

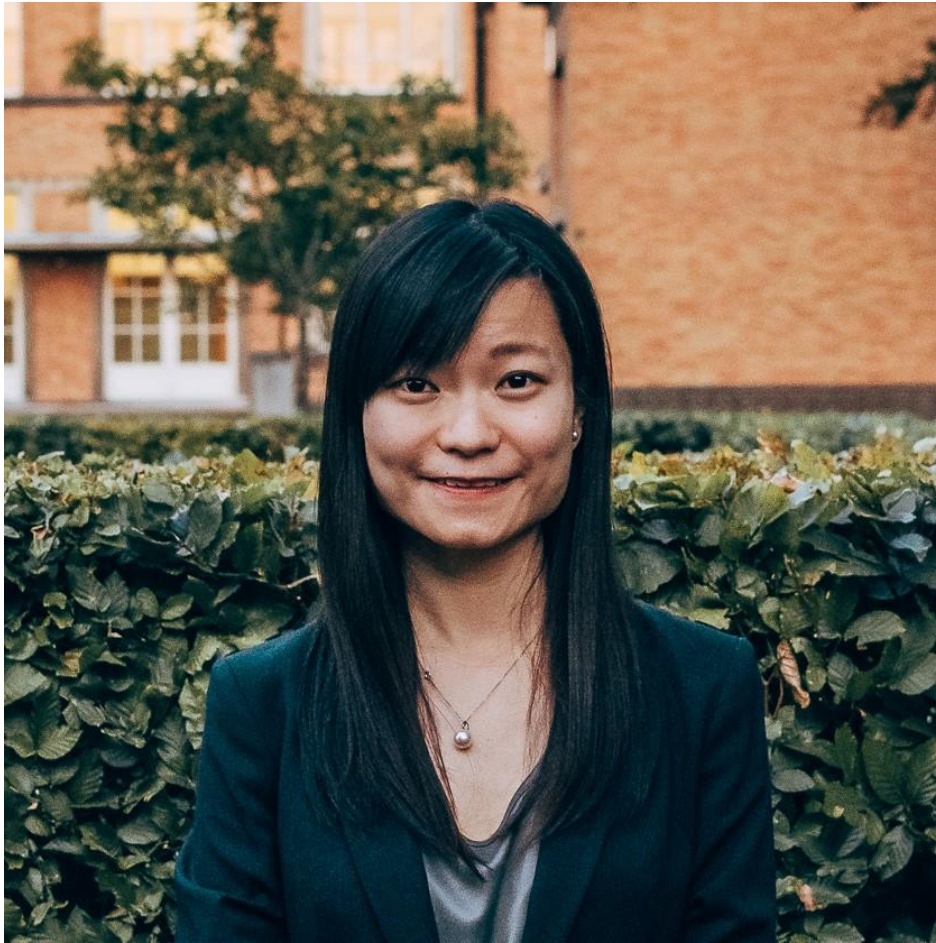
# SOUTH KOREA

## SOCIO-CULTURAL ASPECTS AND DIFFERENCES

So Hyung Kim, Christine Yung Hung 9-12-2021



# Who are we?



Christine Yung Hung

## Professor

- Agro-Food Marketing and Consumer Behaviour
- Department of Agricultural Economics

**PhD.** Applied Biological Sciences

**Msc.** Nutrition and Rural Development, major Public Health

**Bsc.** Food Science and Technology





# Who are we?



So Hyung KIM

24 years in Korea **KR** + 1 year in Belgium **BE**

- Ghent University Global Campus

- BSc. Molecular Biotechnology
- Student Ambassador



- Research assistant

- GUGC Plant Biotechnology Research Center



- Master student of UGent

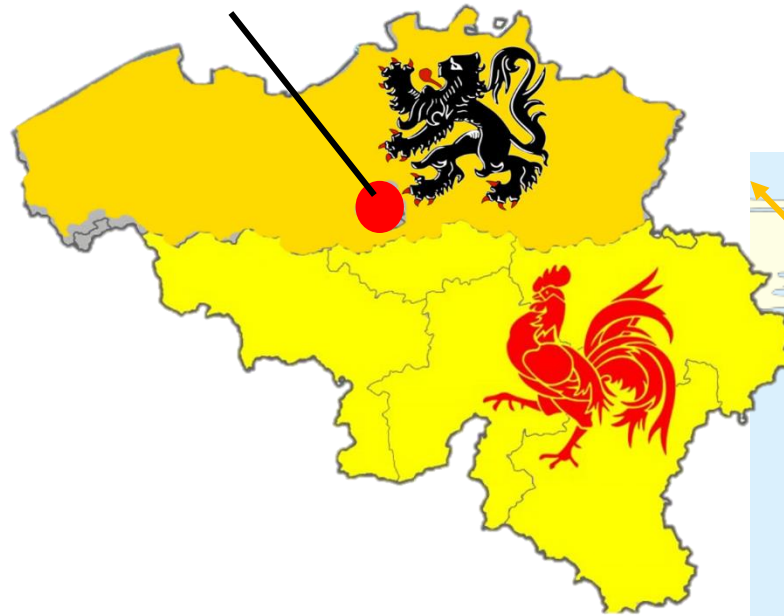
- MSc. Biochemistry & Biotechnology (ongoing)



# Beigium

# Korea

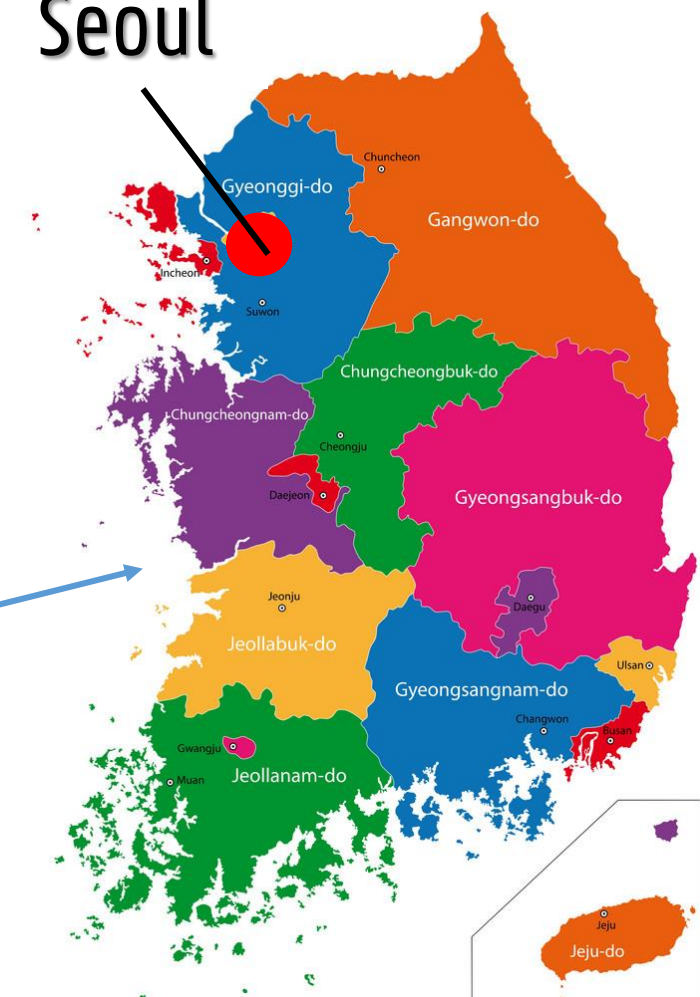
Brussels



8,761 km

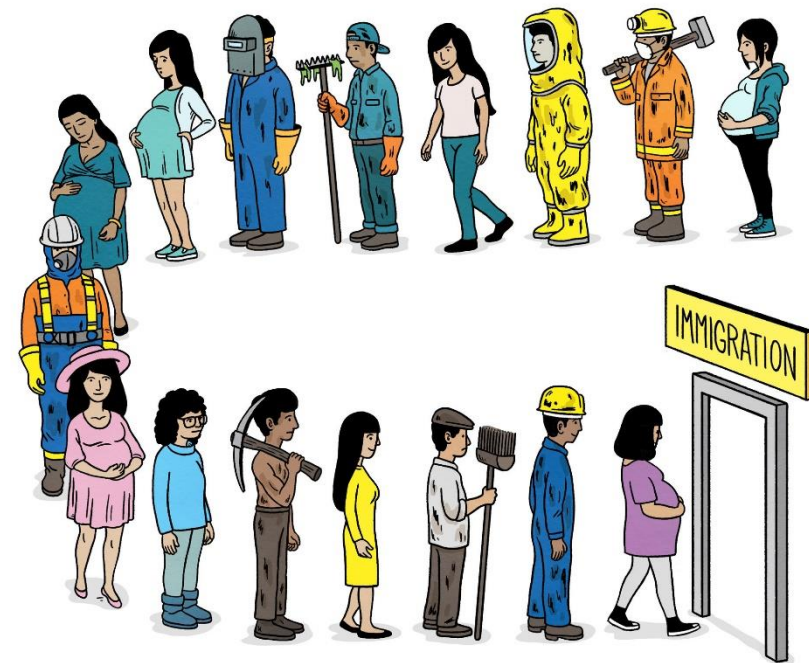


Seoul



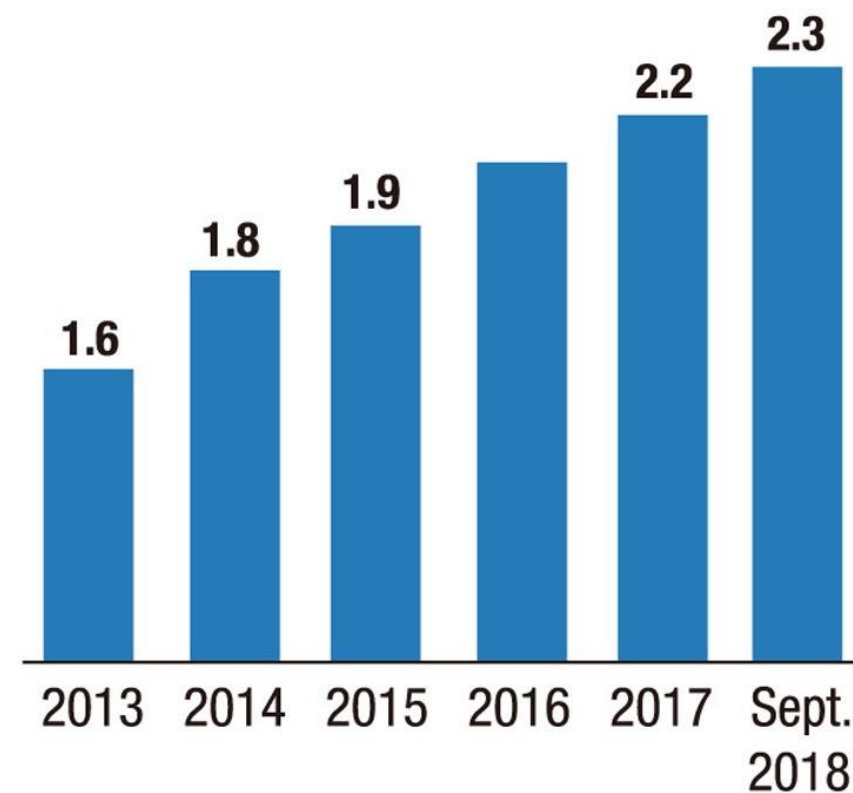


# 1. Homogenous population



## Foreign residents in Korea

(Unit: 1 million persons)

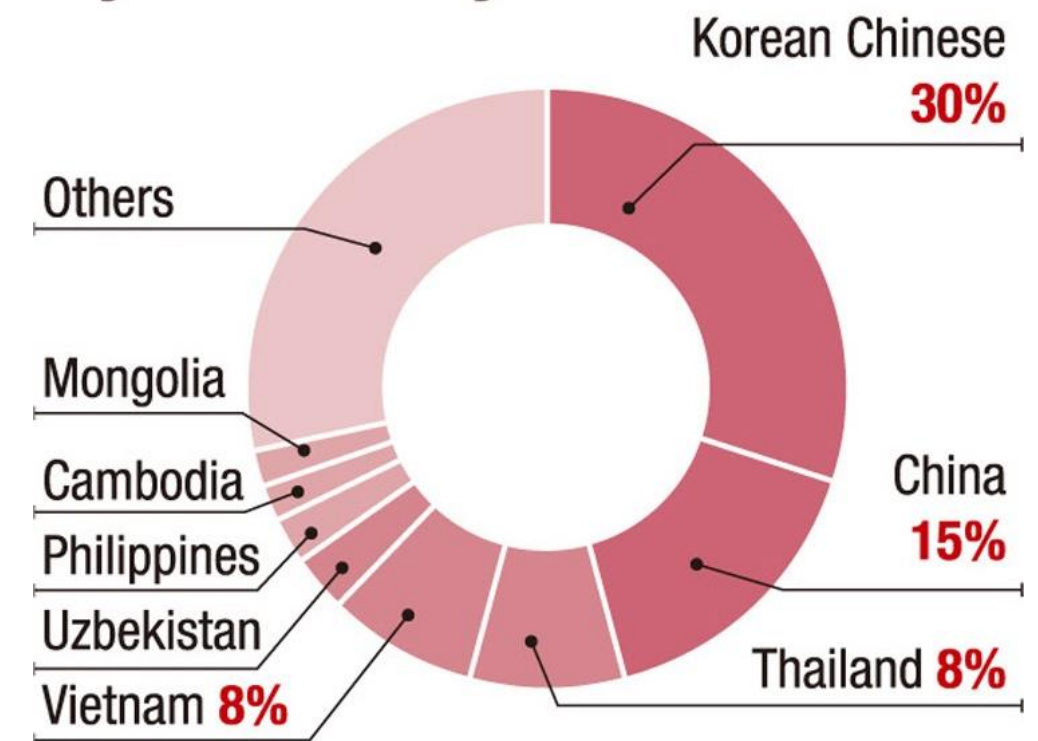


Source: Korean Immigration Service

→ 5% of total population

<https://m.koreatimes.co.kr/pages/article.asp?newsIdx=257820>

## Foreign residents in Korea by nationality



Source: Korean Immigration Service

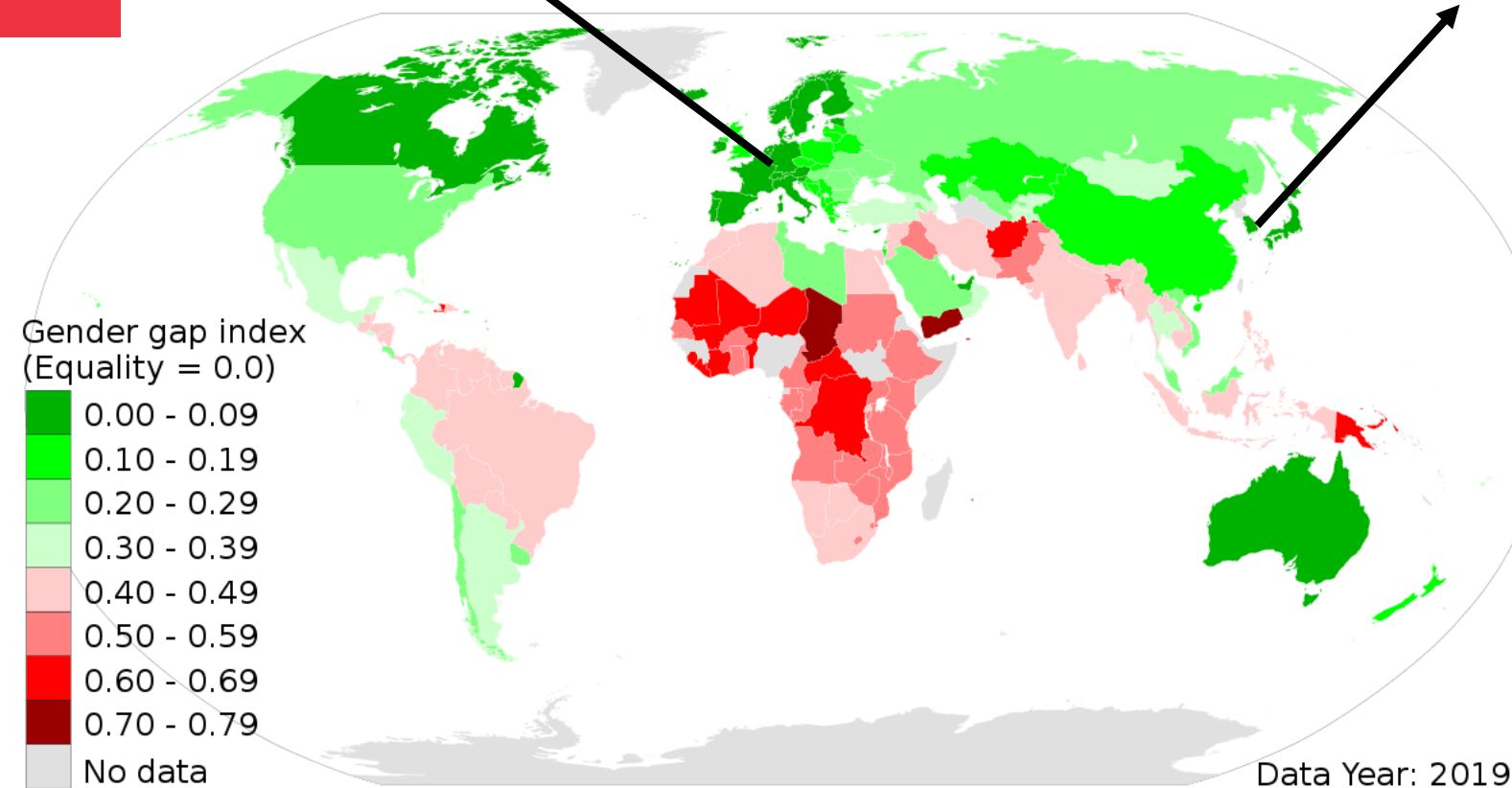
→ most of the foreign residents are Asian

## 2. Gender Equality



Belgium (#13)

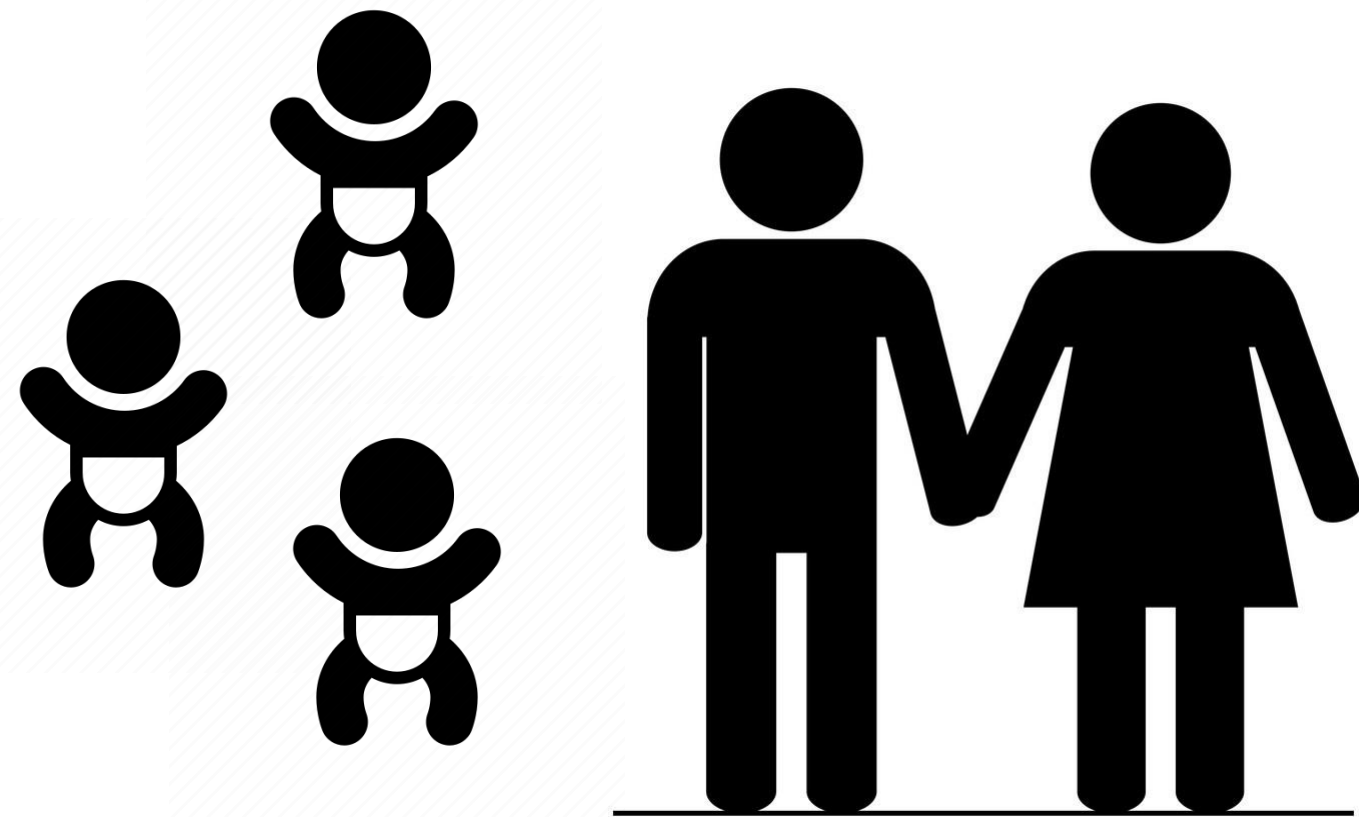
South Korea (#103)



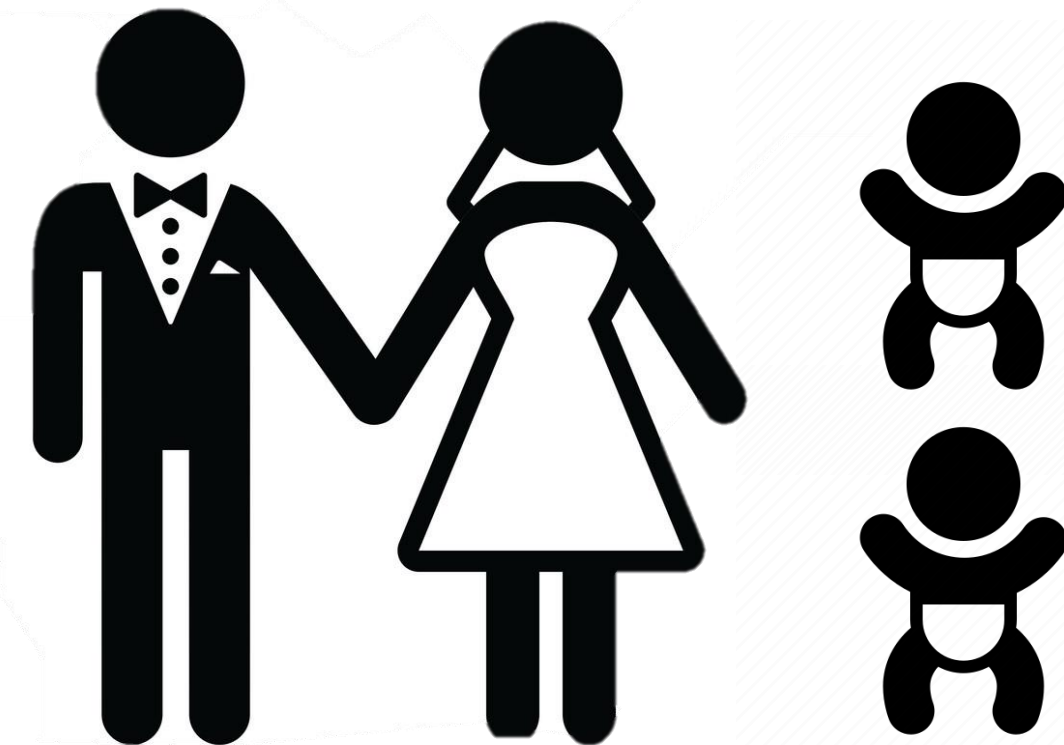
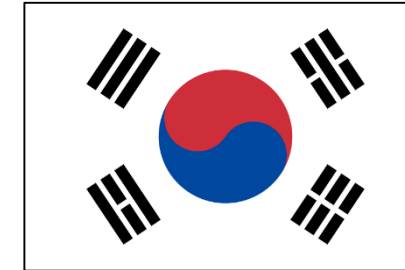
[https://nl.wikipedia.org/wiki/Bestand:Gender\\_Inequality\\_Index\\_2019.svg](https://nl.wikipedia.org/wiki/Bestand:Gender_Inequality_Index_2019.svg)



### 3. Concept of family



Couple = not necessarily bond by law



Couple = only '**legally**' married

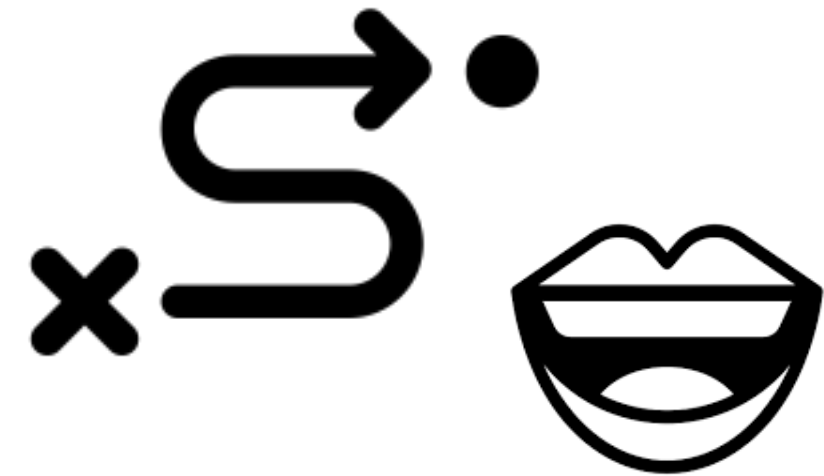
## 4. Personality (common)



Shy personality



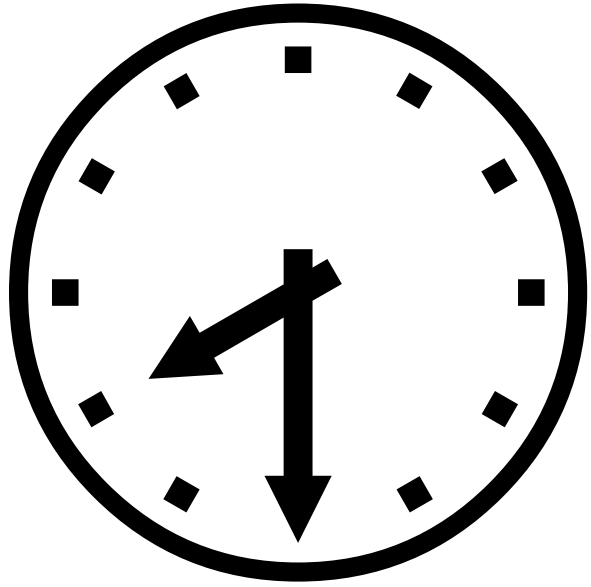
Helpful



Indirect



## 5. Work-life balance

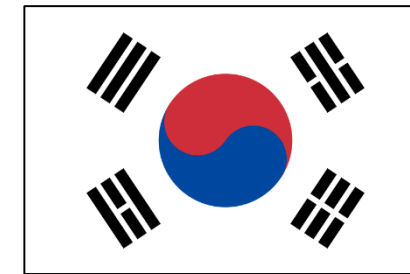


Annual working hours on average



1481 hours

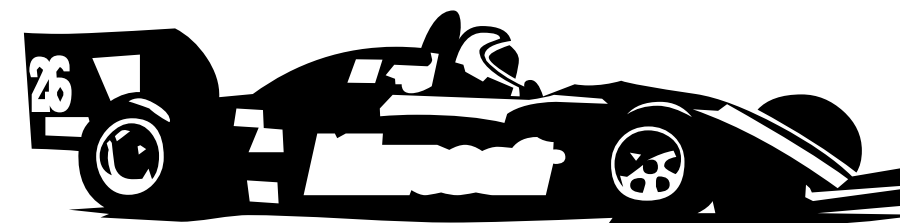
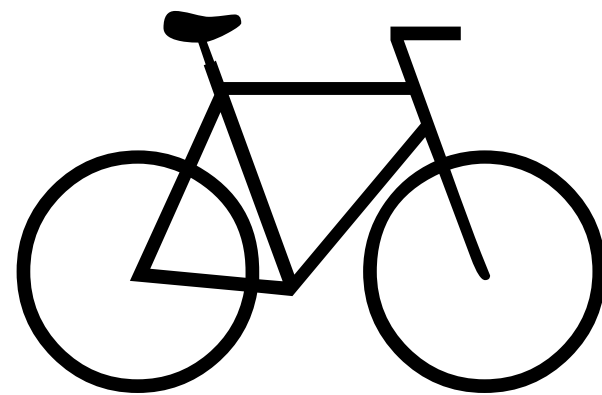
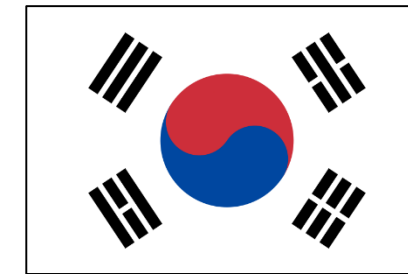
Annual leave: 20 days



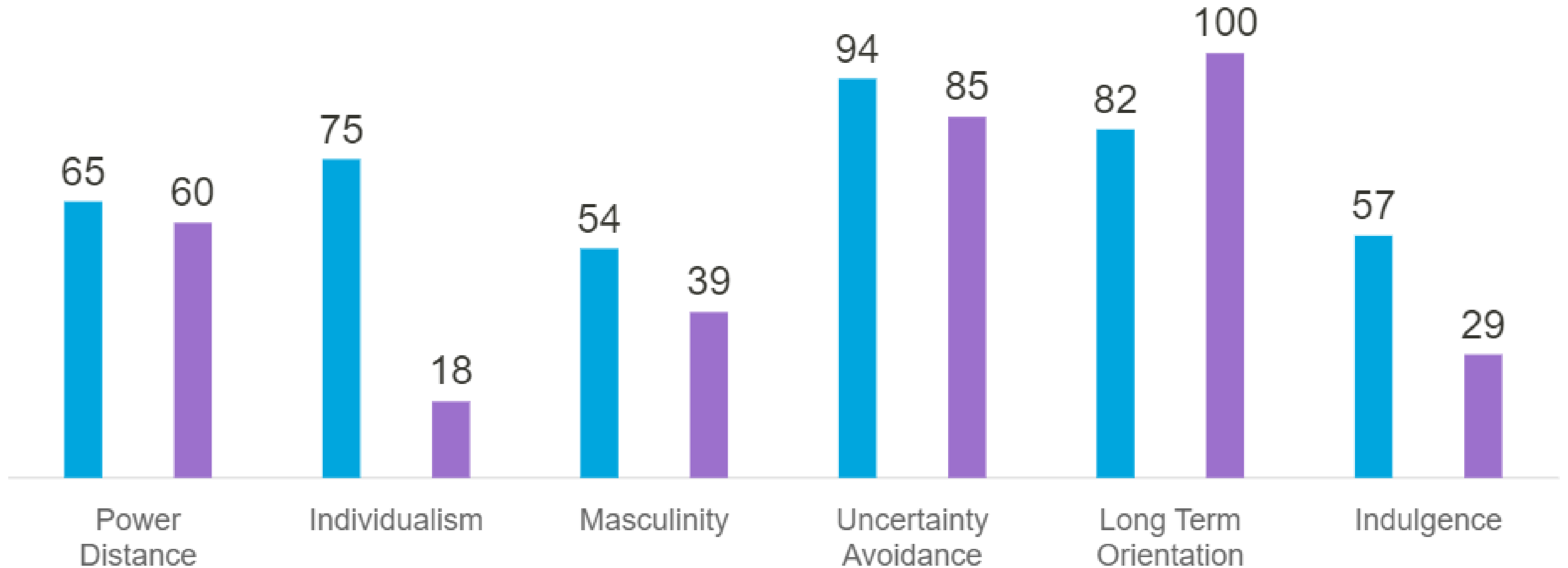
1908 hours

Annual leave: 15days

## 6. Pace of life



# Reasons?



Belgium ×

South Korea ×

The 6 dimension model of national culture - Hofstede Insights 2021



Thank you!  
Questions?

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