



Jung PARK

Department of Management

Professor of Entrepreneurship and Innovation

Faculty position: Associate Professor

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Jung PARK is an Associate Professor of Entrepreneurship and Innovation at ISG Business School in Paris, with over 20 years of diverse research experience in corporate and academic settings. His expertise bridges management, engineering, human insights, and data analytics. Before academia, Jung led global research programs at high-tech companies and is an inventor with multiple patents. He earned an Executive MBA from INSEAD and an engineering Ph.D. from EPFL. His recent research focuses on venture governance and using AI technologies in business.

Teaching Areas

Course 1: Introduction to Entrepreneurship

Course 2: Advanced Entrepreneurship

Course 3: Family Business Governance and Innovation

Course 4: Digital Business Transformation

Course 5: Big data and e-CRM

Research Interests

Interest 1: Venture Governance

Interest 2: Technology and Innovation

Education

2014	Executive MBA, INSEAD, France
2008	Ph.D. in Mechanical Engineering EPFL (Swiss Federal Institute of Technology in Lausanne), Switzerland
1999	Master of Science in Aerospace Engineering KAIST (Korea Advanced Institute of Science and Technology), Korea
1996	Bachelor of Science in Aerospace Engineering, KAIST

Teaching Experiences

2022 -	ISG International Business School Introduction to Entrepreneurship, Advanced Entrepreneurship, Family Business Governance and Innovation, Big data and e-CRM
2022 -	IA Institut by Epita & ISG, France Digital Business Transformation
2020 - 2021	University of Zurich, Switzerland Family Business Governance and Innovation

Other Professional Experiences

2022 -	Academic Advisor of Program Business Management, IA Institut by Epita & ISG
2021 - 2022	Visiting Scholar, Idiap Research Institute, Switzerland
2016 - 2020	Research Fellow, IMD, Switzerland
2015 - 2016	Affiliate Research Fellow, IMD
2010 - 2014	Engineering & Process Project Manager Applied Materials (AMAT) Switzerland
2005 - 2010	Post-Doctoral & Doctoral Researcher, EPFL
2000 - 2005	Senior Research Engineer, LG Electronics, Korea

Publications

Articles in refereed journals

Bolton, B. & Park, J. (2022). Social impact as corporate strategy: responsibility and opportunity. ***Cogent Business & Management***, 9(1). <https://doi.org/10.1080/23311975.2022.2111035>

Park, J. & Bolton, B. (2022). Board of directors turnover with new board chairs in family firms. ***Cogent Business & Management***, 9(1). <https://doi.org/10.1080/23311975.2022.2111843>

Pulcrano, J., Park, J., & Leleux, B. (2021). Sheltering-in-privilege: Silicon Valley. ***Journal of the International Council for Small Business***, 2(3), 260-266.
<http://doi.org/10.1080/26437015.2021.1929568>

Park, J. E., Pulcrano, J., & Leleux, B. (2020). The impact of venture competitions on entrepreneurial network development. *Cogent Business & Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1826090>

Bolton, B. & Park, J. E. (2020). Family firms, governance & innovation. *Corporate Ownership & Control*. 18(1), 138-151. <http://doi.org/10.22495/cocv18i1art11>

Park, J. E., Pulcrano, J., & Leleux, B. (2020). Small is beautiful? Niche entrepreneurship with a Swiss touch. *International Business Research*, 13(4), 52-62. <https://doi.org/10.5539/ibr.v13n4p52>

Kenyon-Rouvinez, D. & Park, J. E. (2020). Family office research review. *The Journal of Wealth Management*, 22(4), 8-20. <https://doi.org/10.3905/jwm.2019.1.093>

Park, J. E., Vakili-Farahani, F., Consolini, L., & Thome, J. R. (2011). Experimental study on condensation heat transfer in vertical minichannels for new refrigerant R1234ze (E) versus R134a and R236fa. *Experimental Thermal and Fluid Science*, 35(3), 442-454.

Park, J. E. & Thome, J. R. (2010). Critical heat flux in multi-microchannel copper elements with low pressure refrigerants. *International Journal of Heat and Mass Transfer*, 53(1-3), 110-122.

Agostini, B., Fabbri, M., Park, J. E., Wojtan, L., Thome, J. R., & Michel, B. (2007). State of the art of high heat flux cooling technologies. *Heat Transfer Engineering*, 28(4), 258-281. (cited 500+ on Google Scholar).

Conference Presentations

Wang, L., Park, J. E., Leleux, B. (2023). Untying the Possessive Bonds: Preparing Elderly SME Owners for Succession. *Proceedings of European Academy of Management (EURAM)*, June 14-16, 2023; Dublin, Ireland.

Bolton, B., & Park, J. (2022). Creating Value Through Social Issues: Short-Term vs. Long-Term Strategy. *Proceedings of The Academy of Management Annual Meeting 2022*, August 5-9, 2022; Seattle, USA. <https://doi.org/10.5465/AMBPP.2022.13084abstract>

Wang, L., Park, J. E., Leleux, B. (2022). Voluntary retirement by founder-owners. *Proceedings of The Academy of Management Annual Meeting 2022*, August 5-9, 2022; Seattle, USA. <https://doi.org/10.5465/AMBPP.2022.13318abstract>

Bolton, B., & Park, J. E. (2021). Board of Directors Turnover and Firm Performance. *Proceedings of International Online Conference "Corporate Governance: Fundamental and Challenging Issues in Scholarly Research"*, Nov 25, 2021.

Park, J. E., & Bolton, B. (2021). Legitimate Leadership in Family Business Boards. *Proceedings of International Family Enterprise Research Academy (IFERA)*, Virtual Edition, June 14-25, 2021.

Wang, L., Park, J. E., Leleux, B. (2021). How do owners initiate a succession project: An obsessive passion perspective. *Proceedings of Family Enterprise Research Conference (FERC)*, May 24 - 27, 2021.

Park, J. E., Woods, J., Sweida, G., & Kenyon-Rouvinez, D. (2020). Social identity theory in family firms – Is an in-law a family or not? ***Proceedings of The Academy of Management Annual Meeting 2020***, August 7-11, 2020, Vancouver, Canada (changed to online).

Park, J. E., Bolton, B. (2020). Board leadership legitimacy and director turnover in family firms. ***Proceedings of International Conference "Corporate Governance: Examining Key Challenges and Perspectives"***, May 7, 2020, Lisbon, Portugal (changed to online).

Bolton, B., & Park, J. E. (2020). Family firms, governance & innovation. ***Proceedings of International Conference "Corporate Governance: Examining Key Challenges and Perspectives"***, May 7, 2020, Lisbon, Portugal (changed to online).

Park, J. E., & Bolton, B. (2020). Disruptive innovation theory and family firms. ***Proceedings of International Family Enterprise Research Academy (IFERA)***, June 24-26, 2020, Santander, Spain (changed to online).

Wang, L., Park, J. E., Leleux, B. (2020). Demystify owner's possessive bond to the organization: Factors that move forward succession. ***Proceedings of International Family Enterprise Research Academy (IFERA)***, June 24-26, 2020, Santander, Spain (changed to online).

Park, J. E., Bateman, N., & Jodlowski, T. (2013). Implanted sheet resistance of photovoltaic wafers versus the depth of damages related to the abrasive grit size. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.

Park, J. E., Nasch, P., Daridon, A., & Sueldia, R. (2012). Numerical simulation of the multi-wire sawing process using time-varying parameters and the statistical validations. ***Proceedings of 27th European Photovoltaic Solar Energy Conference and Exhibition (EU-PVSEC)***, Freiburg, Germany.

Park, J. E., & Dibiase, N. (2012). Correlation of the wafer surface defects with wire sawing parameters. ***Proceedings of 27th European Photovoltaic Solar Energy Conference and Exhibition (EU-PVSEC)***, Freiburg, Germany.

Nasch, P., Park, J. E., Jodlowsky, T., & Yin, M. (2012). Multi-wire slicing capability and wafer thickness. ***Proceedings of 27th European Photovoltaic Solar Energy Conference and Exhibition (EU-PVSEC)***, Freiburg, Germany.

Dibiase, N., & Park, J. E. (2012). In-line metrology sensitivity analysis on multiwire sliced wafers. ***Proceedings of 27th European Photovoltaic Solar Energy Conference and Exhibition (EU-PVSEC)***, Freiburg, Germany.

Park, J. E., Nasch, P., Daridon, A., & Sueldia, R. (2012). Numerical simulation of the wire sawing process for the cutting efficiency improvement. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.

Park, J. E., & Dibiase, N. (2012). PWS experience of running a wire sawing test lab and the automatic metrology line. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.

- Nasch, P., Park, J. E., Jodlowsky, T., & Yin, M. (2012). Ultra-thin wafer slicing feasibility study. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.
- Dibiase, N., & Park, J.E. (2012). In-line wafers metrology sensitivity analysis. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.
- Park, J. E., Nasch, P., Genonceau, F., Beaudelomenie, B., & Yin, M. (2011). The total cost of ownership (CoO) analysis using physical models for wire saw systems, ***Proceedings of 26th European Photovoltaic Solar Energy Conference and Exhibition (EU-PVSEC)***, Hambourg, Germany.
- Park, J. E., Nasch, P., Genonceau, F., Beaudelomenie, B., & Yin, M. (2011). Development of a mathematical tool for the optimization of cost of ownership of multi-wire saw equipment. ***Proceedings of Engineering and Technology Conference***, Las Vegas, USA.
- Thome, J. R., Oliver, J., & Park, J. E. (2010). Comparison between single-phase and two-phase cooling of targets for particle physics experiments. ***Proceedings of 7th International Conference on Heat Transfer, Fluid Mechanics and Thermodynamics***, Antalya, Turkey.
- Thome, J. R., Oliver, J., & Park, J. E. (2009). Two-phase cooling of targets and electronics for particle physics experiments. ***Proceedings of the Topical Workshop on Electronics for Particle Physics***, Paris, France.
- Park, J. E., Thome, J. R., & Michel, B. (2009). Effect of inlet orifice on saturated CHF and flow visualization in multi-microchannel heat sinks. ***Proceedings of the 25th IEEE SEMI-THERM Symposium***, San Jose, USA.
- Park, J. E., Agostini, B., & Thome, J. R. (2009). Condensation Heat Transfer in Mini to Microchannels. ***Proceedings of International Workshop on Thermal Investigations of ICs and Systems***, Leuven, Belgium.
- Thome, J. R., Revellin, R., Agostini, B., & Park, J. E. (2007). Recent advances in thermal modeling of micro-evaporators for cooling of microprocessors. ***Proceedings of the ASME International Mechanical Engineering Congress and Exposition***, Seattle, USA.
- Thome, J. R., Revellin, R., Agostini, B., & Park, J.E. (2007). Cooling of microprocessors using flow boiling of refrigerants in micro-evaporators. ***Proceedings of 10th UK National Heat Transfer Conference***, Edinburgh, UK.
- Park, J. E., Park, J. W., Dan, B., Seo, J., Choi, I., & Kim, J. (2005). Airflow analysis in a near field optical disc system. ***Proceedings of the International Symposium on Optical Memory 2005 (ISOM'05)***, Hawaii, USA.
- Park, J. E., Hong, S., Hwang, H., Lee, J., & Kim, W. (2004). A study on the thermal problems of an optical pickup actuator. ***Proceedings of the 37th International Symposium on Microelectronics (IMAPS 2004)***, Long Beach, USA.

Park, J. E., Ryu, H., Lee, J., & Kim, W. (2003). Practical thermal design of smart display. ***Proceedings of IMAPS Advanced Technology Workshop on Thermal Management for High-Performance Computing and Wireless Applications***, Palo Alto, USA.

Park, J. E., Joung, M. C., Kim, W. Y., Kim, S., Park, J. K., Kim, Y., ... & Hahn, J. H. (2001). Numerical simulation of flow and diffusion on a desalting lab-on-a-chip. ***Proceedings of the 3rd Korea MEMS Conference***, Seoul, Korea.

Park, J. E., Joung, M. C., Kim, W. Y., Kim, S., Park, J. K., Kim, Y., ... & Hahn, J. H. (2001). Numerical simulation of diffusion in multi-layer laminar micro-channel Flow. ***Proceedings of the 87th Annual Meeting of the Korean Chemical Society***, Seoul, Korea.

Professional Articles

Pulcrano, J. & Park, J. E. (2023, May 26). Five networking missteps to avoid. ***I by IMD***.
<https://www.imd.org/ibyimd/leadership/five-networking-missteps-to-avoid/>

Bolton, B. & Park, J. (2021, Nov 29). Beyond Corporate Social Opportunity: Turning Social Moments into Strategic Purpose. ***California Management Review Insights***.
<https://cmr.berkeley.edu/2021/11/beyond-corporate-social-opportunity-turning-social-moments-into-strategic-purpose>

Pulcrano, J., Park, J. E., & Leleux, B. (2021, Oct 27). How Silicon Valley showed the pandemic world to 'shelter in privilege'. ***I by IMD***. <https://iby.imd.org/supply-chain/how-silicon-valley-showed-the-pandemic-world-to-shelter-in-privilege>

Bolton, B. & Park, J. E. (2020, Oct 29). Investing in innovation efficiently - Lessons from the family business. ***Lorange Network***.
<https://lorangenetwork.com/article/562/?preview=aa05d229a13d8b1bf26bb3e106a1a0b4>

Park, J. E., Vogel, P., & Crudgington, P. (2020, Sep 24). Three factors to consider before creating a family office. ***IMD Tomorrow's Challenges***. <https://www.imd.org/research-knowledge/articles/Three-factors-to-consider-before-creating-a-family-office>

Park, J. E., Pulcrano, J., & Leleux, B. (2020, Jun 25). Small is beautiful: how to nurture niche entrepreneurship. ***IMD Tomorrow's Challenges***; republished elsewhere including ***Tribune de Genève*** (both paper and digital versions, translated in French), ***Forbes India***.
<https://www.forbesindia.com/article/imd-business-school/small-is-beautiful-how-to-nurture-niche-entrepreneurship/61939/1>

Earle, R., Park, J. E., & Schmedders, K. (2020, Jun 2). Attack of zombie companies: don't let them eat bailouts that are vital to restore the economy. ***The Conversation***; republished elsewhere including ***NetEase*** (translated in Chinese), ***IMD Tomorrow's Challenges***, ***Yahoo News***, ***The National Interest***, ***Channel News Asia***. <https://www.channelnewsasia.com/news/commentary/zombie-companies-bailouts-bankruptcy-covid-19-coronavirus-12808496>

Earle, R., Park, J. E., & Schmedders, K. (2020, Apr 8). Coronavirus: the economic recovery won't only be U-shaped – it'll look like a wheelbarrow. ***The Conversation***; republished elsewhere including ***Yahoo News***, ***The National Interest***, ***World Economic Forum Agenda***.
<https://www.weforum.org/agenda/2020/04/coronavirus-the-economic-recovery-won-t-only-be-u-shaped-it-ll-look-like-a-wheelbarrow>

Cases Studies

Earle, R., Park, J. E., & Schmedders, K. (2022). Tail of the coronavirus? High stakes decisions with little information - A case examining data leadership. IMD-7-2237 (before release).

Chauvet, M., Park, J. E., & Schmedders, K. (2021). DIY Cambridge Analytica: Running Personality Analytics. IMD-7-2274.

Howell-Fernández, O., Park, J. E., & Kenyon-Rouvinez, D. (2019). Estafeta: From fragmented ownership to developing commitment as responsible owners facing challenges in an uncertain business environment in Mexico. IMD-7-2101. <https://www.imd.org/research-knowledge/for-educators/case-studies/Estafeta-from-fragmented-ownership-to-developing-commitment>

Chauvet, M., Park, J. E., & Kenyon-Rouvinez, D. (2018). Family leadership challenges: disrupting the momentum at Samsung. IMD-7-1934. <https://store.hbr.org/product/family-leadership-challenges-disrupting-the-momentum-at-samsung/IMD962>

Park, J. E., & Leleux, B. (2016). GAMAYA: Taking farming into the 21st century. IMD-7-1776. <https://store.hbr.org/product/gamaya-taking-farming-into-the-21st-century/IMD814>

Park, J. E., & Leleux, B. (2016). TwingTec AG – catching high wind. IMD-7-1774. <https://www.thecasecentre.org/products/view?id=141863>

Granted Patents

Park, J. E., & Sueldia, R. (2013). CN-203408935-U. National Intellectual Property Administration, China. Device used for cleaning line of fretsaw.

Park, J. E., Hong, S., Ryu, H. (2004). CN-1783249-B. National Intellectual Property Administration, China. The optical pickup actuator.

Park, J. E., Hong, S., Ryu, H. (2004). US-7411751-B2. United States Patent and Trademark Office, USA. Optical pickup actuator.

Ryu, H., Park, J. E., & Hong, S. (2004). KR-100619697-B1. Korean Intellectual Property Office, Korea. Apparatus radiating heat for pick up actuator and pick up actuator having the same.

Ryu, H., Park, J. E., & Hong, S. (2004). KR-100568373-B1. Korean Intellectual Property Office, Korea. Optical pick up for preventing lens crack.

Kim, K., Ryu, H., & Park, J. E. (2004). KR-100605183-B1. Korean Intellectual Property Office, Korea. Fan holder having baffle for air path.

Kim, K., Kim, J., Ryu, H., & Park, J. E. (2004). KR-100585667-B1. Korean Intellectual Property Office, Korea. Forward and backward movement apparatus of lcd display in mobile phone.

Kim, K., Ryu, H., & Park, J. E. (2003). KR-100608626-B1. Korean Intellectual Property Office, Korea. Heat extraction structure of dvd drive for car with amplifier causing heat generation.

Kim, K., Ryu, H., & Park, J. E. (2003). KR-100573458-B1. Korean Intellectual Property Office, Korea. Amp holder having hole for air path.

Park, J. E. (2000). KR-100690601-B1. Korean Intellectual Property Office, Korea. Management system for data and method thereof.

Professional Associations

- Academy of Management (AOM): Entrepreneurship/ Technology and Innovation Management
- European Academy of Management (EURAM)
- International Family Enterprise Research Academy (IFERA)
- Korean Association of Small Business Studies (KASBS)

Certificates

- Financial Risk Manager – Certified by the Global Association of Risk Professionals (GARP, 2022)
- Pedagogic Training (8 courses/ 9 days), University of Zurich (2021)
- Writing Effective Cases (2 days), The Case Centre-IMD (2018)
- Six Sigma Blackbelt – Certified by LG electronics (2004)