

Report on Participation in Field Research

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The field research to Korea was fun, challenging, and fruitful. During the trip, we had visited various places. The most important part of the trip is that we visited two great and world-leading companies founded in Korea, Samsung, and LG. Through learning the progress of these firms from the founding of the companies and the great efforts that they have made to become technological leaders in electronics, I was inspired by the benevolent and courageous attitude of the founders and gained great knowledge in terms of starting and managing a business, which will definitely help me if I have the chance to start up a business on my own. By attending the workshop that was held at Kyungpook National University, I was able to receive valuable and helpful feedback regarding my research project through which I realized some of the shortcomings of my work. The professors at the hosting university warmly provided great hospitality and guidance through the various sites we visited in Daegu, and also taught us lots of knowledge about the Korean economy and company histories, etc. In Seoul, we also visited the main palace and several museums where I gained great knowledge about Korean history and culture, from which I realized that Korea and China shared a lot of similarities in ancient times including the political system, language, family relations, attitudes, etc. I still recall that when we gratefully had a meeting with the mayor of Daegu, he raised the idea of "one Aisa" which I strongly agreed with. Sometimes we pay too much attention to the differences between people which make us ignore the more remarkable similarities that we have.

Other than the academic gains, I also made many friends from China, Japan, Vietnam, and Korea during the trip both from our team and the hosting university, we exchanged views about the world, society, and the future, and learnt languages from each other, which indeed is a great way to expand my knowledge and views. Personally, I think that this is the most precious part of the trip.

In addition, we also experienced many Korean "specialties" including various types of Korean food, traditional villages, art museums, night markets. Every city was like an adventure for us, and we enjoyed exploring the cities, meeting and talking to the local people, and observing the similarities and differences between us. In many of these small side-trips which we did besides the official program I took a leading role in managing them. As a result, I also luckily gained some teamwork skills and skills to manage people.

Overall, during the whole trip, I had gained great knowledge about the Korean economy, history and technologies of Samsung and LG. We had great fun by exploring and experiencing the local specialties. At the same time, I made a lot of friends, from whom I had learned a lot. The knowledge will provide great help to my research, the friends that I made could be my future business partners or colleagues. I gained many things from the trip, and so if I have another chance to attend such a trip I will definitely apply for it.