

## Short CV Prof. Dr. Jinchul Choi



Prof. Dr. Jinchul Choi graduated from University of Munich (LMU Munich) with a PhD in the field of Intercultural Communication and Organizational Anthropology. With the title "Organizational Ethnography in Intercultural Contexts: German-Korean Project Cooperation of Multinational Corporations", his dissertation was published by Waxmann Verlag (2010). It is an empirical research that directly contributes to debates on intercultural business communication between multinational companies around the world. The research investigated how the employees of German and Korean companies in their business activities cope with the cultural differences between two countries and which effects and consequences arise on the international business process and working life of the employees.

Prof. Dr. Choi participated in a number of business projects in European and Korean companies as an intercultural adviser and interpreter. He worked especially for one of the big German automobile suppliers, Continental Automotive GmbH, as a project coordinator and intercultural coach for two years (2007-2008). At that time he coordinated different projects between the German company and its East Asian customers and partners. 2011-2014 he worked as a Professor for the Department of European Studies at the Korea Maritime and Ocean University.

In 2015 he and his colleagues had set up a new study program for the maritime students with the name "Division of Global Maritime Studies" in order to fulfill the newly emerging needs for humanities education due to increased globalization of the maritime industry. Since then he is researching and teaching "Diversity Management and Intercultural Interactions on board ships" and trying to find the way how intercultural communication should be taught and integrated in the current MET (Maritime Education and Training) curriculum. From 2019 to 2021, he assumed the role of deputy dean of academic affairs at the university. In addition to his teaching and research at the university he works as an intercultural trainer and consultant for various Korean and foreign companies in Korea.

His current areas of research involve exploring the intercultural work experiences of seafarers onboard and are focusing on developing a training concept for seafarers in terms of the issues like diversity management as well as human rights at sea.