

**2018 International Conference
on Business and Economics (ICBE2018)**

Seoul, South Korea, June 25-27, 2018

第14回 國際統合學術大會

KODISA

- **Theme: *Science, Technology and Humanities for Sustainability of Business, Economics and Cultures***
 - **Date: June 25 - 27, 2018**
- **Venue: Seoul National University Hoam Faculty House, Seoul, Korea**
 - **Organizer: Korea Distribution Science Association (KODISA)**



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***Theme: Science, Technology and Humanities for Sustainability of
Business, Economics and Cultures***

EDITED BY:

Jung Wan Lee, Boston University, USA

Myoung-Kil Youn, Eulji University, Korea



JUNE 25-27, 2018

SEOUL NATIONAL UNIVERSITY, SEOUL, KOREA

FOURTEENTH INTERNATIONAL CONFERENCE OF KODISA

The publication is an official program of the 2018 International Conference on Business and Economics (ICBE2018) and the Fourteenth International Conference of the Korea Distribution Science Association and Allied Academies.

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**2018 International Conference
on Business and Economics (ICBE2018)
Seoul, South Korea, June 25-27, 2018**



Theme: ***Science, Technology and Humanities for Business and Economic Sustainability***

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- Scientific Research and Education Center “Green Academy”, Republic of Kazakhstan
- East Asia Business Economics Association, Korea
- International Convergence Management Association, Korea
- Tourism, Business, and Economic Research Institute, Jeju National University, Korea

CONFERENCE SPONSORS



WELCOME MESSAGE



Jung Wan Lee, Ph.D.
[Professor, Boston University, USA]
Conference Chair

On behalf of the conference organizing committee and program committee, I take this opportunity to welcome all of the delegates and the accompanying persons and guests for the 2018 International Conference on Business and Economics (ICBE2018) being held in Seoul, South Korea, June 25-27, 2018. The conference is hosted jointly by the Korea Distribution Science Association (KODISA) and Shandong University of Political Science and Law of China. The conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability, to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference proceedings and affiliated journals.

I am extremely pleased that this year we have a total of 110 presentations of full papers, research-in-progress papers, doctoral symposiums, and special panel discussions from 196 scholars, industry leaders, and public policy makers coming from 15 countries. On June 26, 2018, after the conference opening session, an official reception of the conference will be following for the registered delegates and their spouse or accompanying persons. As part of this conference tradition, we will honor Best Paper Award winners with a scholarship. You will not only meet and greet and network with your colleagues from academics and industry but also engage in stimulating discussions based on academic research papers and business practices.

Finally, I would like to thank our colleagues at KODISA and Shandong University of Political Science and Law of China for hosting the conference, and the National Research Foundation of Korea for sponsoring the conference in many ways. I would also like to thank all the attendees, track and session chairs, reviewers and local organizing directors for their critical role in bringing together success of the conference.

Sincerely,



LV TAO, Ph.D.

[President, Shandong University of Political Science and Law, China]

Conference Co-chair

I would like express our warmest congratulate to KODISA 2018 International conference (ICBE 2018) in Korea, Seoul. The 2018 International conference is hosted jointly by the Korea Distribution Science Association (KODISA) and Shandong University of Political Science and Law (SDUPSL) since 2011.

I think that this mission of the Conference is not just a forum for academic discussion; it is also a good chance to establish networks with outstanding scholars and academic leaders around the world. Under this conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability and to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics.

Finally, I would like to express my sincere wish for the success of the conference. I hope all of us will find new opportunities in this ever-growing realm of Challenges and Opportunities of Management, Business and Economics in Asia.

Sincerely,



Dr. Bakhyt K. Yessekina

[Director, Scientific Research and Education Center “Green Academy”, Kazakhstan]

Program Co-organizer

Dear Ladies and Gentlemen!

I warmly greet you on behalf of the First Green Think-tank Centre in the CIS countries – Green Academy. This is a Scientific Research and Educational Centre, created by support of the former Ministry of Environment Protection of the Republic of Kazakhstan two years ago. The main mission of Green Academy is to increase the educational and research potential of the Government, academia, business and NGO’s in the field of green economy.

I would like to thank the South Korean Government and the Organizing Committee of the ICBE2018 for the organization of and invitation to this Conference. We know that Declaration of Green Growth submitted by MCED-5 (Seoul, Korea 2005) has built a good platform for starting the transition to a green economy in the Asia Pacific Region, including the Republic of Kazakhstan.

The Republic of Kazakhstan is a pioneer in the region on development of the Green Concept adopted by the Order of President of the Republic of Kazakhstan HE Nursultan Nazarbayev in June 2013. Presently, the Government implements the Action Plan of the Concept on Transition to Green Economy till 2020 and invites countries over the world to join to EXPO-2017 with title “Energy for Future”.

As you know, this year there will be two UN Global Summits: MDG’s Summit on Sustainable Development and COP21 in Paris. We hope that in the framework of the ICBE Conferences, we will develop new suggestions and tools in the promotion of green economy and climate change mitigation on the global and national levels.

Sincerely,



Sang-Youn Lee, Ph.D.
[Chairman, Korea Business Activity Society, Korea]
Program Co-organizer

It is my great pleasure to welcome all of the distinguished professors, researchers and the esteemed personnel and special guests for the summer 2018 International Conference on Business and Economics (ICBE2018). The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Shandong University of Political Science and Law of China and will be held in Seoul, South Korea during June 25-27, 2018.

The KODISA together with EABEA Conference aims to provide a communication platform for scholars, professionals, academics and graduate students not only to present their recent and latest researches but also share their thoughts and discuss the future development in the field of management and social sciences, including communication, culture, economy, education, finance, law, management, politics, psychology, society, and management. Prospective authors from universities or other educational institutes and industry are encouraged to submit abstract and/or full paper to our summer conference. All papers submitted before the deadline will be peer reviewed by independent specialists. Proposals for holding tutorial, workshop, special session, and exhibition are invited from academia and industrial bodies, and should be addressed to the conference secretariat.

The conference organizing committee is currently looking for financial sponsors from industry, academia, and professional bodies. Conference purports to support and encourage researches in the area of international economics, international business and foreign trade practices & laws. Especially, my symposium welcomes theoretical and empirical papers in the broadly-defined international trade as well as Korea trade areas in their scope and/or implications.

I would like to express special thanks to all the participants, session chairs, reviewers and organizing representatives who play major role to organize this brilliant summer conference.

Yours sincerely,



Mincheol Kim, PhD
[Head of Tourism, Business & Economic Research Institute]
Program Co-organizer

Dear Colleagues,

On behalf of Conference Organizing Committee, We cordially invite you to the (ICBE2018). It is my great pleasure to welcome all of the distinguished professors, researchers and the esteemed personnel and special guests for the summer 2018 International Conference on Business and Economics. The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Shandong University of Political Science and Law of China and will be held in Seoul, South Korea during June 25-27, 2018.

The KODISA together with ICMA Conference aims to provide a communication platform for scholars, professionals, academics and graduate students not only to present their recent and latest researches but also share their thoughts and discuss the future development in the field of management and social sciences, including communication, culture, economy, education, finance, law, management, politics, psychology, society, and management. Prospective authors from universities or other educational institutes and industry are encouraged to submit abstract and/or full paper to our summer conference. The 2018 ICBE at Seoul will provide opportunities for discussions and meeting space for various subjects. We welcome your paper submission and active participation in the presentations.

This conference will provide you with numerous opportunities to interact with the latest cutting edge theories and practices.

We sincerely look forward to your participation and valuable contribution at this meaningful gathering in Seoul.

With our warmest regards,

[CONFERENCE MASTER SCHEDULE]

DATE	DAY	TIME	EVENT & VENUE				
June 25	Mon						
Hotel Check-in PRE-CONGRESS TOURS		18:00 – 21:00	PRE-CONGRESS TOURS (extra costs by participants individually) 18:00 – 21:00 * Greetings and Meets: International Night				
June 26	Tue		Track 1 [Mugunghwa Hall]	Track 2 [Camellia]	Track 3 [Water Lily]	Track 4 [Magnolia]	
Academic Paper Presentations		09:00–10:30	Paper Presentations Local Session 1	Paper Presentations Local Session 2	Paper Presentations Local Session 3	Joint Symposium 1 KODISA – TBERI Joint Symposium 2 KODISA – ICMA	
		10:30-12:00	Paper Presentations Global Session 1	Paper Presentations Global Session 2	Paper Presentations Global Session 3	Joint Symposium 3 KODISA – EABEA	
		12:00-13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
		13:30–15:00	Paper Presentations Global Session 4	Paper Presentations Global Session 5	Paper Presentations Global Session 6	Paper Presentations Local Session 4	
		15:00-16:30	Paper Presentations Global Session 7	Paper Presentations Global Session 8	Paper Presentations Global Session 9	Paper Presentations Global Session 10a,b	
		17:00–18:00	CONFERENCE OPENING CEREMONIES [Convention Center] CONGRESS AWARD CEREMONY				
		18:00–21:00	RECEPTION [Mugunghwa Hall]				
June 27	Wed		Duration: 8:00am - 4:00pm (8 hours)				
ICBE2018 Conference Tour Close		08:00-17:00	ICBE2018 Conference Tour: Duration: 8:00am - 4:00pm (8 hours) Destination: PyeongChang Theme: Post-Adventures to 2018 Olympic Winter Games Departure-Return: Hotel NOVOTEL Yongsan Seoul				
		17:00	CONFERENCE CLOSE				

Day 1 Schedule: Monday, June 25, 2018

PRE-CONGRESS TOURS (extra costs by participants individually)

*** Greetings and Meets: International Night**

18:00 – 21:00 * place and time will be announced later.

Day 2 Schedule: Tuesday, June 26, 2018

Academic Paper Presentations

[Track 1]: Local Session 1 [Mugunghwa Hall]

Session L1: 09:00 – 10:30 Tuesday June 26

**Session Chair: Hee-Joong Hwang, Ph.D.
(Korea National Open University, KOREA)**

Paper L14: A Study on the Antecedents and Dependent Variables of Positive Emotion in China Service Market

Researcher: Xin Chen, Daejeon University, KOREA

Gyu-Bae Kim, Daejeon University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L15: Cafeteria Use by Generation Z Students and Effect of Importance of Selection Attributes on Satisfaction: The Moderating Roles of Gender, Grade, and Allowance

Researcher: Seong-Soo Cha, Eulji University, KOREA

Discussant: Jinhwan Kim, Korea National Open University, KOREA

Paper L16: The Megaship and Its Impacts

Researcher: Jinhwan Kim, Korea National Open University, KOREA

Discussant: Seong-Soo Cha, Eulji University, KOREA

Paper L17: A Study on the Flatness Measurement Device for Engine Covers of Automobiles

Researcher: Byeong-Ro Min, Daelim University College, KOREA

Mueng-Gyu Park, Pyeongtaek University, KOREA

Se-Hun Oh, Pyeongtaek University, KOREA

Se-Bu Oh, Pyeongtaek University, KOREA

Discussant: Gyu-Bae Kim, Daejeon University, KOREA

Paper L18: Developed of Automotive Bolt Supply and Automatic Quantity Feeder for Productivity Improvement

Researcher: Byeong-Ro Min, Daelim University College, KOREA

Mueng-Gyu Park, Pyeongtaek University, KOREA

Se-Hun Oh, Pyeongtaek University, KOREA

Kwee-Bo Sim, Chung-Ang University, KOREA

Se-Bu Oh, Pyeongtaek University, KOREA

Discussant: Jinhwan Kim, Korea National Open University, KOREA

Academic Paper Presentations
[Track 2]: Local Session 2 [Camellia]
Session L2: 09:00 – 10:30 Tuesday June 26
Session Chair: Jong-Ho Lee, Ph.D.
(Kongju National University, KOREA)

Paper L19: A study on the repurchase intention of Korean fashion brands by Chinese ladies

Researcher: Yi-Xuan Zhang, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L20: A Study on the Repurchase Intention of Leisure Foods - Using Online Shopping Mall in China: Focused on the Purchase of Three Squirrels

Researcher: Shan-Kai Yu, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L21: A Study on the Chinese of Korean E-learning Webpage Continuance Using Intention

Researcher: Hong-Hao Xu, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L22: A study on the Buying of Product Attributes, Personal Traits and Government Policy based on New Energy Vehicle in China

Researcher: Xu Shu, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Hong-Hao Xu, Kongju National University, KOREA

Paper L23: A study on the continuous use intention of sharing Economic Service App

Researcher: Fei Teng, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Xu Shu, Kongju National University, KOREA

Paper L24: A Study on the Use Intention of Xiaomi in Korean Market

Researcher: Peng-Ru Jin, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Young-Sang Cho, Kongju National University, KOREA

Academic Paper Presentations
[Track 3]: Local Session 3 [Water Lily]
Session L3: 09:00 – 10:30 Tuesday June 26
Session Chair: Young-Ei Kim, Ph.D.
(Seoul Digital University, KOREA)

Paper L25: A Study on Agricultural Traits and consumer traits of EC in China

Researcher: An-Yun Ge, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Peng-Ru Jin, Kongju National University, KOREA

Paper L26: Influence on the Use Intention of Alipay Payment Service by Chinese Korea-Visiting Tourists

Researcher: Ming-Guang He, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: An-Yun Ge, Kongju National University, KOREA

Paper L27: A Study on Chinese Buying of Korean Products through Overseas Direct Online Shopping

Researcher: Wen-Qian Dai, Kongju National University, KOREA

Jong-Ho Lee, Kongju National University, KOREA

Discussant: Ming-Guang He, Kongju National University, KOREA

Paper L28: The Applications of Artificial Intelligence in Health Care

Researcher: Dong-Jin Shin, University, KOREA

Discussant: Wen-Qian Dai, Kongju National University, KOREA

Paper L30: The analysis on Preparation Status of 4th Wave of Visegrad Group

Researcher: Dong-Hwa Kim, TDT University, KOREA

Dae-Sung Seo, Sungkyul University, KOREA

Discussant: Ming-Guang He, Kongju National University, KOREA

Academic Paper Presentations
[Track 4]: Joint Symposium Session 1 [Magnolia Hall]
Session J1: 09:00 – 09:30 Tuesday June 26
2018 KODISA – TBERI Symposium
Theme: Business and Economic Convergence
Organizer: Tourism, Business and Economic Research Institute
Session Chair: Min-Cheol Kim, Ph.D.
(Jeju National University, KOREA)

Paper J1: Application of Covey's 7 Habits

Researcher: Heecheol Kim, Jeju National University, KOREA

Mincheol Kim, Jeju National University, KOREA

Discussant: Myoung-Kil Youn, Eulji University, KOREA

Paper G1-3: Unconventional Strategic Alliance of Amazon, Berkshire, and JP Morgan

Researcher: Dongho Kim, SUNY Empire State College, USA

Myoung-Kil Youn, Eulji University, KOREA

Discussant: Heecheol Kim, Jeju National University, KOREA

Paper G1-1: A viewpoint to analyze retail internationalization of emerging Asian countries

Researcher: Myung-Rae Cho, Kagawa National University, Takamatsu, Japan

Sang-Chul Choi, Kansai University, Osaka, Japan

Do-Hyeong Ryu, Wakayama National University, Wakayama, Japan

Discussant: Dongho Kim, SUNY Empire State College, USA

Academic Paper Presentations
[Track 4]: Joint Symposium Session 2 [Magnolia Hall]
Session J2: 09:30 – 10:30 Tuesday June 26
2018 KODISA – ICMA Symposium
Theme: Business and Economic Convergence
Organizer: International Convergence Management Association
Session Chair: Hoe-Chang Yang, Ph.D.
(Jangan University, KOREA)

Paper J2: The Effect of ‘Smartphone Addiction’ on Family, Daily Life, and Society and Counseling Therapy for Recovery as a Family Member

Researcher: Jaeyong Choi, Korea Social Media Agency, KOREA

Discussant: Tae-Joong Kim, Chungnam National University, KOREA

Paper J3: Determinant of Hedging and Its Impact on Firm Value: After Controlling Endogeneity Problem Using a Two-Stage Analysis

Researcher: Sang-Ik Seok, KAIST, KOREA. Tae-Hyun Kim, KAIST, KOREA

Hoon Cho, KAIST, KOREA

Tae-Joong Kim, Chungnam National University, KOREA

Discussant: Jaeyong Choi, Korea Social Media Agency, KOREA

Paper J6: A Study on SEMs’ Performance Compensation Strategy Using AHP and IPA

Researcher: Woo-Ryeong Yang, Korea Polytechnic University, KOREA

Yoo-Gue Kim, Korea Polytechnic University, KOREA

Hoe-Chang Yang, Jangan University, KOREA

Discussant: Tae-Hyun Kim, KAIST, KOREA

Paper J7: The Effect of Cosmetics Company's CRM Activities and Service Quality of Cosmetics Store on Customer Satisfaction and Repurchase Intention

Researcher: Yoon-Young Kim, Anyang University, KOREA

Hoe-Chang Yang, Jangan University, KOREA

In-Ho Kim, Anyang University, KOREA

Discussant: Yoo-Gue Kim, Korea Polytechnic University, KOREA

Paper J8: The Effects of Business Orientation on Relationship Quality in B2B Transaction of MRO Companies: Mediating Effect of Rapport

Researcher: Gyeong-Jae Lim, Korea Polytechnic University, KOREA

Ok-Hyun Ryou, Korea Polytechnic University, KOREA

Discussant: In-Ho Kim, Anyang University, KOREA

Academic Paper Presentations
[Track 1]: Global Session 1 [Mugunghwa Hall]

Session G1: 10:30 – 12:00 Tuesday June 26

Session Chair: Rajasekhara Mouly Potluri, Ph.D.
(American University of Nigeria, Nigeria)

G1a The Formation of Information and High Technologies Clusters of Kazakhstan's in Conditions of Digitalization in Framework of Industry 4.0

Anel A. Kireyeva

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Nailya K. Nurlanova

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Farida G. Alzhanova

Institute of Economics of the Ministry Education and Science of Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Nazerke A. Abilkaiyr

Department of Postgraduate Education, Kazakhstan's Medical University, Almaty, Republic of Kazakhstan

G4a A Study on Challenges of Transport Sector in India: A Dyadic Perspective

Rajasekhara Mouly Potluri

Management/Marketing, School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria

Satagopam Padma Tejaswi

Transportation Engineering, Department of Civil Engineering, National Institute of Technology Karnataka, Mangalore, India

G8 Global Energy, Environment and Transportation Sector - Issues, Challenges and Future Prospects

Arya Kumar

Economics & Finance Department, Birla Institute of Technology & Science (BITS) – Pilani, India

G28a Measuring the CO2 Reduction Performance on Industry Level in Taiwan: Evidence from a Meta-Frontier SBM Model with Undesirable Output

Sheng-Hsiung Chiu

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Market Intelligence & Consulting Institute (MIC), Institute for Information Industry (III), Taiwan

Shi-Li Xiao

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Xin-Miao Tan

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Tzu-Yu Lin

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Helen Yang

Market Intelligence & Consulting Institute (MIC), Institute for Information Industry (III), Taiwan

G2 Assessment of Decarbonization Potential of Basic Sectors of the Economy of the Republic of Kazakhstan

Bakhyt K. Yessekina

The Scientific Research and Education Center “Green Academy” Astana, Republic of Kazakhstan

Raushan Satova

Eurasian Law Academy named after Kunayev D.A., Almaty, Republic of Kazakhstan

Makpal S. Bekturganova

Institute of Economics of the Ministry Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Academic Paper Presentations
[Track 2]: Global Session 2 [Camellia]
Session G2: 10:30 – 12:00 Tuesday June 26
Session Chair: Tantatape Brahmasrene, Ph.D.
(Purdue University Northwest, USA)

G9a Long-run and Short-run Dynamic Relationships between Exchange Rates, Macroeconomic Variables and Stock Prices in Korea

Jung Wan Lee

Administrative Sciences Department, Metropolitan College, Boston University, Boston, United States

Tantatape Brahmasrene

College of Business, Purdue University Northwest, Westville, United States

G10a Effects of Canadian Exchange Rate Volatility on Imports and Exports

Ali Farhan Chaudhry

Ted Rogers School of Management, Ryerson University, Toronto, Canada

Ayşe Yüce

Ted Rogers School of Management, Ryerson University, Toronto, Canada

G12a Does Household Credit Benefit Child Schooling for the Poorest Ethnic Minorities? New Evidence from a Transitional Economy

Pham Huu Hong Thai

Faculty of Banking and Finance, University of Finance and Marketing, HCMC, Vietnam

G37 Estimation of the Asymmetric ACD-PIN Model: The Case of Taiwan Stock Exchange

Teng-Tsai Tu

Graduate Institute of International Business, National Taipei University, Taiwan, R.O.C.

Duong Truc Phuong

Graduate Student, Global Master Business Program, National Taipei University, Taiwan, R.O.C.

G40 Asymmetric Timeliness of Earnings, Market-To-Book and Conservatism in Financial Reporting in Kazakhstan

Aizhan Baimukhamedova

Consultancy and Training Department, The Ministry of Science, Industry and Technology, Ankara, Turkey

Yelena Konovalova

Kazakh-British Technical University, Almaty, Kazakhstan

Rashid Makarov

KIMEP University, Almaty, Kazakhstan

Gulzada S. Baimukhamedova

Department of Economics and Management, Kostanai Social-Technical University by Z.Aldamzhar, Kostanai, Kazakhstan

Academic Paper Presentations
[Track 3]: Global Session 3 [Water Lily]
Session G3: 10:30 – 12:00 Tuesday June 26
Session Chair: Plavini Punyatoya, Ph.D.
(Xavier University, India)

G13a An Empirical Study about the Influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions

Ana F. Antunes de Sousa

School of Economics and Management (EEG), University of Minho, GOVCOPP, University of Aveiro, Braga, Portugal

Helena M. Nobre

DEGEIT - Economics, Management, Industrial Engineering and Tourism, GOVCOPP, University of Aveiro, Braga, Portugal

Mino Farhangmehr

School of Economics and Management (EEG), University of Minho, Braga, Portugal

G14 Concept of Market Distortion in Diagnosis and Cure Service Context

Jennifer J. Lee

Administrative Sciences Department, Metropolitan College, Boston University, Boston, USA

G17a Factors Affecting Consumer Adoption of Sustainability Innovations

Plavini Punyatoya

Xavier Institute of Management, Xavier University, Bhubaneswar, India

G19a Service Innovation of 3/2 Star Hotel in Bandung

Dwi Lestari Yuliani

School of Business and Management, Institut Teknologi Bandung, Kota Bandung, Indonesia

M. I. Laode

School of Business and Management, Institut Teknologi Bandung, Kota Bandung, Indonesia

G16 Impact of Brand Loyalty in Assessing Purchase Intentions of Customer: A Study of Automobile Industry in Bahawalpur, Pakistan

Rizwan Qaiser Danish

Hailey College of Commerce, University of Punjab, Lahore, Pakistan

Muhammad Asim Faheem

Lahore Business School, The University of the Lahore, Lahore, Pakistan

Areeba Mann

Lahore Business School, The University of the Lahore, Lahore, Pakistan

Academic Paper Presentations

[Track 4]: Joint Symposium Session 2 [Magnolia Hall]

Session J2: 10:30 – 12:00 Tuesday June 26

2018 KODISA – EABEA Symposium

Theme: Asian Business and Economy

Organizer: East Asia Business Economics Association

Session Chair: Sang-Youn Lee, Ph.D.

(Caroline University, CA, USA.)

Paper J4: The Effects of Corporate Social Responsibility on Job Performance: Moderating Effects of Authentic Leadership and Meaningfulness of Work

Researcher: Hoe-Chang Yang, Jangan University, KOREA

Young-Ei Kim, Seoul Digital University, KOREA

Discussant: Dongho Kim, SUNY Empire State College, USA

Paper J8: The effects of the delivery service quality of online fresh food shopping malls on e-satisfaction and repurchase intention of online customers

Researcher: Sang-Youn Lee, Caroline University, CA, USA

Jong-Kook Shin, Caroline University, CA, USA

Discussant: Jae-Yong Lee, Sogang University, KOREA

Lunch Break
12:00-13:30

Academic Paper Presentations
[Track 1]: Global Session 4 [Mugunghwa Hall]
Session G4: 13:30 – 15:00 Tuesday June 26
Session Chair: Jennifer J. Lee, Ph.D.
(Boston University, USA)

G3 Corporate Social Responsibility and Its Impact on the Nigerian Consumer Behavior

Rajasekhara Mouly Potluri

School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria

Lukman Raimi

School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria

G15a The Effect of Different Post-Purchase Discount Formats on Consumers' Perceptions of Loss and Willingness to Return the Product

Xueqing Luo

Administrative Sciences Department, Metropolitan College, Boston University, Boston, USA

Jennifer J. Lee

Administrative Sciences Department, Metropolitan College, Boston University, Boston, USA

G29a The Impact of Hallyu 4.0 and Social Media on Korean Products Purchase Decision of Generation C in Vietnam

Nguyen Xuan Truong

Faculty of Marketing, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Nguyen Thi Phuong Linh

Faculty of Marketing, University of Finance – Marketing, Ho Chi Minh City, Vietnam

G22a An Exploratory Study of Factors Affecting Customer's Satisfaction on Online Shopping

Duong Tan Phat

Faculty of Commerce, University of Finance-Marketing, Ho Chi Minh City, Vietnam

Tran Thi Hong Anh

Faculty of Commerce, University of Finance-Marketing, Ho Chi Minh City, Vietnam

Dang Nguyen Hoai Thu

Faculty of Commerce, University of Finance-Marketing, Ho Chi Minh City, Vietnam

Nong Thi Nhu Mai

Faculty of Commerce, University of Finance-Marketing, Ho Chi Minh City, Vietnam

G11 Managerial Constructs and Performance of Small and Medium Enterprises in Bauchi State, Nigeria

Ibrahim Aliyu

Department of Business Administration, Bauchi State University Gadau, Gadau, Nigeria

G41 Online Buying Behaviour of Customers in Bangladesh: An Empirical Study

Md Adnan Rahman

PUTRA Business School, Universiti PUTRA Malaysia (UPM), Seri Kembangan, Malaysia

Academic Paper Presentations
[Track 2]: Global Session 5 [Camellia]
Session G5: 13:30 – 15:00 Tuesday June 26
Session Chair: Nailya K. Nurlanova, Ph.D.
(Institute of Economics of the Ministry of Education and Science of the
Republic of Kazakhstan, Kazakhstan)

G31a Investment and Determinants of Investment Cash Flow Sensitivity: Evidence from Privately Listed Chinese Firms

Yi-Chang Chen

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Huo-Lien Tsai

Department of Finance, National Sun Yat-Sen University, Taiwan

Yanzhang Qiu

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Linna Deng

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Lin Yu

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

G27 Economic Impact of Modern Energy Infrastructures Investments on the Regional Economic Growth of Guangdong Province in China

Tzu-Yu Lin

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Sheng-Hsiung Chiu

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

Zi-Le Li

Accounting School, Nanfang College of Sun Yat-Sen University, Guangzhou, China

G35a A Study on the Dynamic Relationship between Cultural Industry and Economic Growth

Yugang He

International Trade Department, Commercial College, Chonbuk National University, Korea

G20 Problems of the Spatial Inequality in Kazakhstan and the Ways of Their Solution

Nailya K. Nurlanova

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan,
Almaty, Republic of Kazakhstan

Anel A. Kireyeva

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan,
Almaty, Republic of Kazakhstan

Academic Paper Presentations
[Track 3]: Global Session 6 [Water Lily]
Session G6: 13:30 – 15:00 Tuesday June 26
Session Chair: Narasimha Rao Vajjhala, Ph.D.
(American University of Nigeria, Nigeria)

G5a An Exploratory Study on the Efficacy of Big Data Analytics to Indian SME's

Narasimha Rao Vajjhala

Computer Science & Software Engineering, School of Information Technology and Computing,
American University of Nigeria, Yola, Nigeria

Rajasekhara Mouly Potluri

Management/Marketing, School of Business & Entrepreneurship, American University of Nigeria,
Yola, Nigeria

G18 Exploring the Importance of Social Media on Operations Strategy to Improve Organization Performance

Durgesh Pattanayak

Tata Steel Ltd, India

G30a Outbound Service Quality at Wan Hai Lines

Ha Nam Khanh Giao

The Institute of Applied Economics, University of Finance - Marketing, Ho Chi Minh City, Vietnam

Bao Trung

Department of Science Administration, University of Finance - Marketing, Ho Chi Minh City, Vietnam

Pham Quang Truong

School of Business Administration, Saigon International University, Ho Chi Minh City, Vietnam

G33 An Inverted U-shaped Relationship between Information Transparency and Idiosyncratic Risk

Yi-Chang Chen

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Mao-Feng Kao

Department of Accounting, National Dong Hwa University, Taiwan

Hui-Cheng Yu

School of Accounting, Hunan University of Commerce, China

Yuwen Yang

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Yixuan Fu

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

G42 Employee Motivation in Social Enterprises: Tackling the Dual Mission Dilemma

Mohammad Zainuddin

Putra Business School, Universiti Putra Malaysia, Selangor, Malaysia

Ida Md. Yasin

Putra Business School, Universiti Putra Malaysia, Selangor, Malaysia

Academic Paper Presentations
[Track 4]: Local Session 4 [Magnolia Hall]
Session L4: 13:30 – 15:00 Tuesday June 26
Session Chair: Young-Ei Kim, Ph.D.
(Seoul Digital University, KOREA)

Paper L1: How different Korean retailers are from Japanese ones, in terms of taking a social responsibility for product scandal?

Researcher: Young-Sang Cho, Kong-Ju National University, KOREA

Young-Arm Kwak, Shinhan University, KOREA

Discussant: Hye-Jin Kim, Chosun University, KOREA

Paper L2: A Study on Predicting Shopper's Retail Format Choice

Researcher: Byong-Kook Yoo, Incheon National University, KOREA

Soon-Hong Kim, Incheon National University, KOREA

Discussant: Young-Sang Cho, Kong-Ju National University, KOREA

Paper L3: How does the time variation of customer satisfaction affect Korean retail firms' performance?

Researcher: Mi-Jeong Kim, Kyungsoong University, KOREA

Chul-Joo Park, Sahmyook University, KOREA

Discussant: Byong-Kook Yoo, Incheon National University, KOREA

Paper L4: Corporate Social Responsibility and Asymmetric Information: Evidence from Korean Retail Firms

Researcher: Sang-Su Kim, Korea National Open University, KOREA

Jeong-Hwan Lee, Hanyang University, KOREA

Discussant: Mi-Jeong Kim, Kyungsoong University, KOREA

Paper L5: How Corporate Social Responsibility Affect Asymmetric Information in the Korean Market?

Researcher: Jeong-Hwan Lee, Hanyang University, KOREA

Bo-Hyun Yoon, Kangwon National, KOREA

Discussant: Sang-Su Kim, Korea National Open University, KOREA

Paper L6: A Study on Perceived Technology Acceptance Factors to the Continuous Use Intention of Sharing Economy: Focusing on the Didi Chuxing Car Sharing Service

Researcher: Zhao Min, Incheon National University, KOREA

Soon-Hong Kim, Incheon National University, KOREA

Discussant: Jeong-Hwan Lee, Hanyang University, KOREA

Paper L7: Predicting Chinese Consumers' Intentions to Purchase Organic Food based on TPB Model

Researcher: Li Yu, Chonbuk National University, KOREA

Discussant: Soon-Hong Kim, Incheon National University, KOREA

Paper L8: The Image Effect on Chinese Customers' Intention to Visit Korea for Medical Tourism

Researcher: Peishan Li, Konkuk University, KOREA
Feng Gao, Konkuk University, KOREA
Jun Zhang, Konkuk University, KOREA
Discussant: Soon-Hong Kim, Incheon National University, KOREA

Paper L9: A Study on the Dynamic Relationship between Cultural Industry and Economic Growth

Researcher: Yugang He, Chonbuk National University, KOREA
Discussant: Li Yu, Chonbuk National University, KOREA

Paper L10: The Influence of O2O Service Usability on the Purchase Intention through Reliability Formation Process: Focusing on Smart Order

Researcher: Hyung-Jin Kim, Eulji University, KOREA
Hui-Ae Ahn, Eulji University, KOREA
Da-Hye Kim, Eulji University, KOREA
Seong-Soo Cha, Eulji University, KOREA
Discussant: Jun Zhang, Konkuk University, KOREA

Paper L11: Study for Introducing Block-chain to the Online Shopping Mall Sales System

Researcher: Jung-Hwa Seo, Eulji University, KOREA
Yong-Kyu Jung, Eulji University, KOREA
Discussant: Jun Zhang, Konkuk University, KOREA

Paper L12: A Study on the Effect of Communication of Flight Attendant on Customer Loyalty

Researcher: Yun-Young Lee, University, KOREA
Hye-Yoon Park, Hanseo University, KOREA
So-Yeon Park, University, KOREA
Discussant: Seong-Soo Cha, Eulji University, KOREA

Paper L13: The Intensity of Job Search and Search Duration

Researcher: Doghae Lee, Kaya University, KOREA
Sangki Lee, Kaya University, KOREA
Discussant: Hye-Yoon Park, Hanseo University, KOREA

Paper G1-2: Research on the Status Quo and Countermeasures of Cross-border Electronic Commerce in Shandong Province

Researcher: Yi Shan, Zaozhuang University, China
Discussant: Doghae Lee, Kaya University, KOREA

Academic Paper Presentations

[Track 1]: Global Session 7 [Mugunghwa Hall]

Session G7: 15:00 – 16:30 Tuesday June 26

Session Chair: Anel A. Kireyeva, Ph.D.

(Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan)

G6 Why Can't We Have It Both? A Discussion on Work-Life Balance and Women Career Advancement in Malaysia

Nursyamsyul Syifa Mustapa

Faculty of Leadership and Management, Islamic Science University of Malaysia, Nilai, Malaysia

Khairunneezam Mohd Noor

Faculty of Leadership and Management, Islamic Science University of Malaysia, Malaysia

Mahazan Abdul Mutalib @ Taib

Faculty of Leadership and Management, Islamic Science University of Malaysia, Malaysia

G7 Work Performance Challenges faced by Working Single Mothers in Malaysia

Noor Watee Rahman

Department of Social Sciences and Development, Faculty of Human Ecology, Universiti Putra

Malaysia, Serdang, Malaysia

Haslinda Abdullah

Department of Social Sciences and Development, Faculty of Human Ecology, University Putra

Malaysia, Serdang, Malaysia

Norazlina Mohd Darus

Faculty of Technology Management and Technopreneur, Universiti Teknikal Malaysia Melaka (UTeM), Melaka, Malaysia

G21 Formation of the New Quality of Human Capital Assets in Conditions of Innovative Modernization of Kazakhstan

Marziya K. Meldakhanova

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Saule A. Kaliyeva

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Murat A. Adilkhanov

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Anel A. Kireyeva

Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

G24a The Effect of Two-Dimensional Factor on Municipal Civil Servants' Job Satisfaction and Public Policy Implications

Nguyen Ngoc Duy Phuong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Mai Ngoc Khuong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Le Huu Phuc

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Le Nguyen Thanh Dong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Academic Paper Presentations
[Track 2]: Global Session 8 [Camellia]
Session G8: 15:00 – 16:30 Tuesday June 26
Session Chair: Mohan Lal Agarwal, Ph.D.
(MENA College of Management, UAE)

G25 The Impact of Organizational Justice on Employee’s Job Satisfaction and Organizational Citizenship Behavior in Higher Education Institutions: A Conceptual Model and Research Propositions

Le Nguyen Thanh Dong

University of Economics - Finance, Ho Chi Minh City, Vietnam

Nguyen Ngoc Duy Phuong

School of Business, International University, Vietnam National University, Ho Chi Minh City, Vietnam

G26 Ethical Leadership, Organizational Justice and Supporting Environment on Employee Engagement: Empirical Evidences for Public Policy Implications

Nguyen Ngoc Duy Phuong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Mai Ngoc Khuong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Thai Hoang Quoc

International University, Vietnam National University, Ho Chi Minh City, Vietnam

Le Nguyen Thanh Dong

International University, Vietnam National University, Ho Chi Minh City, Vietnam

G34 Servicescape and Customer Happiness in Government Services: The Evolving Case of KHDA Dubai

Abdel Moneim M. B. Ahmed

MENA College of Management, Dubai, UAE

Mohan Lal Agarwal

MENA Case & Simulation Center, MENA College of Management, Dubai, UAE

G36 A Study on the Development Strategy of the Taiwan Beauty SPA Industry

Hsin-Fen Chien

Graduate School of Department of Cosmetic Science, Vanung University, Taiwan, R.O.C.

Teng-Tsai Tu

Graduate Institute of International Business, National Taipei University, Taiwan, R.O.C.

Chun-Yu Chen

Graduate School of Department of Cosmetic Science, Vanung University, Taiwan, R.O.C.

Academic Paper Presentations
[Track 3]: Global Session 9 [Water Lily]
Session G9: 15:00 – 16:30 Tuesday June 26
Session Chair: Pham Huu Hong Thai, Ph.D.
(University of Finance – Marketing, Vietnam)

G23a Factors of Being a Good Leader: A Case of University of Finance-Marketing in Vietnam

Dinh Thi Thanh Hien

International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Dang Thuy Ngoc Quynh

International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Chu Nhat Vinh Hung

International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

G43 Organizational Life Cycles: Growth or Development? Cases from Textile & Clothing Industry in Kazakhstan

Sholpan M. Maralbayeva

Doctoral Programs Department, Almaty Management University, Almaty, Republic of Kazakhstan

G32 The Effect of Beta-Herding on Taiwan’s Market: DCC-MIDAS Approach

Yi-Chang Chen

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Cong Huang

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Chunxiu Qiu

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Yantong Jin

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

Xinyi Ma

Accounting School, Nan-Fang College of Sun Yet-Set University, Guanzhou, China

G38 The Ways of Developing Efficient Innovation Management in Healthcare System

Zhazira Kusmoldayeva

Management and Marketing Department, High School of Economics and Business, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan

G39 Silk Road – The Stage in Development of Effective International Transport-Logistic Infrastructure

Madina Sharapyieva

Management and Marketing Department, High School of Economics and Business, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan

Karlygash Mukhtarova

Department of Management and Marketing, High School of Economics and Business, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan

Academic Paper Presentations
[Track 4]: Global Session 10a [Magnolia Hall]
Session G4: 15:00 – 15:30 Tuesday June 26
Session Chair: Shuai Su, PhD.
(Shandong University of Political Science and Law, CHINA)

Paper G1-6: Research on Development Problems and Countermeasures of Shared Bicycles in China
Researcher: Hang Gao, Shandong University of Political Science and Law, CHINA

Paper G1-7: Evolutionary of Product Quality Control in Chinese Online Shopping Platform
Researcher: Bo Li, Shandong University of Political Science and Law, CHINA

Paper G1-8: Evaluation of Regional Innovation Capability of High-tech Industry Based on Factor Analysis
Researcher: Peizhe Li, Nanjing University of Aeronautics and Astronautics, CHINA
Shanshan Pei, Shandong University of Political Science and Law, CHINA

Paper G1-9: A Grey Correlation Analysis Method for Relationship of the Overseas M&A and Business Growth of Commercial Banks
Researcher: Liu Xiaohong, Shandong University of Political Science and Law, CHINA

Paper G1-10: Budget Reform and Fiscal Sustainability: Experience of South Korea
Researcher: Lyu Xia, Wuhan Business University, Wuhan, CHINA

Academic Paper Presentations
[Track 4]: Global Session 10b [Magnolia Hall]
Session G4: 15:30 – 16:00 Tuesday June 26
Session Chair: Jin-Hwan Kim, PhD.
(Korea National Open University, KOREA)

Paper G1-11: A Comparative Study on Trade Facilitation Policies in Free Trade Zone of China and South Korea
Researcher: Pan Ying, Wuhan Business University, Wuhan, CHINA

Paper G1-12: Risks and Supervision of Internet Finance in China: Based on Diamond & Dybvig Model
Researcher: Dandan Xiao, Shandong University of Political Science and Law, CHINA

Paper G1-13: Analysis on Satisfaction and Influencing Factors of Rural Public Service in Shandong Province
Researcher: Qiu Zhang, Shandong University of Political Science and Law, CHINA

Paper G1-14: Comparative Study of China and the U.S. Internal Control Regulations Construction

Researcher: Wang Lin, Shandong University of Political Science and Law, CHINA

Paper G1-15: The Competition of Asia-Pacific Multi-level Free Trade area and the Prospect of "China-Japan-ROK Free Trade Area"

Researcher: Wang Tngdong, Shandong University of Finance and Economics, CHINA

Paper G1-16: Subsidiary maturity and Parental control

Researcher: Minglei Xie, Shandong University of Political Science and Law, CHINA

Paper G1-17: Study on Chinese Microfinance Company and Rural Development

Researcher: Fengmei Yang, Shandong University of Political Science and Law, CHINA

**Academic Paper Presentations
[Track 4]: Global Session 10b [Magnolia Hall]
Session G4: 16:00 – 16:30 Tuesday June 26
Session Chair: Jae-Sung Lee, PhD.
(Dong-eui University, KOREA)**

Paper G1-18: Analysis on the Increasing Marginal Revenue of the Network Economy

Researcher: Yang Jian, Shandong University of Political Science and Law, CHINA

Discussant: Hye-Jin Kim, Chosun University, KOREA

Paper G1-19: The Issues on Environmental Costs of China's Sustainable Economic Development

Researcher: Yue Zhao, Shandong University of Political Science and Law, CHINA

Discussant: Seong-Soo Cha, Eulji University, KOREA

Paper G1-20: A study on the China-Japan- Korea FTA of logistics cooperation in the belt and road

Researcher: Fan Zhang, Shandong University of Political Science and Law, CHINA

Shuai Su, Shandong University of Political Science and Law, CHINA

Discussant: Jeong-Hwan Lee, Hanyang University, KOREA

Day 2 Schedule: Tuesday, June 26, 2018

17:00 – 18:00 Tuesday, June 26

Opening Ceremonies and Welcoming Addresses [Convention Center]

**Master of Ceremony: Young-Ei Kim, Ph.D.
(Seoul Digital University, KOREA)**

- 17:00-17:10 Welcoming Address, President of the Shandong University of Political Science and Law, China**
- 17:10-17:20 Welcoming Address, Conference Chair, Boston University, USA**
- 17:20-17:30 ICBE2018 & KODISA EXCELLENCE AWARDS CEREMONY**
- 17:30-17:50 BEST PAPER AWARDS AND SCHOLARSHIPS CEREMONY**
- 17:50-18:00 Photo Time**

18:00 – 21:00 Tuesday, June 26

Congress Reception and Awards Ceremony [Mugunghwa Hall]

**Master of Ceremony: Jung Wan Lee, Ph.D.
(Boston University, USA)**

- 18:00-18:20 SERVICE COMMENDATION AWARDS AND DISTINGUISHED RESEARCH AWARDS CEREMONY**
- 18:20--21:00 RECEPTION AND DINNER: Networking and Collaboration for Better Scientific Research**

Day 3 Schedule: Wednesday, June 27, 2018

For International Visitors/Participants/Guests 08:00-16:00 Wednesday, June 27, 2018 ICBE2018 Congress Tour

Duration: 8:00am - 4:00pm, Wednesday, June 27, 2018

Destination: PyeongChang [2018 Winter Olympics Surroundings]

Theme: Post-Adventures to PyeongChang 2018 Olympic Games

Tour Bus Route (Departure-Return): Hotel NOVOTEL Yongsan Seoul

PyeongChang

Pyeongchang is a county in Gangwon province of South Korea. It located in the Taebaek Mountains region. Pyeongchang became famous for tourist because it hosted the 2018 Winter Olympics and the 2018 Winter Paralympics.

Monorails

Visitor can see the ski jump stand before ride the monorail car. This is a perfect landscape to enjoy sports during winter but only for professional use. And then getting on a monorail car, you can view Pyeongchang city from the top of the outdoor observatory.

Woljeongsa Temple

Woljeongsa is a head temple of the Jogye Order of Korean Buddhism, the name means "Moon Vitality Temple". This is composed of 60 temples and 8 monasteries made into one large temple. Located in the forest of Odaesan mountain in Pyeongchang and this is one of the most beautiful temples in South Korea.

Highlights

- One full day tour **from Seoul to Pyeongchang**
- A relaxing day in Pyeongchang, feel the natural, enjoy the amazing scenery
- Experience ride the monorail car
- Walk into the most beautiful Korean Buddhist temple
- Have lunch with famous local dishes or various Korean vegetables dishes
 - **Set Menu with Seasoned Wild Vegetables**
 - It is based on rice and many various seasoned wild vegetables, includes stew and other set menu such as fish or meat, etc.

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- Anel A. Kireyeva - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan
- Nailya K. Nurlanova - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan
- Farida G. Alzhanova - Institute of Economics of the Ministry Education and Science of Republic of Kazakhstan, Almaty, Republic of Kazakhstan
- Nazerke A. Abilkaiyr - Department of Postgraduate Education, Kazakhstan's Medical University, Almaty, Republic of Kazakhstan

G2 Assessment of Decarbonization Potential of Basic Sectors of the Economy of the Republic of Kazakhstan

- Bakhyt K. Yessekina - The Scientific Research and Education Center "Green Academy" Astana, Republic of Kazakhstan
- Raushan Satova - Eurasian Law Academy named after Kunayev D.A., Almaty, Republic of Kazakhstan
- Makpal S. Bekturganova - Institute of Economics of the Ministry Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

G3 Corporate Social Responsibility and Its Impact on the Nigerian Consumer Behavior

- Rajasekhara Mouly Potluri - School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria
- Lukman Raimi - School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria

G4a A Study on Challenges of Transport Sector in India: A Dyadic Perspective

- Rajasekhara Mouly Potluri - Management/Marketing, School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria
- Satagopam Padma Tejaswi - Transportation Engineering, Department of Civil Engineering, National Institute of Technology Karnataka, Mangalore, India

G5a An Exploratory Study on the Efficacy of Big Data Analytics to Indian SME's

- Narasimha Rao Vajjhala - Computer Science & Software Engineering, School of Information Technology and Computing, American University of Nigeria, Yola, Nigeria
- Rajasekhara Mouly Potluri - Management/Marketing, School of Business & Entrepreneurship, American University of Nigeria, Yola, Nigeria

G6 Why Can't We Have It Both? A Discussion on Work-Life Balance and Women Career Advancement in Malaysia

- Nursyamsyul Syifa Mustapa - Faculty of Leadership and Management, Islamic Science University of Malaysia, Nilai, Malaysia
- Khairunneezam Mohd Noor - Faculty of Leadership and Management, Islamic Science University of Malaysia, Malaysia
- Mahazan Abdul Mutalib @ Taib - Faculty of Leadership and Management, Islamic Science University of Malaysia, Malaysia

G7 Work Performance Challenges faced by Working Single Mothers in Malaysia

Noor Watee Rahman - Department of Social Sciences and Development, Faculty of Human Ecology, Universiti Putra Malaysia, Serdang, Malaysia

Haslinda Abdullah - Department of Social Sciences and Development, Faculty of Human Ecology, University Putra Malaysia, Serdang, Malaysia

Norazlina Mohd Darus - Faculty of Technology Management and Technopreneur, Universiti Teknikal Malaysia Melaka (UTeM), Melaka, Malaysia

G8 Global Energy, Environment and Transportation Sector - Issues, Challenges and Future Prospects

Arya Kumar - Economics & Finance Department, Birla Institute of Technology & Science (BITS) – Pilani, India

G9a Long-run and Short-run Dynamic Relationships between Exchange Rates, Macroeconomic Variables and Stock Prices in Korea

Jung Wan Lee - Administrative Sciences Department, Metropolitan College, Boston University, Boston, United States

Tantatape Brahmasrene - College of Business, Purdue University Northwest, Westville, United States

G10a Effects of Canadian Exchange Rate Volatility on Imports and Exports

Ali Farhan Chaudhry - Ted Rogers School of Management, Ryerson University, Toronto, Canada

Ayşe Yüce - Ted Rogers School of Management, Ryerson University, Toronto, Canada

G11 Managerial Constructs and Performance of Small and Medium Enterprises in Bauchi State, Nigeria

Ibrahim Aliyu - Department of Business Administration, Bauchi State University Gadau, Gadau, Nigeria

G12a Does Household Credit Benefit Child Schooling for the Poorest Ethnic Minorities? New Evidence from a Transitional Economy

Pham Huu Hong Thai - Faculty of Banking and Finance, University of Finance and Marketing, HCMC, Vietnam

G13a An Empirical Study about the Influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions

Ana F. Antunes de Sousa - PhD Researcher. School of Economics and Management (EEG), University of Minho, GOVCOPP, University of Aveiro, Braga, Portugal

Helena M. Nobre - DEGEIT - Economics, Management, Industrial Engineering and Tourism, GOVCOPP, University of Aveiro, Braga, Portugal

Minoo Farhangmehr - School of Economics and Management (EEG), University of Minho, Braga, Portugal

G14 Concept of Market Distortion in Diagnosis and Cure Service Context

Jennifer J. Lee - Administrative Sciences Department, Metropolitan College, Boston University, Boston, USA

G15a The Effect of Different Post-Purchase Discount Formats on Consumers' Perceptions of Loss and Willingness to Return the Product

Xueqing Luo - Administrative Sciences Department, Metropolitan College, Boston University, Boston, USA

Jennifer J. Lee - Administrative Sciences Department, Metropolitan College, Boston University,
Boston, USA

G16 Impact of Brand Loyalty in Assessing Purchase Intentions of Customer: A Study of Automobile Industry in Bahawalpur, Pakistan

Rizwan Qaiser Danish - Hailey College of Commerce, University of Punjab, Lahore, Pakistan

Muhammad Asim Faheem - Lahore Business School, The University of the Lahore, Lahore, Pakistan

Areeba Mann - Lahore Business School, The University of the Lahore, Lahore, Pakistan

G17a Factors Affecting Consumer Adoption of Sustainability Innovations

Plavini Punyatoya - Xavier Institute of Management, Xavier University, Bhubaneswar, India

G18 Exploring the Importance of Social Media on Operations Strategy to Improve Organization Performance

Durgesh Pattanayak - Tata Steel Ltd, India

G19a Service Innovation of 3/2 Star Hotel in Bandung

Dwi Lestari Yuliani - School of Business and Management, Institut Teknologi Bandung, Kota Bandung, Indonesia

M. I. Laode - School of Business and Management, Institut Teknologi Bandung, Kota Bandung, Indonesia

G20 Problems of the Spatial Inequality in Kazakhstan and the Ways of Their Solution

Nailya K. Nurlanova - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Anel A. Kireyeva - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

G21 Formation of the New Quality of Human Capital Assets in Conditions of Innovative Modernization of Kazakhstan

Marziya K. Meldakhanova - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Saule A. Kaliyeva - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

Murat A. Adilkhanov - Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Republic of Kazakhstan

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G22a An Exploratory Study of Factors Affecting Customer's Satisfaction on Online Shopping

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Nong Thi Nhu Mai - Faculty of Commerce, University of Finance-Marketing, Ho Chi Minh City, Vietnam

G23a Factors of Being a Good Leader: A Case of University of Finance-Marketing in Vietnam

Dinh Thi Thanh Hien - International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Dang Thuy Ngoc Quynh - International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

Chu Nhat Vinh Hung - International Business, University of Finance – Marketing, Ho Chi Minh City, Vietnam

G24a The Effect of Two-Dimensional Factor on Municipal Civil Servants' Job Satisfaction and Public Policy Implications

Nguyen Ngoc Duy Phuong - International University, Vietnam National University, Ho Chi Minh City, Vietnam

Mai Ngoc Khuong - International University, Vietnam National University, Ho Chi Minh City, Vietnam

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G25 The Impact of Organizational Justice on Employee's Job Satisfaction and Organizational Citizenship Behavior in Higher Education Institutions: A Conceptual Model and Research Propositions

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G33 An Inverted U-shaped Relationship between Information Transparency and Idiosyncratic Risk

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Researcher: Yi Shan, Zaozhuang University, China

Discussant: Doghae Lee, Kaya University, KOREA

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Researcher: Dongho Kim, SUNY Empire State College, USA

Myoung-Kil Youn, Eulji University, KOREA

Discussant: Heecheol Kim, Jeju National University, KOREA

Paper G1-6: Research on Development Problems and Countermeasures of Shared Bicycles in China

Researcher: Hang Gao, Shandong University of Political Science and Law, CHINA

Paper G1-7: Evolutionary of Product Quality Control in Chinese Online Shopping Platform

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Paper G1-18: Analysis on the Increasing Marginal Revenue of the Network Economy

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Discussant: Hye-Jin Kim, Chosun University, KOREA

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Researcher: Yue Zhao, Shandong University of Political Science and Law, CHINA

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Paper J1: Application of Covey's 7 Habits

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Paper J2: The Effect of 'Smartphone Addiction' on Family, Daily Life, and Society and Counseling Therapy for Recovery as a Family Member

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Discussant: Tae-Joong Kim, Chungnam National University, KOREA

Paper J3: Determinant of Hedging and Its Impact on Firm Value: After Controlling Endogeneity Problem Using a Two-Stage Analysis

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Paper J4: The Effects of Corporate Social Responsibility on Job Performance: Moderating Effects of Authentic Leadership and Meaningfulness of Work

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Paper J6: A Study on SEMs' Performance Compensation Strategy Using AHP and IPA

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Paper J7: The Effect of Cosmetics Company's CRM Activities and Service Quality of Cosmetics Store on Customer Satisfaction and Repurchase Intention

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Researcher: Gyeong-Jae Lim, Korea Polytechnic University, KOREA
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Paper J9: The effects of the delivery service quality of online fresh food shopping malls on e-satisfaction and repurchase intention of online customers

Researcher: Sang-Youn Lee, Caroline University, CA, USA
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Researcher: Young-Sang Cho, Kong-Ju National University, KOREA
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Paper L2: A Study on Predicting Shopper's Retail Format Choice

Researcher: Byong-Kook Yoo, Incheon National University, KOREA
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Paper L4: Corporate Social Responsibility and Asymmetric Information: Evidence from Korean Retail Firms

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Paper L17: A Study on the Flatness Measurement Device for Engine Covers of Automobiles

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Paper L18: Developed of Automotive Bolt Supply and Automatic Quantity Feeder for Productivity Improvement

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Researcher: Ming-Guang He, Kongju National University, KOREA
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Paper L30: The analysis on Preparation Status of 4th Wave of Visegrad Group

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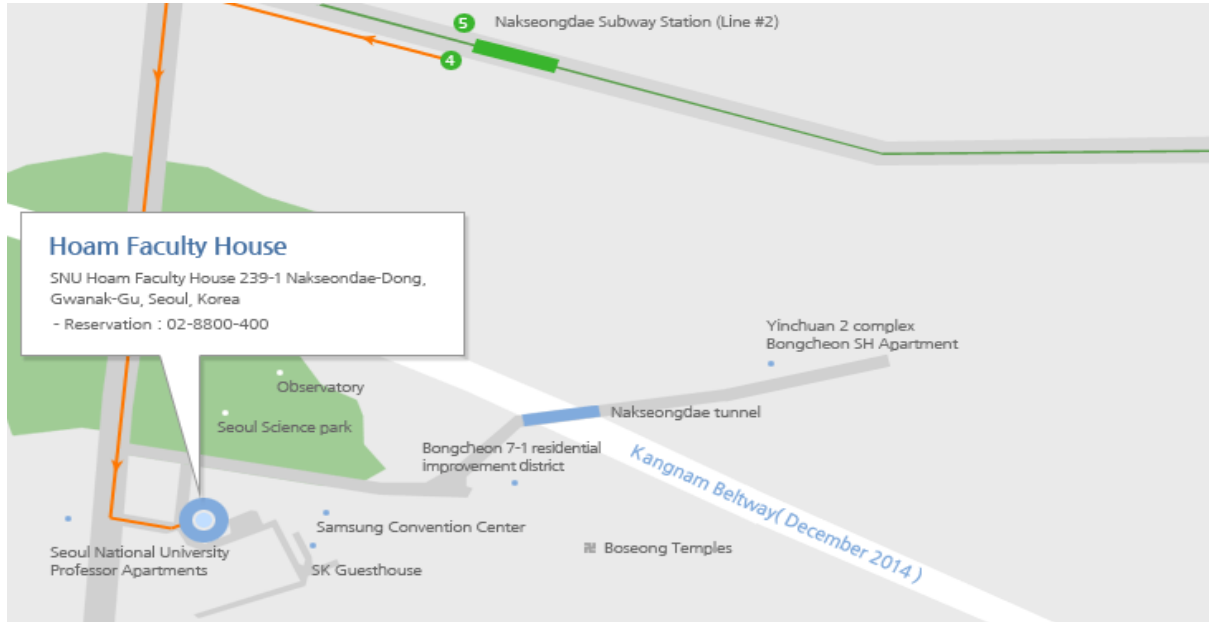
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HOW TO GET TO CONVENTION CENTER

SEOUL NATIONAL UNIVERSITY HOAM FACULTY HOUSE



Convention Center

Home > Convention > **Convention Center**

2nd floor

2F Floor Plan



Mugunghwa Hall

392.04 m² (118.8 py)

Gallery

Seat

1st Floor

1F Floor Plan



Magnolia

172.24 m² (52.2 py)

Gallery

Seat



Water lily

87.12 m² (26.4 py)

Gallery

Seat



Camellia

75.24 m² (22.8 py)

Gallery

Seat