

Faculty Information

YOO, Bosul

■ **Specialization:** Marketing and Management (MM)

■ **Research Area:** Consumer Behavior

■ **Keywords:** Consumer behavior, digital marketing, e/m commerce, brand management

■ **Seminar Topic:** Consumer behavior in digital market

■ **Seminar Teaching Method:**

Management Seminar I: Class discussion, individual WIP report/presentation will be utilized. Students are expected to conduct literature reviews (cases, journal articles) in their interested field and discuss in the class. At the end of the semester, the students are expected to submit their research proposal, research plan & design as well as a draft of literature review.

Management Seminar II: Personal consultation on Master's Thesis, Independent Final Report write-up.

Management Seminar III: Personal consultation on Master's Thesis, Independent Final Report write-up.

■ **Possible Research Topics for Students:**

Master's Thesis, Independent Final Report

■ **Research Method:**

Quantitative research method

■ **Comments:**

This seminar is for students who are interested in consumer behavior and digital marketing. It is highly recommended that student in this seminar have motivation and a clear research plan.

■ **APU Researcher Database:**

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001620&Language=2>