

# ECCK Live Webinar on the Evolution of Tiger Management: Korean Companies in Global Competition

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## EVENT OUTLINE

Throughout the last several decades, Korean companies have become strong global competitors in a wide range of manufacturing industries. How did they achieve this exceptional performance? The Evolution of Tiger Management: Korean Companies in Global Competition uncovers the secret of their success through a comprehensive analysis of Korean-style management. It explains how it has developed, why it works so well, what non-Koreans can learn from it, and what Korean companies need to do to stay competitive in the future. Korean companies have adopted a wide range of effective managerial routines in strategic planning, strategy implementation, corporate leadership, and human resource management. In order to sustain their long-term success, they need to update their managerial practices in consideration of rapid change in Korean society as well as in the global business environment.

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## EVENT DETAILS

**Date:** Tuesday, November 24, 2020

**Time:** 10:00 - 11:00

**Venue:** Online (Link will be shared after registration)

**Admission fee:** Free of charge (This webinar is only opened to ECCK members)

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## SPEAKER



**Martin Hemmert**  
Professor  
International Business  
Korea University

Dr. Martin Hemmert is Professor of International Business at Korea University. His research interests include international comparative studies of management systems, innovation systems and entrepreneurial ecosystems, organizational boundaries of firms and inter-organizational research collaborations, with a focus on East Asian countries. He has published several books, including most recently *The Evolution of Tiger Management: Korean Companies in Global Competition* (Routledge, 2018), and numerous articles in peer-reviewed international journals such as *Journal of Product Innovation Management*, *Journal of World Business*, *Research Policy*, and *Technovation*.

**CLICK THIS [RSVP LINK](#) OR SCAN [QR CODE](#) TO REGISTER AND PAY!**



- Kindly inform us of your attendance and cancellation by November 20.
- If you have any inquiry for the event, please contact Ms Hyewon Shim.  
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