From Planning to Management: The Korean Way

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Graduate School of Management
Kyoto University

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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

<table>
<thead>
<tr>
<th>Human Losses</th>
<th>South Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilian Casualties</td>
<td>dead</td>
</tr>
<tr>
<td>2,490,968</td>
<td>990,968</td>
</tr>
<tr>
<td><strong>Victim</strong></td>
<td>refugees</td>
</tr>
<tr>
<td>3,200,000</td>
<td>300,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Material Losses</th>
<th>Critical Infrastructure</th>
<th>House</th>
<th>Public Service</th>
<th>harbor facility</th>
<th>Rail Road</th>
<th>Bridge</th>
<th>electric wires</th>
</tr>
</thead>
<tbody>
<tr>
<td>612,000</td>
<td>48,757</td>
<td>10</td>
<td>329 km</td>
<td>312Km</td>
<td>61Km</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial plant</td>
<td>Power Plant</td>
<td>Energy Plant</td>
<td>live stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43%</td>
<td>41%</td>
<td>50%</td>
<td>2,928,180</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Plan Number</th>
<th>Plan Period</th>
<th>Industry/Industry Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Third Plan</td>
<td>(1972–1976)</td>
<td>Heavy Chemical Industrialization depend on foreign capital, export-oriented structure such as shipbuilding and petrochemicals</td>
</tr>
<tr>
<td>The Forth Plan</td>
<td>(1977–1981)</td>
<td>Technology-incentive and skilled-labor incentive industries such as machinery and electronics</td>
</tr>
<tr>
<td>The Fifth Plan</td>
<td>(1982~86)</td>
<td>Technology-incentive industries such as information</td>
</tr>
</tbody>
</table>
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
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
Housing

The chart shows the number of housing units constructed in different years. The x-axis represents the years from 1965 to 2006, and the y-axis represents the number of housing units. Each bar is divided into sections indicating different types of housing units. The legend includes symbols for different types of housing units.

- The bar for 1965 shows 70 units.
- The bar for 1970 shows 19 units.
- The bar for 1980 shows 413 units.
- The bar for 1981 shows 38 units.
- The bar for 1990 shows 19 units.
- The bars for the years 2000 and 2006 also show 19 units.

The chart indicates a significant increase in housing units constructed in 1980, with a decrease in later years.
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
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
Questionnaire Survey
Study on Social Capital
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.

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

- Japan
  - GSM-KU
  - Major Companies
  - Government Organizations
  - Research Institutes

- Philippines
  - UP / Ateneo University
  - Major Companies
  - Government Organizations
  - Research Institutes

- Vietnam
  - UTC / Hanoi University of Foreign Trade
  - Major Companies
  - Government Organizations
  - Research Institutes

- Indonesia
  - UI / ITB
  - Major Companies
  - Government Organizations
  - Research Institutes

- Malaysia
  - IIUM
  - Major Companies
  - Government Organizations
  - Research Institutes

- India
  - IIMC
  - Major Companies
  - Government Organizations
  - Research Institutes

- Thailand
  - CBS
  - Major Companies
  - Government Organizations
  - Research Institutes

- China
  - CEC
  - Major Companies
  - Government Organizations
  - Research Institutes

Asian Business School / Government Organization Consortium

Major Companies
Government Organizations
Research Institutes

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

International Network
- CBS
- IIMC
- UTC
- CEC (China Enterprise Confederation)
- ITB
- UI (University of Indonesia)
- IIUM (International Islamic University Malaysia)
- UP (University of Philippines)
- UAT

Collaboration

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

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

<table>
<thead>
<tr>
<th>Petro</th>
<th>Finance</th>
<th>Bank</th>
</tr>
</thead>
</table>
| - Petrovietnam  
- Gas Corporation in the north of Vietnam  
- Petrolimex Gas Corporation | - Bank Security Company - Bank for Investment and Development of Vietnam JSC  
- Mekong Housing Bank  
- Vietnam Bank of Agriculture and Rural Development  
- Global Petro Bank |
| Civil | Insurance | |
| - 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 | - Petrovietnam Insurance Joint Stock Corporation  
- Bao Viet Life  
- Bao Minh Insurance Corporation | |
|  |  |  |
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.
Hayeong (hayeong@gsm.kyoto-u.ac.jp)
Area

The graph shows the area in square kilometers from 1949 to 2007. The area increased from 93,634 km² in 1949 to 99,720 km² in 2007.
GDP (1960 – 2013)

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