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### 학력

Ph.D., Technology & Resource Economics, Dept. of Geosystem Engineering, Seoul National University, Seoul, South Korea

M.A., Dept. of Geosystem Engineering, Seoul National University, Seoul, South Korea

B.A., Natural Resources Engineering, Seoul National University, Seoul, South Korea

### 주요경력

(2002-2004) Manager of Corporate Strategy, Nexon: Managed the marketing analysis for the new product development at early stages

(2004-2006) Assistant Manager of Corporate Strategy, CJ Entertainment (Currently CJ E&M): Developed strategies for internet service, animation film, theme-park and other new business

(2006-2009) CEO staff, NCsoft: Developed strategies for mobile and new business

(2009-2012) Manager of Global Finance, NCsoft : Managed corporate valuation for M&A, investment, and game development projects

(2012-2013) Director of Strategic Data Analysis, NexonGT : Analyzed customers behaviors data and developed content R&D strategy

(2011-2013): Adjunct Professor, Kangwon National University

(2013-current) 대통령직속 문화융성위원회 게임분과 위원

(2013) 미래창조과학부, 기술사업화위원회 위원

### 연구실적

Ad hoc Reviewer: Journal of Media Economics (SSCI), Journal of Korea Game Society(KCI), Journal of the Korean Society of Mineral and Energy Resources Engineers (KCI)

Refereed Journal Articles (\*corresponding author)

Yoo, Changsok, Kang, Byung-Tak& Kim, Huy Kang (2014 Online published) Case study of the vulnerability of OTP implemented in internet banking systems of South Korea, Multimedia Tools & Applications (SCIE)

Moon, Young Hoon, Choi, Suk Bong, Kim, Huy Kang & Yoo, Changsok\* (2014 Online published) A Hybrid Defense Technique for ISP Against the Distributed Denial of Service Attacks, Applied Mathematics & Information Sciences (SCIE)

Lee, Dongjun & Yoo, Changsok\* (2014 Online published) Predicting a promising fusion technology in geoscience and mineral resources engineering using Korean patent data, Geosystem Engineering (SCOPUS)

Kim, Kyoung Hee & Yoo, Changsok\* (2014 Online published) A feasibility study on a natural gas power plant project in the DPRK under the CDM scheme and grid connection, Geosystem Engineering (SCOPUS)

Yoo, Changsok & Poe, Baek (2013) A Modified Real Options Valuation Model for Early Stage Start-Ups in the Game Industry, Journal of Korea Game Society (KCI)

Yoo, Changsok, Yang, Dongwoo, Kim, Huykang & Heo, Eunnyeong (2013) Key Value Drivers of Startup Companies in the New Media Industry: The Case of Online Games in Korea, Journal of Media Economics (SSCI)

Yoo, Changsok & Kim, Huy Kang (2013) Enhancing Revenue from Information Goods through the Free-to-play Business Model Using Price Discrimination, Information (SCOPUS)

Yoo, Changsok, Heo, Eunnyeong & Kim, Minkyu (2011), Valuation of Online Game Developers Using Real Options Analysis : the Case of Korea, Journal of Korea Game Society (KCI)

Yoo, Changsok, Kim, Jongnam & Heo, Eunnyeong (2011) A Real Option Valuation Model for Resources Exploration Projects, Journal of the Korean Society of Mineral and Energy Resources Engineers (KCI)

Yoo, Changsok, Kim, Huy Kang & Heo, Eunneyong (2011) The Economic Value of Online Game Developers in Early Stages, Journal of Future Game Technology

Park, Young-Eun, Yoo, Changsok & Rhee, Dong-Kee (2010) An Empirical Study on Global Distribution Strategies after Initial Market Entry: The Case of the Korean Online Game Industry, Journal of Korea Trade (SSCI)