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Dr. Saejoon Kim is interested in the development and management of corporate brand portfolio in an international setting. His research has been published in journals such as Journal of Marketing Channels and Business Management. He received the best paper award for his research at multiple academic conferences including 2014 American Marketing Association Winter Conference and 2012 MARCON International Marketing Conference. Dr. Kim was also the recipient of the Annual Excellence Teaching Award at Drexel University in 2014 and 2015.