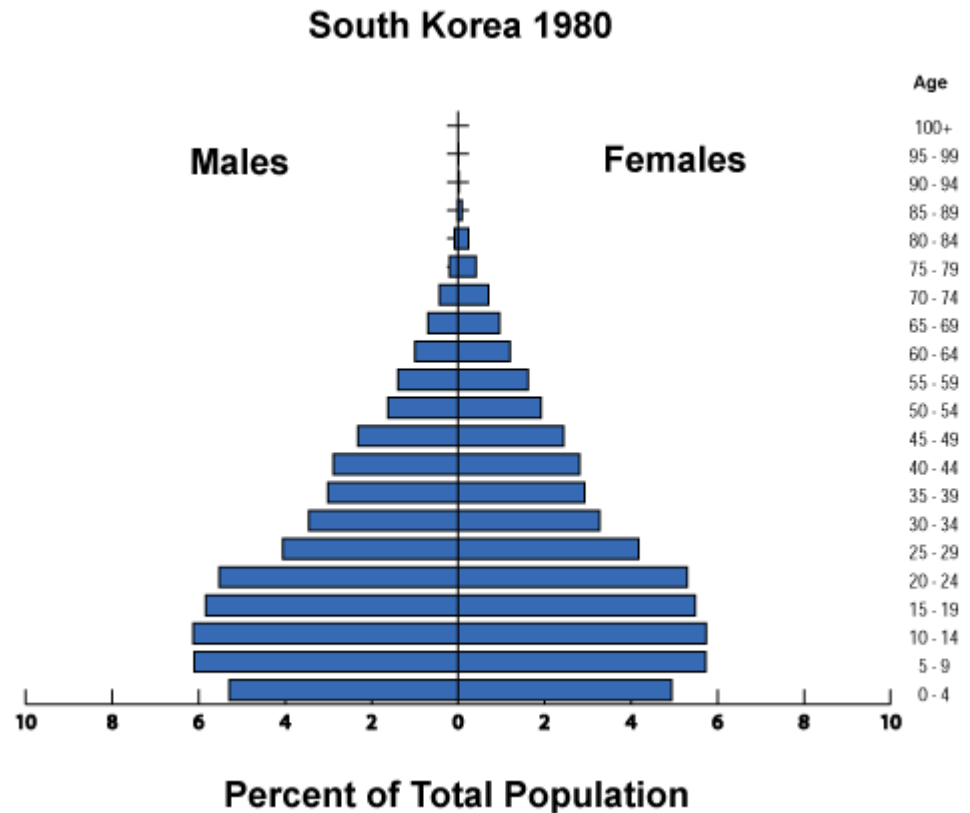
Resource allocation



Land use planning



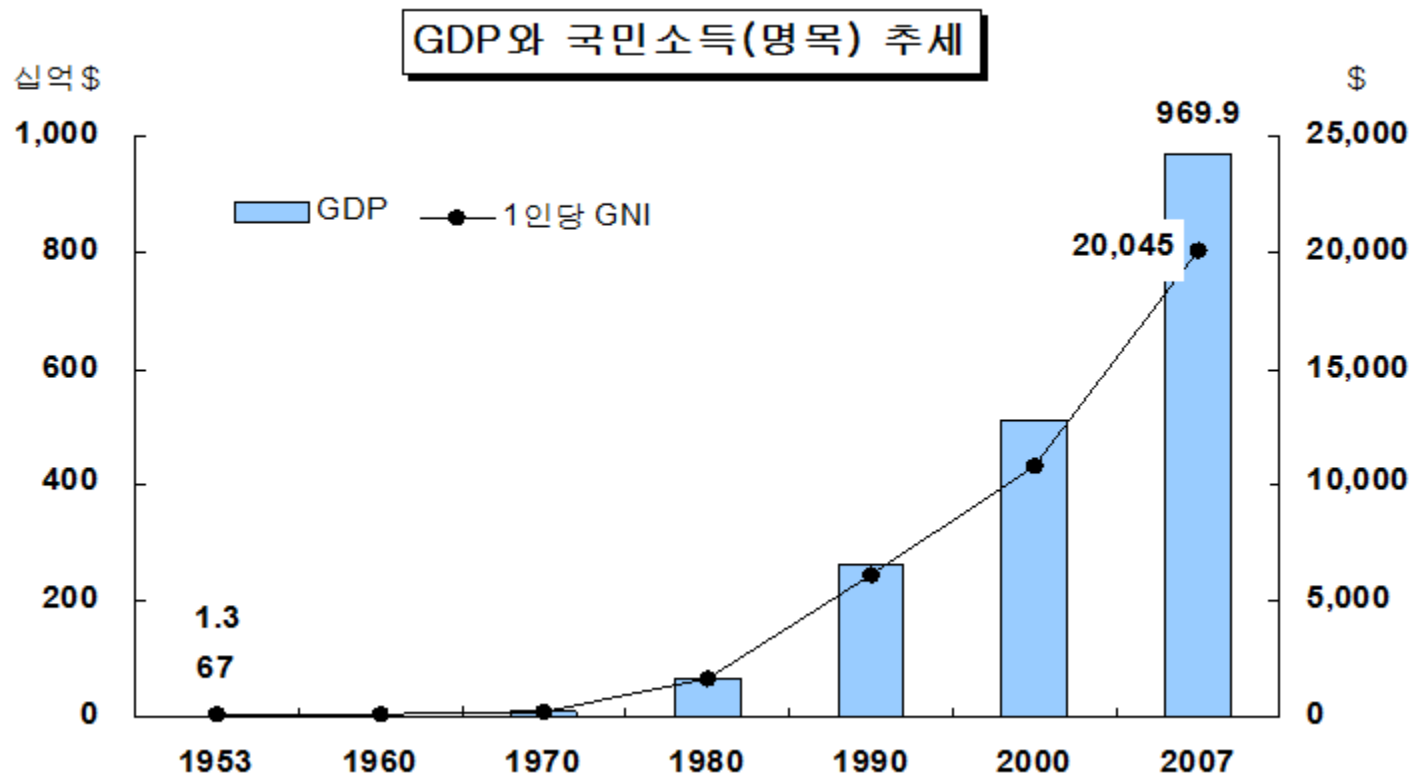
Transportation planning



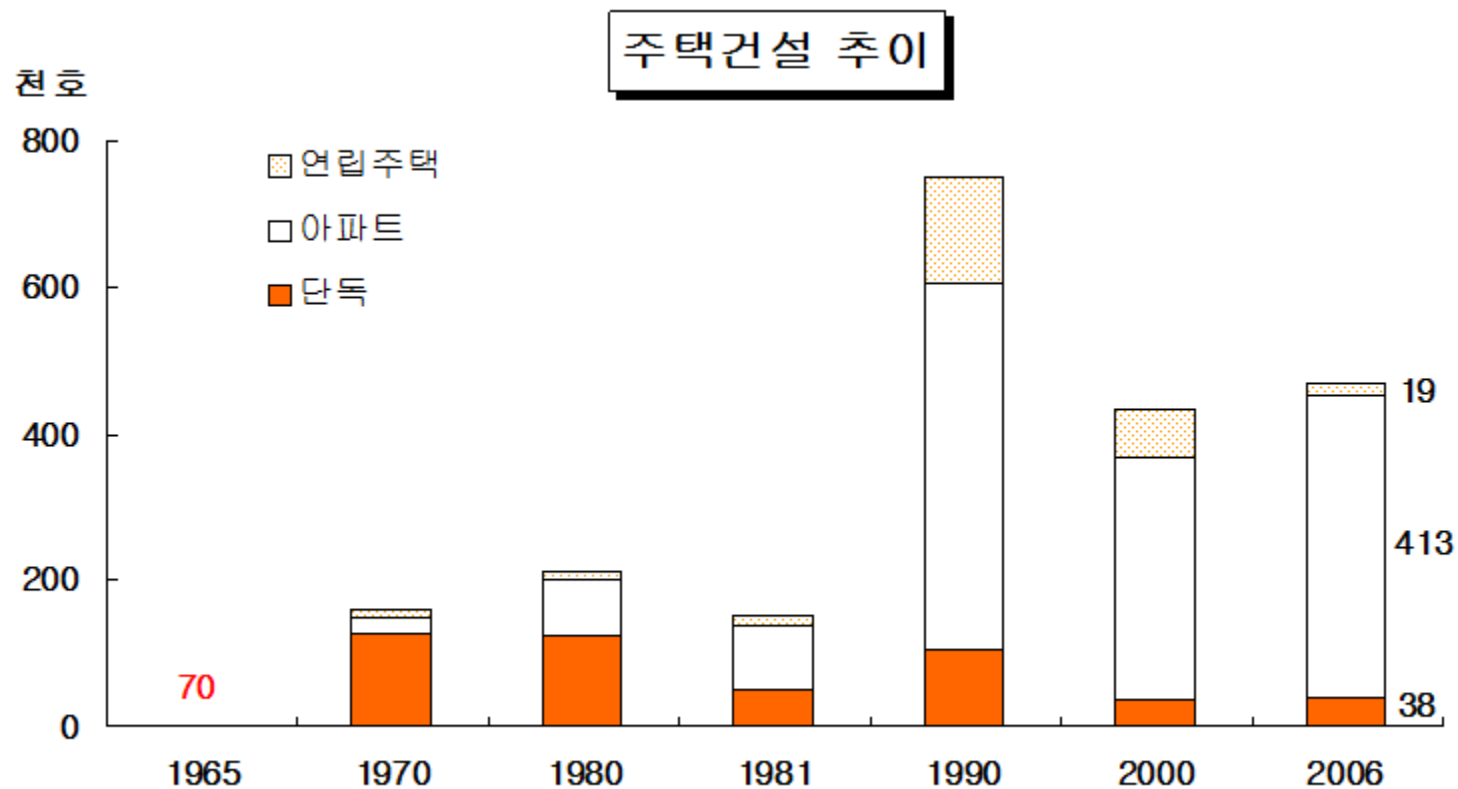
1988 Seoul Olympics



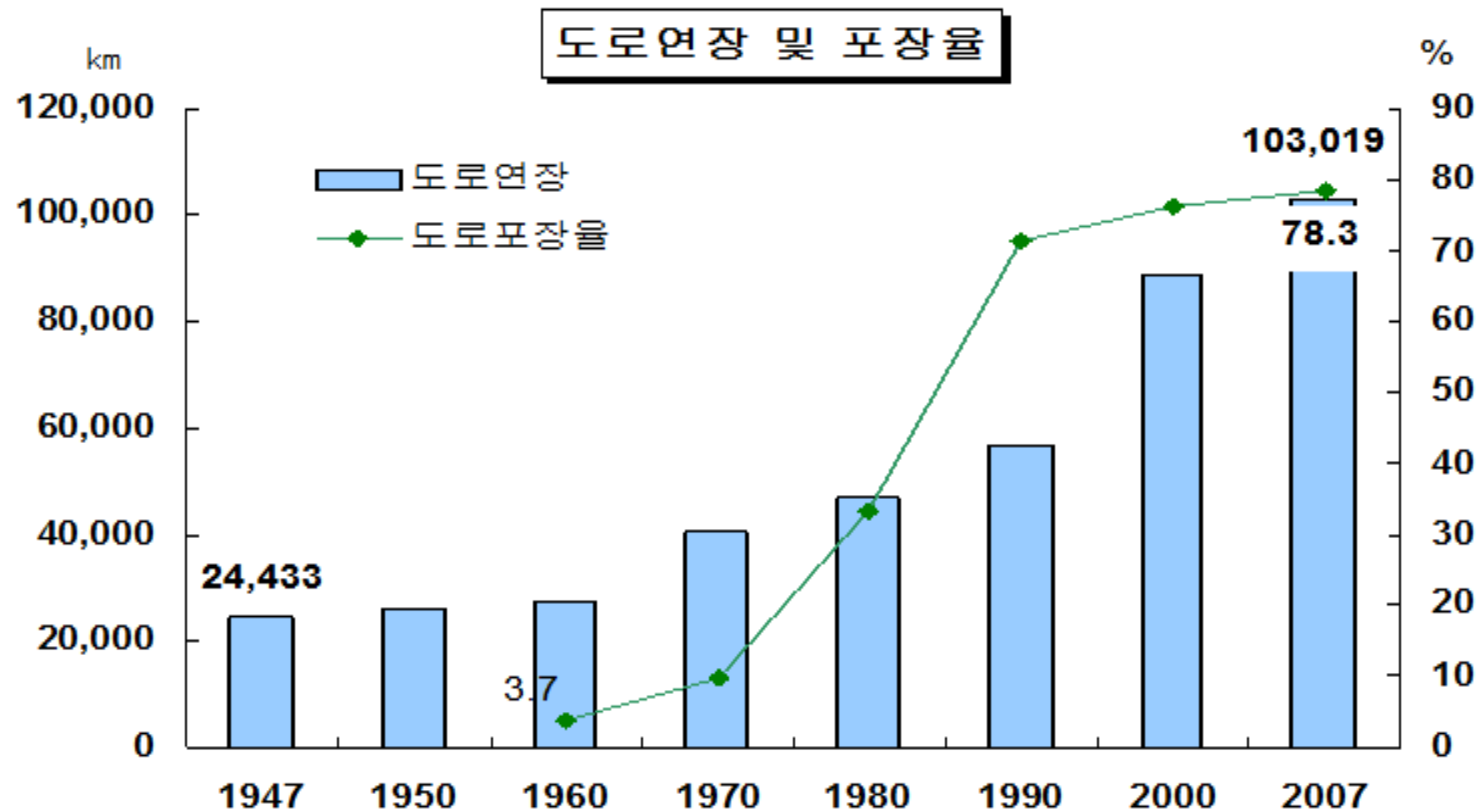
GDP



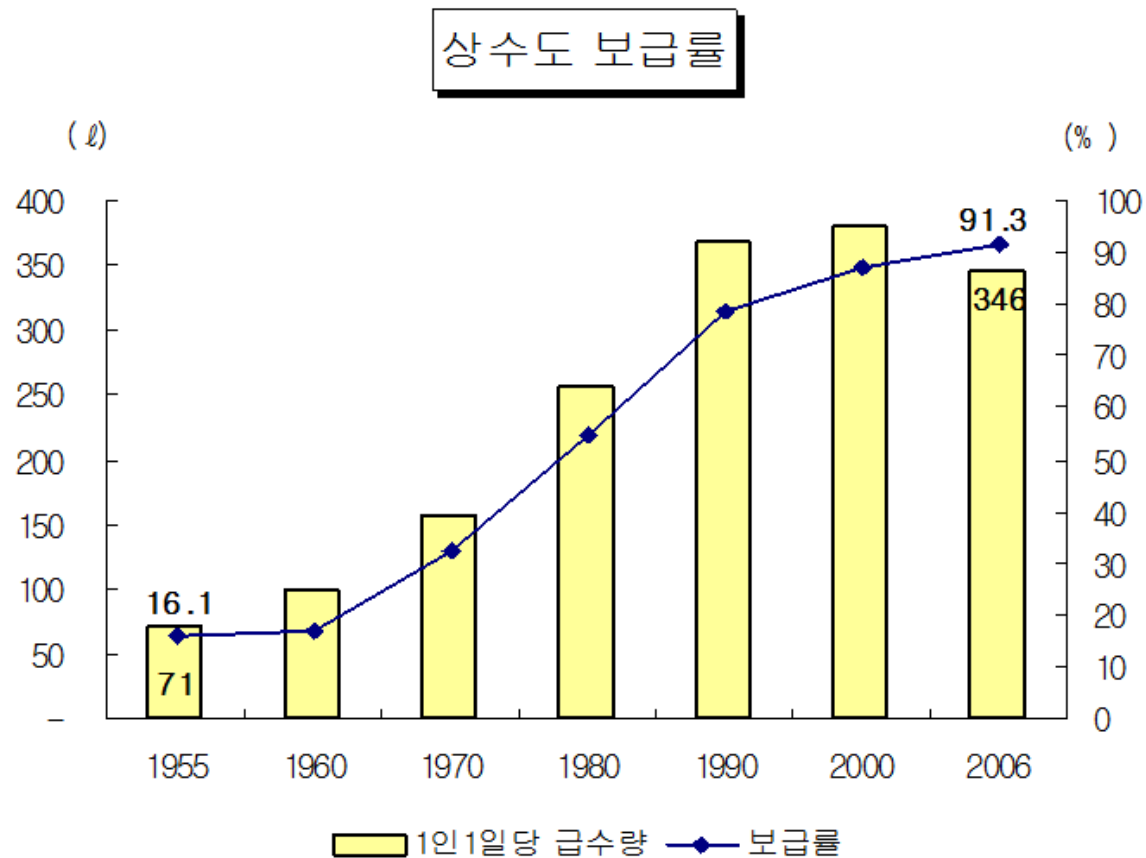
Housing



Road Payment



Public Water Service



1990s - From Planning to Management

- Asian Financial Crisis
- Unbalanced Development
- Quality of Life: Happiness, Safety, Well-being

Congestion



Republic of Apartment



A war against garbage



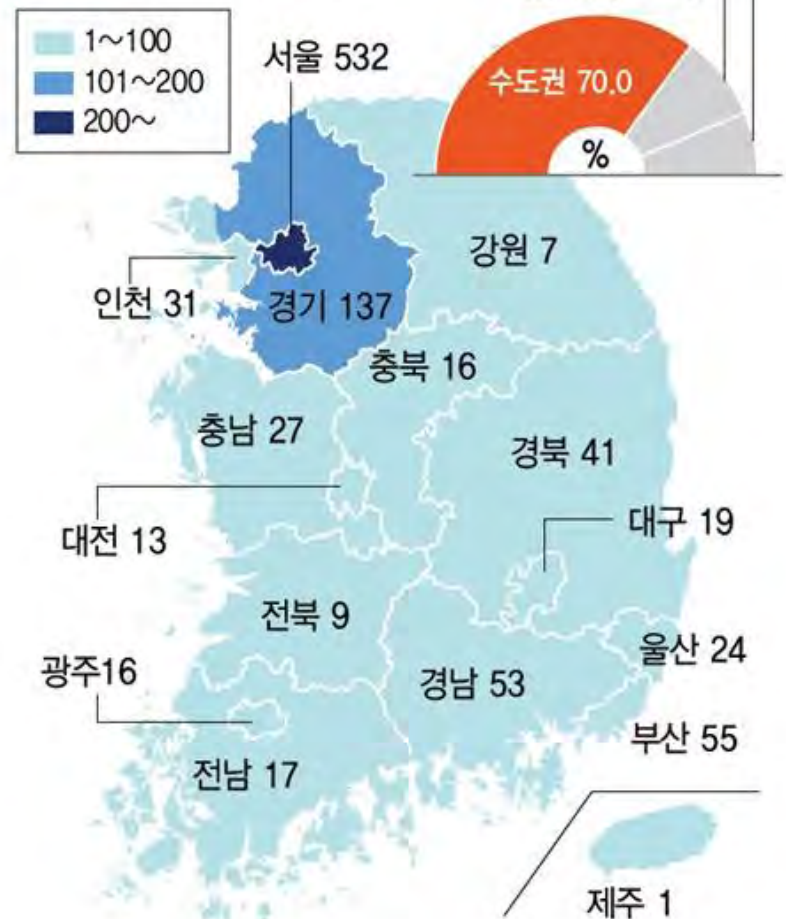
Republic of Seoul

- Unbalanced Development
- Regional and economic disparity



2010년 1000대 기업 분포

(단위: 개) 자료: 대한상공회의소



Republic of Samsung



Social Conflict



2000s ~

- New Public Management
 - Public-Private Partnership (PPP)
 - Public Involvement
- Environmental-friendly Development
- Making Balance & Community Building
- Globalization & Localization
- Diverse needs
- Asian Integration 2015

Chung-Gae River (2005)



New Public Transportation System

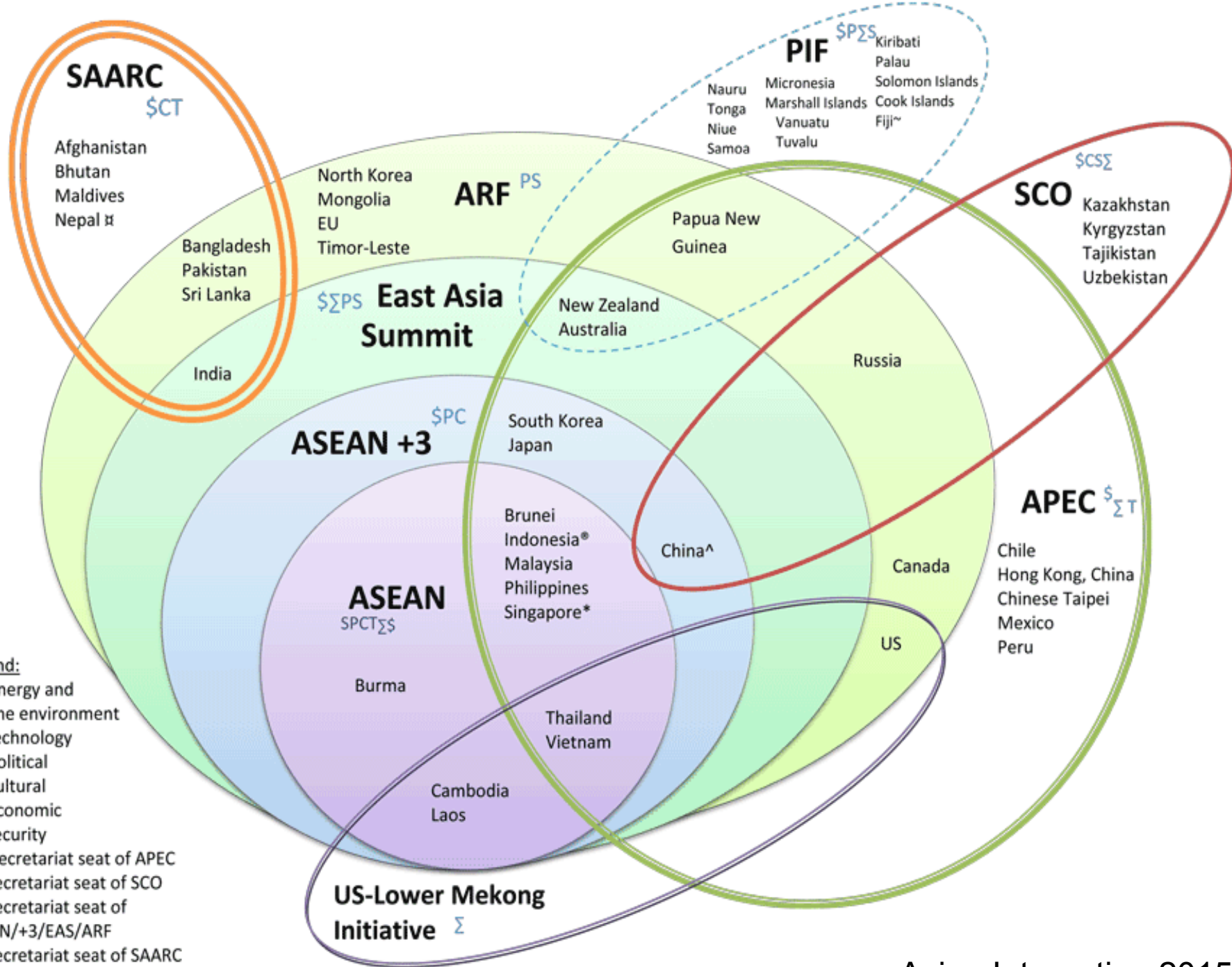


Voluntary Community Management

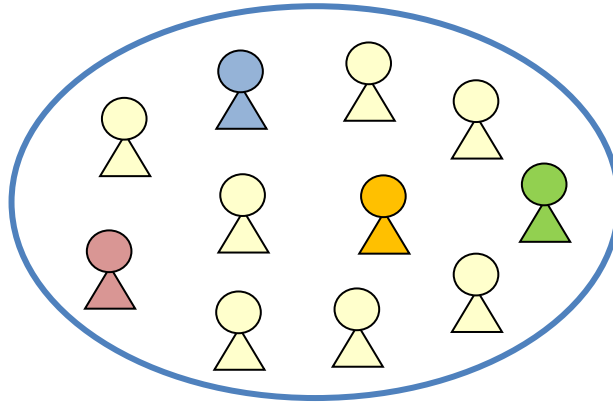


Corporate social responsibility





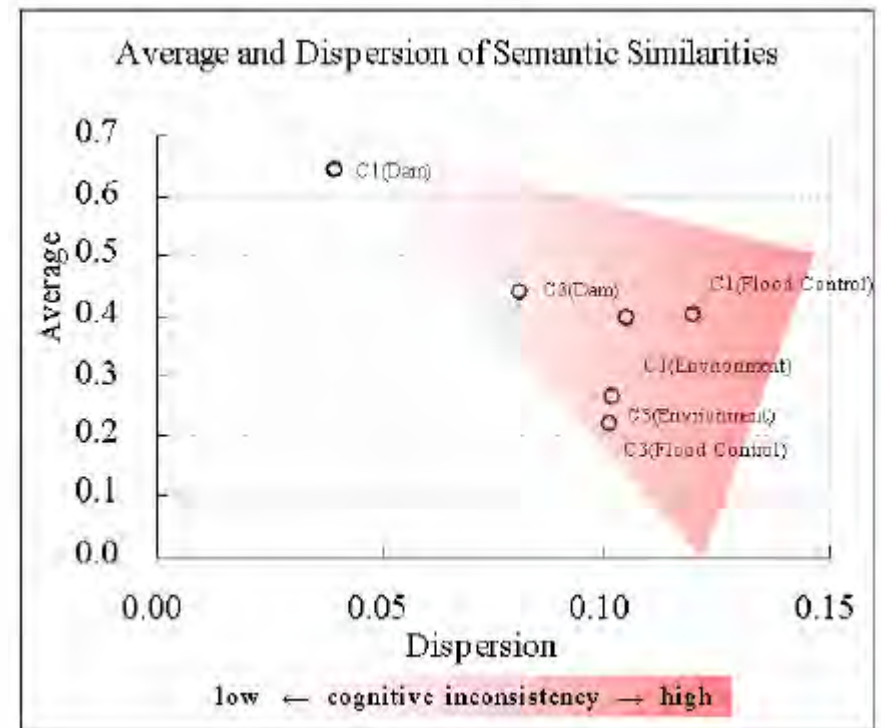
My researches



Problem of many hands

Problem of many eyes

Discourse Analysis of Public Debates Using Corpus Linguistic Methodologies





Objectives

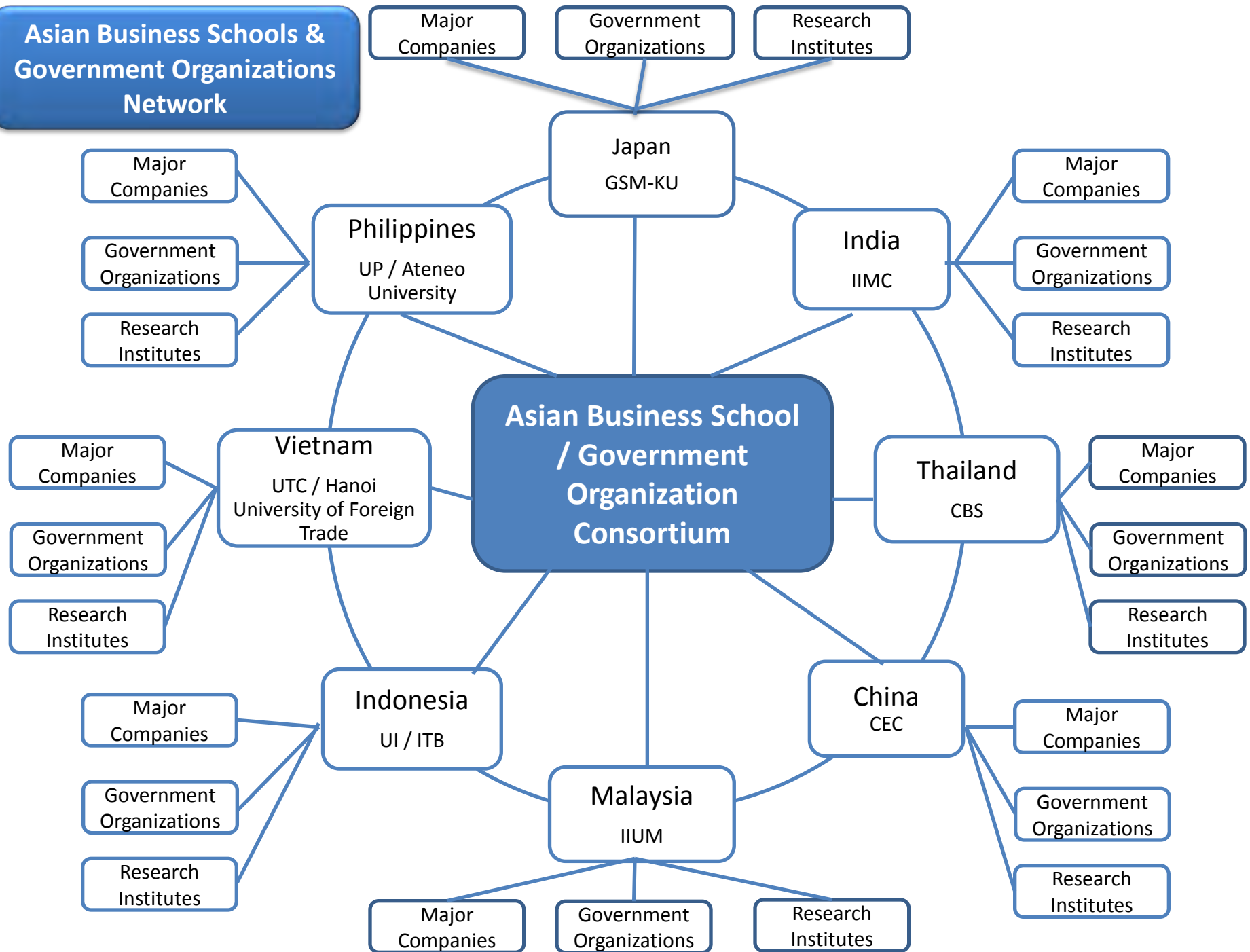
GSM-KU will develop efficient *human network* with top business schools and government organizations in Asian region.

Taking advantage of the human network, GSM-KU gives quick training for potential Asia business leaders who can conduct business effectively in Asia, and develop educational curriculum and materials for the training.

Internship

The internship course is a field research training program intended to cultivate human resources who are capable of, committed to, responding to the acquired knowledge in the program, building a human network with key-persons of governmental organization, research institutions, and local companies leading Asian countries, as well as, developing Japanese business models that take into account the *communication skills* in the host country and the cross-cultural understanding.

Asian Business Schools & Government Organizations Network



Asia Business Leader Training Project

Study Environment

Language Training (English & Local language)

Logistics Support

Advice on Field Research

...

Support
on Site

Module 0 (optional)
(Business English)
(Makati, Manila) KBRC

Module 1
(Tokyo) GSM-KU

Module 2
(Makati, Manila) GSM-KU

Field Research
(Internship) KBRC

Module 3
(Kyoto) GSM-KU

Collaboration

International Network

CBS

IIMC

UTC

CEC (China Enterprise
Confederation)

ITB

UI (University of
Indonesia)

IIUM (International Islamic
University Malaysia)

UP (University of
Philippines)

UAT

Grow up Asian Business Leaders active and respected in Asian countries



Human Resource Development Network to Strengthen Japanese and Asian Companies

Field Research Training Host Companies

Thailand

- Siam Cement Group (SCG)
- Thailand Development Research Institute (TDRI)
- CP all
- Siam Commercial Bank (SCB)

Vietnam

Petro	<ul style="list-style-type: none"> • Petrovietnam • Gas Corporation in the north of Vietnam • Petrolimex Gas Corporation 	Finance	<ul style="list-style-type: none"> • Bank Security Company - Bank for Investment and Development of Vietnam JSC • Bank Security Company - Mekong housing bank
Civil	<ul style="list-style-type: none"> • VINACONEX • Song Da Corporation • Thanglong Construction Corporation • Hanoi Construction Corporation • CIENCO 1 • CIENCO 4 • CIENCO 8 • Lung Lo construction Corporation • Truong son construction corporation • TEDI • Airport Design and Construction Consultancy Company • Airport Construction Company • Project Management Units 	Insurance	<ul style="list-style-type: none"> • Petrovietnam Insurance Joint Stock Corporation • Bao Viet Life • Bao Minh Insurance Corporation
		Bank	<ul style="list-style-type: none"> • Bank for Investment and Development of Vietnam JSC • Mekong Housing Bank • Vietnam Bank of Agriculture and Rural Development • Global Petro Bank

Lectures in Kyoto

- May 21 (Thu): Sen, A. IIMC, *India*
“Human Business Network: The Indian Way”
 - May 28 (Thu): Passakonjaras, S., CBS, *Thailand*
“International Business Management”
 - June 08 (Sat): Magsaysay, J., ADMU, *Philippines*
“Leadership”
- *Indonesia, China, Malaysia, Vietnam*... Until September

For detail schedule, see HP of GSM-KU

<http://www.gsm.kyoto-u.ac.jp/jp/>

My message

- To read many books
- To do many experiences
- To make many friends all over the world
 - 1,707 foreign students in Kyoto University (2012 year)
 - SNS: Facebook, Twitter, Line....
- To enhance your ability to learn and think
- To be a professional in your field and share your ideas with friends

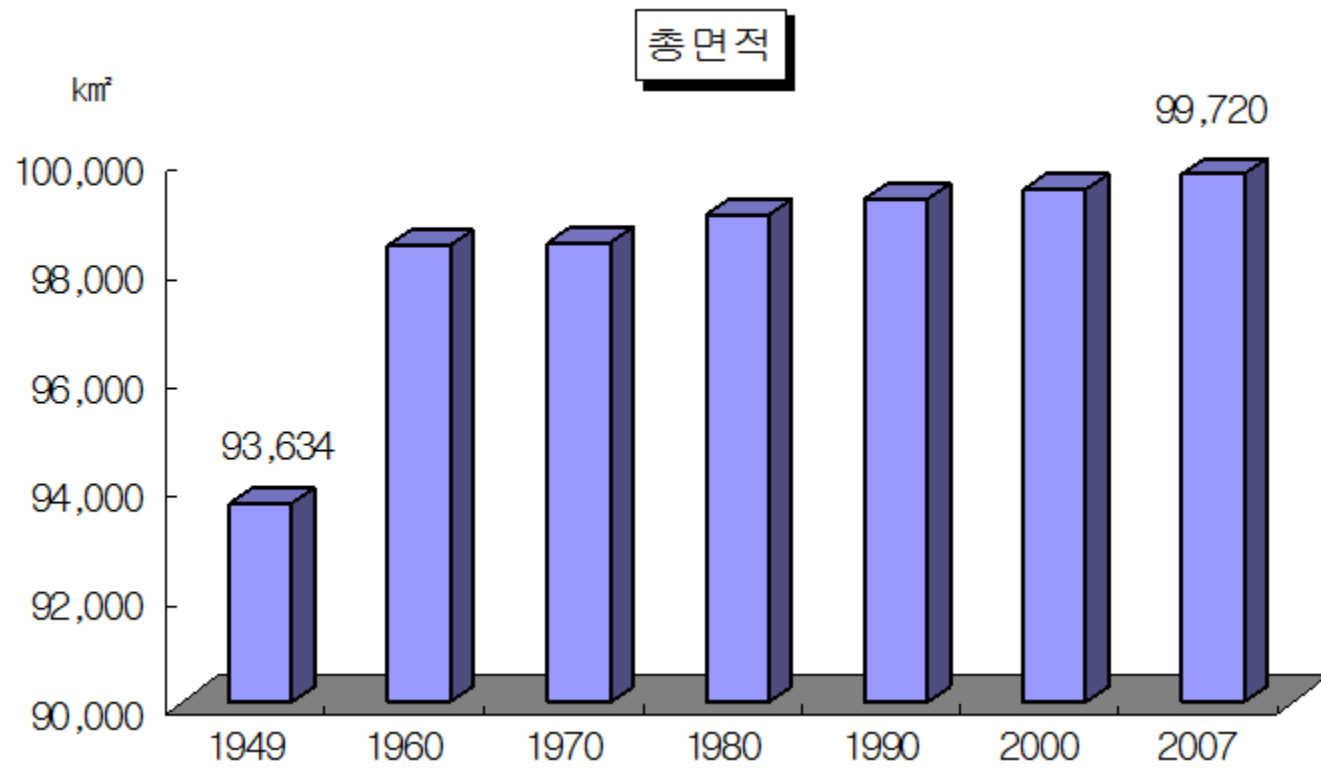
Thanks for your attention.

Questions?

Your contact is always welcome.

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Area



GDP (1960 – 2013)

January ▼ 1960 ▼ TO April ▼ 2013 ▼ [REFRESH](#) | [COMPARE](#) [SIGNUP TO: EXPORT DATA](#) | [GET FORECAST](#)



SOURCE: WWW.TRADINGECONOMICS.COM | THE WORLD BANK GROUP

<http://www.tradingeconomics.com/south-korea/gdp>

