

2025

## Korean CSR/ESG/PR Professional Workshop & Conference

### Shaping a Sustainable Tomorrow

**Event Emcee** Prof. Young Eun Park (Sookmyung Women's University)

Time	Program
13:00 - 13:30	Registration
13:30 - 13:40	<b>Welcome and Opening Remark</b> Prof. Sun Ouk You (President of Korean Academic Society for Public Relations, Hankyong National University) Prof. Sora Kim (Program Director of CSRCom & Sustainability Hub, The Chinese University of Hong Kong)
[Session 1] 13:40 - 14:40	<b>Keynote Speeches</b> <b>Moderator</b> Prof. Jeong Heon Chang (Cha University)
	<b>The New Mandate: How Companies Navigate Social Expectations</b> Prof. Sora Kim (The Chinese University of Hong Kong)
	<b>POSCO's ESG Management: Adding Value to the World</b> Researcher Chun Sung Hyun (POSCO Management Research Institute)
[Session 2] 14:40 - 16:10	<b>Beyond CSR, ESG, &amp; Sustainability Communication</b> <b>Moderator</b> Prof. Hong Rim Choi (Sun Moon University)
	<b>Corporate's Role in Political Change: Seeking the Future of CSA</b> Speaker: Prof. Soo Young Cho (Kyung Hee University) Discussant: Prof. Hyejoon Rim (The Chinese University of Hong Kong)
	<b>Quantifying ESG Using Deep Learning: A Research Study</b> Speaker: Prof. Chang Hyun Kim (Sung Kyun Kwan University) Discussant: Prof. Youngah Lee (Ball State University)
	<b>Does ESG Communication Drive Real ESG Impact?</b> Speaker: Prof. Hyunsang Son (The University of New Mexico) Discussant: Prof. Soo Yeon Kim (Sogang University)
16:10 - 16:30	Coffee Break
[Session 3] 16:30 - 17:50	<b>Communicating Sustainability: Insights from Practice</b> <b>Moderator</b> Prof. Hyun Soon Park (Sung Kyun Kwan University)
	<b>Gradual Evolution of Kakao for Inclusive AI Literacy Education</b> Speaker: Eun Hee Seo (Kakao Corp.)
	<b>Toward Sustainable Performance: YG's Vision for a Sustainable Future of K-Pop</b> Speaker: Hye Ryung Ha (YG Entertainment)
	Discussant: Prof. Yu Na Lee (Hankuk University of Foreign Studies), Hamsu Kang (Scotoss Consulting)
17:50 - 18:00	Closing
18:00 - 19:00	Dinner

#### Organizers

