

**Summer 2014 International Conference  
on Business and Economics (ICBE2014)**

Seoul, South Korea, July 9-12, 2014

**第6回 國際統合學術大會**

# ***KODISA***

- Theme: *Science, Technology and Humanities for Business and Economic Sustainability*
  - Date: July 09 - 12, 2014.
- Venue: Seoul National University [Hoam Faculty House], Seoul, Korea
  - Organizer: Korea Distribution Science Association (KODISA)

**Summer 2014 International Conference  
on Business and Economics (ICBE2014)**

Seoul, South Korea, July 09-12, 2014

**第6回 國際統合學術大會**

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

EDITED BY:

JUNG-WAN LEE, BOSTON UNIVERSITY, USA

MYOUNG-KIL YOUN, EULJI UNIVERSITY, KOREA

JONG-HO LEE, KONGJU NATIONAL UNIVERSITY, KOREA

HEE-JOONG HWANG, KOREA NATIONAL OPEN UNIVERSITY, KOREA



**JULY 09-12, 2014**

**SEOUL NATIONAL UNIVERSITY, SEOUL, KOREA**

## **SIXTH INTERNATIONAL CONFERENCE OF KODISA**

---

The publication is an official program of the Summer 2014 International Conference on Business and Economics (ICBE2014) and the Sixth International Conference of the Korea Distribution Science Association and Allied Academies.

**Publication Date:**

The publication is printed on July 09, 2014.

© 2014 KODISA. All rights reserved

The articles and individual contributions contained in the Proceedings are protected under copyright by the Korea Distribution Science Association.

**Publishing Office:**

Hanshin Officetel Suite 1030, 2463-4 Shinheung-Dong Sujeong-Gu, Seongnam-City, Gyeonggi-Do, KOREA (461-720).

TEL: (+82 31) 740-7292, FAX: (+82 31) 740-7361, <http://www.kodisa.org>

E-mail: [kodisajournals@gmail.com](mailto:kodisajournals@gmail.com)

Printed by Dunam Publishing, Seoul, Korea Tel: (+82 2) 478-2066 Fax: (+82 2) 478-2068

---

**“This publication was supported by the National Research Foundation of Korea Grant funded by the Korean Government (MEST)”**

---

**Summer 2014 International Conference  
on Business and Economics (ICBE2014)  
Seoul, South Korea, July 9-12, 2014**



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

**CONFERENCE ORGANIZING COMMITTEE**

**CONFERENCE CHAIR**

- Jung-Wan Lee, Professor of Boston University, USA

**CONFERENCE PROGRAM CO-CHAIRS**

- Yu-Fu Li, President of the Shandong University of Political Science and Law, China
- Myoung-Kil Youn, Professor of Eulji University, Korea

**CONFERENCE PROCEEDINGS CO-EDITORS**

- Jong-Ho Lee, Professor of Kongju National University, Korea
- Dong-Ho Kim, Professor of SUNY Empire State College, USA
- Hee-Joong Hwang, Professor of Korea National Open University, Korea
- Sang-Youn Lee, Professor of Gachon University, Korea

**CONFERENCE ADMINISTRATIVE DIRECTORS**

- Myoung-Kil Youn, Professor of Eulji University, Korea
- Shuai Su, Professor of the Shandong University of Political Science and Law, China

**FOR FURTHER INFORMATION**

**Conference Chair**

Jung-Wan Lee (Boston University, USA). E-mail: [jwlee119@bu.edu](mailto:jwlee119@bu.edu)

**Managing Director of KODISA**

Myoung-Kil Youn (Eulji University, Korea). E-mail: [retail@eulji.ac.kr](mailto:retail@eulji.ac.kr)

**Assistant Director of KODISA**

Shuai Su (Shandong University of Political Science and Law, China). E-mail: [su.shuai@gmail.com](mailto:su.shuai@gmail.com)

**Address of Managing Office**

Hanshin Officetel Suite 1030, 2463-4 Shinheung-dong Sujeong-gu, Seongnam-city, Gyeonggi-do, KOREA (461-720).

Tel: (+82 31) 740-7292 Fax: (+82 31) 740-7361

E-mail: [kodisajournals@gmail.com](mailto:kodisajournals@gmail.com)

Homepage: <http://www.kodisa.org>

## CONFERENCE ORGANIZER



## CONFERENCE CO-HOST



## CONFERENCE PROGRAM CO-ORGANIZERS

- Korea Business Activity Society, KOREA
- East Asia Business Economics Association, KOREA
- International Convergence Management Association, KOREA
- Korea Information Technology & Marketing Association, 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 summer 2014 International Conference on Business and Economics (ICBE2014) being held in Seoul, South Korea, July 9-12, 2014. 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 are offering 81 presentations of full papers, research-in-progress papers, and special panel discussions from international scholars, industry leaders, and public policy makers coming from some 10 countries. On July 10, 2014, after the special 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 and the Korea Franchise Association 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 the conference.

Sincerely,



Yu-Fu Li, Ph.D.

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

Conference Co-chair

Ladies and gentlemen,

I would like express our warmest congratulation to the Summer 2014 International Conference on Business and Economics (ICBE2014) and the Sixth International Conference of the Korea Distribution Science Association and Allied Academies on *Science, Technology and Humanities for Business and Economic Sustainability* in Seoul, Korea.

The 2011, 2012 and 2013 International Conferences were jointly hosted by the Korea Distribution Science Association (KODISA) and the Shandong University of Political Science and Law in both Korea and China, and has become one of the most important international events. This international joint conference is not just a forum for academic discussion, but also is a good chance to establish networks with outstanding scholars and academic leaders around the world. Without your participation, this conference would not be such a fascinating and successful event.

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 an affiliated journal.

Finally, I would like to express my sincere wish for success of the conference. I hope all of us will find new opportunities in this ever-growing realm of science, technology and humanities for business and economic sustainability in Asia.

Sincerely yours,

## [CONFERENCE MASTER SCHEDULE]

DATE	DAY	TIME	EVENT & VENUE	
<b>July 09</b>	<b>Wednesday</b>		<b>Track 1</b>	<b>Track 2</b>
<b>Registration and Hotel Check-in</b> [Golden Seoul Hotel]		13:00–18:00	<b>REGISTRATION AND HOTEL CHECK-IN</b> [Golden Seoul Hotel]	
		19:00–21:00	<b>EARLY BIRD RECEPTION: MEET OLD AND NEW FRIENDS</b> [Golden Seoul Hotel]	
<b>July 10</b>	<b>Thursday</b>		<b>Track 1</b>	<b>Track 2</b>
<b>Academic Paper Presentations, Opening Ceremonies, Congress Banquet and Reception</b>  [Convention Center, Hoam Faculty House, Seoul National University]		09:00–12:00	<b>Academic Paper Presentations</b> Presentations (L1,2,3)	<b>Academic Paper Presentations</b> Presentations (L4,5,6,7,8,9,10)
		12:00–13:00	Lunch Break	Lunch Break
		13:00–15:00	<b>Academic Paper Presentations</b> Global Sessions(G1)	<b>Academic Paper Presentations</b> Global Sessions(G2,3,4) Local Sessions( L11)
		15:00–18:30	<b>CONFERENCE OPENING CEREMONIES AND PLENARY SESSIONS</b> [Convention Center, Hoam Faculty House, Seoul National University]	
		18:30–21:00	<b>CONGRESS RECEPTION AND AWARD CEREMONY DINNER</b> [Convention Center, Hoam Faculty House, Seoul National University]	
<b>July 11</b>	<b>Friday</b>		<b>Track 1</b>	<b>Track 2</b>
<b>Joint Symposium and Academic Paper Presentations</b>  [Convention Center, Hoam Faculty House, Seoul National University]		09:00–12:00	<b>Joint Symposium</b> Presentations (J1,2,3)	
		12:00–13:00	Lunch Break	Lunch Break
		13:00–17:00	<b>Joint Symposium</b> Presentations (J4)	<b>Academic Paper Presentations</b> Global Sessions(G5,6)
		18:00–21:00	<b>CONGRESS FAREWELL RECEPTION [T.B.N]</b>	
<b>July 12</b>	<b>Saturday</b>		<b>Track 1</b>	<b>Track 2</b>
<b>Research Networking and Closing</b>		09:00–11:00	Research Networking Sessions (R13)	<b>POST-CONGRESS TRIPS</b>
		12:00	<b>CONFERENCE CLOSE</b>	



# **[CONFERENCE PROGRAM SCHEDULE]**

## **Day 1 Schedule: Wednesday, July 9, 2014**

**13:00-14:00** Registration and Hotel Check-in [Golden Seoul Hotel]

**14:00-18:00** Pre-Congress Trips [by individual arrangement]

**18:00-19:00** Early Bird Reception [Golden Seoul Hotel]

## **Day 2 Schedule: Thursday, July 10, 2014**

**15:00 – 16:30 Thursday, July 10**

**Opening Ceremonies and Welcoming Addresses**

**[Convention Center]**

**Master of Ceremony: Young-Ei Kim, Ph.D.**

**(Seoul Digital University, KOREA)**

**15:00-15:30** Registration

**15:30-15:40** Welcoming Address, President of the Korea Franchise Association, Korea

**15:40-15:50** Welcoming Address, President of the Shandong University of Political Science and Law, China

**15:50-16:00** Welcoming Address, Conference Chair, Boston University, USA

**16:00-16:20** Award Ceremonies for Korea Distribution Science Excellence Awards

**16:20-16:30** Coffee Break and Photo Time

**Academic Paper Presentations**  
**Special Opening Panel: Plenary Session [Mugunghwa Hall]**

**16:00 – 18:00 Thursday, July 10**

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

**Session Chair: Jong-Ho Lee, Ph.D.**  
(Kongju National University, KOREA)

**Paper 1: Strategic Approaches to Solid Ranking International Journals: KODISA Journals**

Researcher: Myoung-Kil Youn, Eulji University, KOREA  
Dong-Ho Kim, SUNY Empire State College, USA  
Jong-Ho Lee, Kongju National University, KOREA  
Hee-Joong Hwang, Korea National Open University, KOREA  
Jung-Wan Lee, Boston University, USA

**Paper 2: A Treatise on Cross-Cultural Analysis on Indian Consumers' Conspicuous Consumption of Veblen Products**

Researcher: Rajasekhara Mouly Potluri, Nimra Institute of Science & Technology, INDIA  
Rizwana Ansari, Nimra Institute of Science & Technology, INDIA  
Siva Kumar Challa, Nimra Institute of Science & Technology, INDIA  
Lavanya Puttam, Nimra Institute of Science & Technology, INDIA

**Paper 3: A study of the Traditional farm produce market in Shandong Province**

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

**Paper 4: A Study on the Standard of Plagiarism Detection for Improvement of Domestic Academic Journals' Global Top Status**

Researcher: Hee-Joong Hwang, Korea National Open University, KOREA  
Myoung-Kil Youn, Eulji University, KOREA  
Jung-Wan Lee, Boston University, USA  
Dong-Ho Kim, SUNY Empire State College, USA  
Jong-Ho Lee, Kongju National University, KOREA

**18:10 – 21:00 Friday, July 10**

**Congress Reception and Award Ceremony Dinner**  
**[Mugunghwa Hall]**

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

**18:10-18:20 BEST PAPER AWARDS CEREMONY**

**18:20-18:30 SERVICE COMMENDATION AWARDS CEREMONY**

**18:30-21:00 RECEPTION AND DINNER**

# Day 2 Schedule: Thursday, July 10, 2014

## Academic Paper Presentations

### [Track 1]: Local Sessions [Mugunghwa Hall]

#### **Session L1: 09:00 – 10:00 Thursday July 10**

**Session Chair: Chul-Ju Park, Ph.D.**

(Samyook University, KOREA)

**Paper 5: A Research on the Relationship between Product and Service Value Creation Activities**

Researcher: Tae-Seog Jeong, Saymyook University, KOREA

Min-Soo Park, Saymyook University, KOREA

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

**Paper 6: Improvement Plan of Korea's Free Economic Zone System Regime: A Study on Administrative System**

Researcher: Koh-Eui Hyeon, Kaya University, KOREA

Discussant: Dong-Hae Lee, Kaya University, KOREA

**Paper 7: An Analysis on the Perception of Consumer Groups about the CSR and Business Ethics of Domestic Retailers**

Researcher: Nam-Soo Yoon, Sejong Cyber University, KOREA

Young-Ei Kim, Seoul Digital University, KOREA

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

**Paper 8: Does the RMB appreciation affect China's Export competition?**

Researcher: Dong-Hae Lee, Kaya University, KOREA

Discussant: Koh-Eui Hyeon, Kaya University, KOREA

**Paper 9: Enhancing consumer experiences and repurchase intentions in department stores**

Researcher: Mi-Suk Song, Sisun Intl. co., Ltd., KOREA

Jae-Su Kim, Changwon National University, KOREA

Discussant: Dong-Hae Lee, Kaya University, KOREA

#### **Session L2: 10:00 – 11:00 Thursday July 10**

**Session Chair: Seung-Hyeon Seol, Ph.D.**

(Gachon University, KOREA)

**Paper 10: A study about globalization strategies and performance of UPS**

Researcher: Youjin Jung, Interflex, KOREA

Sang-Youn Lee, Gachon University, KOREA

Discussant: In-Hwan Kim, Choung Woon Design, KOREA

**Paper 11: A study about globalization strategies and performance of supercuts**

Researcher: In-Hwan Kim, Choung Woon Design, KOREA  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Young-Sang Cho, KongJu National University, KOREA

**Paper 12: A study on the Korean Company's Overseas Expansion Strategy through China Food Franchise Business Structure Analysis**

Researcher: Seung-Ryong Park, Robust consulting, KOREA  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: In-Hwan Kim, Choung Woon Design, KOREA

**Session L3: 11:00 – 12:00 Thursday July 10**

**Session Chair: Sang-Youn Lee, Ph.D.**  
(Gachon University, KOREA)

**Paper 13: A study on the franchise business environment and its strategy in China-K.F.C**

Researcher: Seung-Woo Chae, Fun & I, KOREA  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Seung-Ryong Park, Robust Consulting, KOREA

**Paper 14: A study about globalization strategies and performance of Curves**

Researcher: Young Hoon Lee, Jangsoo Industry Co. Ltd., KOREA  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Seung-Woo Chae, Fun & I, KOREA

**Paper 15: A study about globalization strategies and performance of Illy Coffee- Italian Franchise Corporation**

Researcher: Yeong-Min Park, ILHWA Co. Ltd., KOREA.  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Young-Hoon Lee, Jangsoo Industry Co. Ltd., KOREA

**Paper 16: A study about globalization strategies and performance of Jollibee- Philippines Franchise Corporation**

Researcher: Sang-Mok Yoo, Inpac Group Korea Corporation, KOREA  
Seung-Hyun Sul, Gachon University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Yeong-Min Park, ILHWA Co. Ltd., KOREA

## **Academic Paper Presentations**

### **[Track 2]: Local Sessions [Water Lily]**

#### **Session L4: 09:00 – 10:30 Hhursday July 10**

**Session Chair: Hoe-Chang Yang, Ph.D.**  
**(Jangan University, KOREA)**

**Paper 17: Revisited to Visible and Invisible Factors: Effects of Physical Environment, Word-of-mouth and Practice of Shared Values upon Retail Store Use Intention**

Researcher: Seung-Ri Lim, Jangan University, KOREA  
Kun-Woong Kim, Jangan University, KOREA  
Hye-Ri Lee, Jangan University, KOREA  
Keun Eom, Jangan University, KOREA

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

**Paper 18: Effects of Value Inclination of the Producers of Agricultural and Livestock Products on Production Intention of Eco-Friendly Products: Mediation Effects of Perceived Public Certification and Shared Value**

Researcher: Jae-Young Kim, Jangan University, KOREA  
Kyung-Ha Lee, Jangan University, KOREA  
Ga-Hee Kim, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA

Discussant: Keun Eom, Jangan University, KOREA

**Paper 19: Effects of Individuals' Value Inclination and Self-expressive Consuming Propensity upon Environment-friendly Product Purchasing Intention**

Researcher: Hoe-Chang Yang, Jangan University, KOREA  
Beet-Na Choi, Jangan University, KOREA

Discussant: Keun Eom, Jangan University, KOREA

**Paper 20: Effects of the life style types utilizing the m-VALS on the mobile shopping acceptance incentive and consistent use intention: Interaction Effect of the Regulatory Focus based on the Regulatory Focus Theory**

Researcher: Hoe-Chang Yang, Jangan University, KOREA  
An-Sik Kim, Jangan University, KOREA

Discussant: Yoon-Hwang Ju, Jangan University, KOREA

**Paper 21: The prevention of building a castle in the air 1: An IPA-based Study on Potential for the Continued Development of Sextic Industry from the Producers' Viewpoint**

Researcher: Hoe-Chang Yang, Jangan University, KOREA  
Woo-Taek Kwon, Jangan University, KOREA  
Dong-Hwan Kim, Jangan University, KOREA

Discussant: Euong-Gyo Seo, Yonsei University, KOREA

**Paper 22: How consumers' tendency of value affect to use intention on environment-friendly products : A mediated effect between the perception of public certification and the trust in environment-friendly products**

Researcher: Hee-Young Cho, Jangan University, KOREA  
Kyo-Min Koi, Jangan University, KOREA  
Tae-Ui An, Jangan University, KOREA  
Jung-Ye Sin, Jangan University, KOREA  
Min-Ho Jung, Jangan University, KOREA  
Sang-Ho Han, Jangan University, KOREA

Discussant: Kyu-Chul Han, Sejong Cyber University, KOREA

**Paper 23: Effects of University students' acceptance motivation of SNS on using intention of SNS Based on TAM: Moderating effects of the gender difference and the degree of SNS addiction**

Researcher: Kuk-Hee Cho, Jangan University, KOREA  
Hye-Won Jeong, Jangan University, KOREA  
Jin-Seok Byeon, Jangan University, KOREA  
Saet-Byoel Kwon, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Discussant: Yoon-Hwang Ju, Jangan University, KOREA

**Paper 24: Impact of Environmental Perception among Consumers on Using Intention of Eco-friendly Products: Focusing on Mediating Effect of Ethical Consumer Behavior and Price Sensitivity**

Researcher: Hoe-Chang Yang, Jangan University, KOREA  
Tae-Jeom Han, Jangan University, KOREA  
Discussant: Sang-Youn Lee, Gachon University, KOREA

**Session L5: 10:30 – 11:20 Thursday July 10**  
**Session Chair: Young-Chul Lee, Ph.D.**  
**(Jangan University, KOREA)**

**Paper 25: The Effect of KD-SQS Service Quality Factor in Discount-based Retail channel on Service Value and Store Loyalty**

Researcher: Young-Chul Lee, Jangan University, KOREA  
Jong-Lak Kim, Jangan University, KOREA  
Discussant: Hee-Young Cho, Jangan University, KOREA

**Paper 26: The Influence of Super-Centers' Social Responsibility Activities and Authenticity As Exerted On Consumer Attitude and Purchase Intention**

Researcher: Hee-Young Cho, Jangan University, KOREA  
Yoon-Hwang Ju, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Discussant: Young-Sang Cho, KongJu National University, KOREA

**Paper 27: Evaluation of functionality and added value factors to the usage on mobile telecommunication services**

Researcher: An-Sik Kim, Jangan University, KOREA.  
Young-Sam Oh, Jangan University, KOREA  
Discussant: Hee-Young Cho, Jangan University, KOREA

**Paper 28: A Study upon Behavioral Intention depending upon Shop Layout and Service Quality of SSM**

Researcher: Yoon-Hwang Ju, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Hee-Young Cho, Jangan University, KOREA  
Discussant: Jong-Baek Kim, Jangan University, KOREA

**Paper 29: Introduction of Eco-M Business Model: An Explorable Study about Potential Business for Specialty Store of Eco-friendly Agricultural Products joined with Suburban Agriculture**

Researcher: Jong-Baek Kim, Jangan University, KOREA  
Soo-Hong Park, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

## **Session L6: 11:20 – 12:00 Thursday July 10**

**Session Chair: Jong-Ho Lee, Ph.D.  
(Kongju National University, KOREA)**

### **Paper 30: A Study on Standardization and Improvement of Korean Distribution Terminology through Research on its Usage Situations**

Researcher: Kyu-Chul Han, Sejong Cyber University, KOREA  
Sang-Youn Lee, Gachon University, KOREA  
Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

### **Paper 31: Large discount stores Amenities (parking lot) for Sales Analysis**

Researcher: Jong-Jin Kim, Korea Global Peace Foundation, KOREA  
Muoung-Kil Youn, Eulji University, KOREA  
Discussant: Young-Sang Cho, Kongju National University, KOREA

### **Paper 32: The Exploratory Research on the Evaluation model of Open-Source Software Company Service Level**

Researcher: Seung-Chang Lee, Small & Medium Business Corporation, KOREA  
Eung-Kyo Suh, Yonsei University, KOREA  
Hoon-Sung Park, UCUBE Inc. KOREA  
Discussant: Jong-Jin Kim, Korea Global Peace Foundation, KOREA

## **Academic Paper Presentations [Track 2]: Local Sessions [Camellia]**

## **Session L7: 09:00 – 10:00 Thursday July 10**

**Session Chair: Yoon-Yong Hwang, Ph.D.  
(Chosun University, KOREA)**

### **Paper 33: Portfolio selection using complex network in aging society**

Researcher: Cab-Jin Oh, Chosun University, KOREA  
Seok-Won Ahn, Chosun University, KOREA  
Ho-Yong Kim, Chosun University, KOREA  
Discussant: Yoon-Yong Hwang, Chosun University, KOREA

### **Paper 34: The Effect of CSV (Creating Shared Value) on Corporate Performance: Focusing on the Mechanism of Economic and Social Value**

Researcher: Prashant Mool, Chosun University, NEPAL  
Eun-Bi Kim, Chosun University, KOREA  
Ji-Won Im, Chosun University, KOREA  
Jong-Chul Park, Chosun University, KOREA  
Discussant: Hye-Jin Kim, Chosun University, KOREA

### **Paper 35: The Research of High-Involvement Human Resource Management: Preparing for Slow Growth and Aging Society in Medium & Small Company**

Researcher: Yong-Sun Chang, Chosun University, KOREA  
Kang-Min Lee, Chosun University, KOREA  
Discussant: Yoon-Yong Hwang, Chosun University, KOREA

### **Paper 36: How to Design the Types of Information Appeal?**

Researcher: Yoon-Yong Hwang, Chosun University, KOREA  
Hye-Jin Kim, Chosun University, KOREA  
Ki-Sang Lee, Chosun University, KOREA  
Discussant: Jong-Chul Park, Chosun University, KOREA

**Session L9: 10:00 – 11:00 Friday July 10**  
**Session Chair: Young-Sang Cho, Ph.D.**  
**(KongJu National University, KOREA)**

**Paper 37: Consumer perceived risk in the Korean mobile phone market**

Researcher: Lak-Chae Chung, KongJu National University, KOREA  
Young-Sang Cho, KongJu National University, KOREA  
Hak-Yoel Kim, Shinhan University, KOREA  
Discussant: Jong-Ho Park, KongJu National University, KOREA

**Paper 38: Do retail regulations protect traditional markets as well as independent stores in Korea?**

Researcher: Young-Sang Cho, KongJu National University, KOREA  
Lak-Chae Chung, KongJu National University, KOREA  
Jong-Ho Park, KongJu National University, KOREA  
Discussant: Hak-Yoel Kim, Shinhan University, KOREA

**Paper 39: A New Proposal for default prediction model in retail institution**

Researcher: Jung-Uk Kim, JeonBuk Bank, KOREA  
Discussant: Beom-Dong Yu, KongJu National University, KOREA

**Paper 40: Performance Evaluation and Forecasting Model for Retail Institution: A Study on Fisheries Cooperatives in Korea**

Researcher: Jung-Uk Kim, JeonBuk Bank, KOREA  
Discussant: Lak-Chae Chung, KongJu National University, KOREA

**Paper 41: Retailing and public policy: A comparative study of South Korea and foreign countries**

Researcher: Young-Sang Cho, KongJu National University, KOREA  
Discussant: Lak-Chae Chung, KongJu National University, KOREA

**Session L10: 11:00 – 12:00 Friday July 11**  
**Session Chair: Soon-Hong Kim, Ph.D.**  
**(Incheon University, KOREA)**

**Paper 42: An Analysis on the Efficiency of Major Ports of China by Using Data Envelopment Analysis**

Researcher: Soon-Hong Kim, Incheon University, KOREA  
Qi Chao, Incheon University, CHINA  
Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

**Paper 43: A Study on Successful Cases of Marketing Applying ICT of Traditional Market: By Focusing on the Cases of Guri Traditional Market and Incheon Singi Market**

Researcher: Jae-Yong, Choi, Korea Social Media Agency, KOREA  
Discussant: Jong-Ho Park, KongJu National University, KOREA



## **Lunch Break**

### **Academic Paper Presentations** **[Track 1]: Global Sessions [Mugunghwa Hall]**

**Session G1: 13:00 – 15:00 Thursday July 10**  
**Session Chair: Rajasekhara Mouly Potluri, Ph.D.**  
(NIMRA Institute of Science & Technology, INDIA)

**Paper 44: A Treatise on Indian Consumers' Conspicuous Consumption of Veblen Products**  
Researcher: Rajasekhara Mouly Potluri, NIMRA Institute of Science & Technology, INDIA  
Rizwana Ansari, NIMRA College of Business Management, INDIA  
Siva Kumar Challa, NIMRA Institute of Science & Technology, INDIA  
Lavanya Puttam, NIMRA Institute of Science & Technology, INDIA

**Paper 45: Regional Aspects of Socio-Economic Modernization of the Republic of Kazakhstan**  
Researcher: Karlygash Mukhtarova, Al-Farabi Kazakh National University, KAZAKHSTAN  
Laura Ashirbekova, Al-Farabi Kazakh National University, KAZAKHSTAN  
Samal Tazhiyeva, Al-Farabi Kazakh National University, KAZAKHSTAN

**Paper 46: Analysis of Innovative Activity in Regions of Kazakhstan**  
Researcher: Karlygash Mukhtarova, Al-Farabi Kazakh National University, KAZAKHSTAN  
Aigul Myltykbayeva, Al-Farabi Kazakh National University, KAZAKHSTAN

**Paper 47: Issues of the Formation of Innovative Clusters in the Regions of Kazakhstan**  
Researcher: Anel A. Kireyeva, Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN

**Paper 48: The Impact of Product Distribution and Information Technology on Carbon Emissions and Economic Growth**  
Researcher: Jung-Wan Lee, Boston University, USA

**Academic Paper Presentations**  
**[Track 1]: Global Sessions [Water Lily]**

**Session G2: 13:00 – 14:00 Thursday July 10**

**Session Chair: Sun Libo, Ph.D.**

(Shandong University of Political Science and Law, CHINA)

**Paper 49: Study on the Linkage Effect between China and South Korea Stock Market**

Researcher: Sunjian Quan, Shandong University of Political Science and Law, CHINA

Sun Xiaolin, Shandong University of Finance and Economics, CHINA

Chen Xiaolong, Shandong University of Finance and Economics, CHINA

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

**Paper 50: A Study on the influence of Subsidiary Characteristics on the Group Control**

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

Shunzhou Chen, Shandong University of Political Science and Law, CHINA

Discussant: Sunjian Quan, Shandong University of Political Science and Law, CHINA

**Paper 51: How China Transform from A Trade Great Nation to A Trade Power**

Researcher: Lyu Xia, Shandong University of Political Science and Law, CHINA

Discussant: Su Shua, Shandong University of Political Science and Law, CHINA

**Session G3: 14:00 – 15:00 Thursday July 10**

**Session Chair: Li Hao, Ph.D.**

(Shandong Normal University, CHINA)

**Paper 52: Current Situation And Prospects On South Korea SMEs Invest In China**

Researcher: Zhou Chen, Shandong University of Political Science and Law, CHINA

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

**Paper 53: Has the Tragedy of the Commons Hindered the Sustainable Development of China's Economy?**

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

Discussant: Zhou Chen, Shandong University of Political Science and Law, CHINA

**Academic Paper Presentations**  
**[Track 2]: Global Sessions [Camellia]**

**Session G4: 13:00 – 14:00 Thursday July 10**

**Session Chair: Sun Jianquan, Ph.D.**

(Shandong University of Political Science and Law, CHINA)

**Paper 54: Reference to Korean Government Procurement System in China**

Researcher: Xia Lv, Shandong Institute of Commerce and Technology, CHINA

Shuo Ma, Shandong Institute of Commerce and Technology, CHINA

Discussant: Yu Zhihua, Shandong University of Political Science and Law, CHINA

**Paper 55: Green Business Development Models and Strategies of Shandong Province**

Researcher: Yu Zhihua, Shandong University of Political Science and Law, CHINA

Discussant: Sun Libo, Shandong Institute of Commerce and Technology, CHINA

**Paper 56: Efficiency Analysis on the Shandong Service Industry based on DEA Method**

Researcher: Zhang Dongsheng, Shandong Institute of Commerce and Technology, CHINA

Zhai Wenxiu, Shandong University of Finance, CHINA

Lv Tianying, Shandong University of Finance and Economics Faculty of Arts, CHINA

Discussant: Yu Zhihua, Shandong University of Political Science and Law, CHINA

**Session L11: 14:00 – 15:00 Thursday July 10**

**Session Chair: Sang-Chul Kim, Ph.D.**

(Yuhan University, KOREA)

**Paper 57: Effects of Perceived Service Quality of Cultural Centers in Discount Stores on the Relationship Quality of Cultural Centers and Discount Stores**

Researcher: Mi-Song Kim, Yuhan University, KOREA

Sang-Chul Kim, Yuhan University, KOREA

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

**Paper 58: The Effect of Perceived Social Motivation and Social Performance on Employees' Relationship Quality and Job Satisfaction**

Researcher: Sung-Jin Kim, Sungkyunkwan University, KOREA

Discussant: Mi-Song Kim, Yuhan University, KOREA

## **Day 3 Schedule: Friday, July 11, 2014**

### **Academic Paper Presentations**

#### **[Track 1]: Joint Symposium Sessions [Mugunghwa Hall]**

##### **Session J1: 09:00 – 10:00 Friday July 11**

##### **2014 KODISA – KOBAS Symposium(J1)**

**Theme: Sale Convergence and Distribution**

**Organizer: Korea Business Activity Society**

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

**(Gachon University, KOREA)**

**Paper 59: Impact on sales due to music**

Researcher: Bora Na, Korea Business Activity Society, KOREA

Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

##### **Session J2: 10:00 – 11:00 Friday July 11**

##### **2014 KODISA – KIMA Symposium(J1)**

**Theme: Convergence of IT and marketing**

**Organizer: Korea Information Technology & Marketing Association**

**Session Chair: Myoung-Kwan Kim, Ph.D.**

**(Eulji University, KOREA)**

**Paper 60: Visualization of SPAM Patterns in Social Network**

Researcher: Myoung-Kwan Kim, Eulji University, KOREA

Discussant: Yong-Kyu Jung, Eulji University, KOREA

**Paper 61: Patient-information wireless measurement system for remote medical service**

Researcher: Myoung-Jae Lim, Eulji University, KOREA

Discussant: Yong-Kyu Jung, Eulji University, KOREA

**Paper 62: An effective construction of a communication network for small business in a restricted area**

Researcher: Dong-Keun Chung, Eulji University, KOREA

Discussant: Myoung-Jae Lim, Eulji University, KOREA

**Paper 63: Enacting Open Trade using Tag Methods of UN/CEFACT Standard**

Researcher: Yong-Kyu Jung, Eulji University, KOREA

Jun Heo, Kyungmin College, KOREA

Kyou-Hyun Lee, Chong Kun Dang Pharm, KOREA

Kyu-Dong Kim, BK R&D, KOREA

Discussant: Dong-Keun Chung, Eulji University, KOREA

**Session J3: 11:00 – 12:00 Friday July 11**  
**2014 KODISA – ICMA Symposium(J2)**  
**Theme: Business and Economic Convergence**  
**Organizer: International Convergence Management Association**  
**Session Chair: Kyu-Yeol Shim, Ph.D.**  
**(Kumi University, KOREA)**

**Paper 64: The Relationship between Technology-Based Self-Service Convenience Orientation factor and Technology-Based Self-Service Convenience, Quality**

Researcher: Hee-Jin Yang, Gumi University, KOREA  
Kyu-Yeol Shim, Gumi University, KOREA  
Myoung-Kwan Kim, Eulji University, KOREA  
Discussant: Myoung-Kil Youn, Eulji University, KOREA

**Paper 65: Effect on Consumption values and brand identification, brand attachment, customer happiness study on the relationship between**

Researcher: Chang-Won Lee, Gumi University, KOREA  
Kyu-Yeol Shim, Gumi University, KOREA  
Myoung-Kil Youn, Eulji University, KOREA  
Discussant: Hee-Jin Yang, Gumi University, KOREA

**Paper 66: The Effect on Women's service quality hospital Visit Customer Satisfaction and Intention**

Researcher: Seoung-Ho Lee, Gumi University, KOREA  
Kyu-Yeol Shim, Gumi University, KOREA  
Myoung-Hee Jung, Joongwon University, KOREA  
Discussant: Chang-Won Lee, Gumi University, KOREA

**Session J4: 14:00 – 15:00 Friday July 11**  
**2014 KODISA – EABEA Symposium(J3)**  
**Theme: Asian Business and Economy**  
**Organizer: East Asia Business Economics Association**  
**Session Chair: Jae-Sung Lee, Ph.D.**  
**(Donggeui University, KOREA)**

**Paper 67: Analysis of Effect about Consulting Quality and Emotional Intelligences**

Researcher: Dong-Il Kim, Busan National University, KOREA  
Discussant: Euong-Gyo Seo, Yonsei University, KOREA

**Paper 68: Trade Structural Analysis of Automobile Distribution Industry between Japan and USA**

Researcher: Jae-Sung Lee, Donggeui University, KOREA  
Discussant: Elias Sanidas, Seoul National University, AUSTRALIA  
Irina Pieschkova, Korea University Business School, NEW ZEALAND

**Paper 69: How SMEs or Larger Firms and Industries' Productivity Respond to Technology**

Researcher: Elias Sanidas, Seoul National University, AUSTRALIA  
Discussant: Fang-Chi Lu, Korea University, TAIWAN

**Paper 70: The Components of the B2B Brand and Buyer Relationship Intention**

Researcher: Tony Garrett, Korea University, NEW ZEALAND

Discussant: Jae-Sung Lee, Dongeui University, KOREA

**Paper 71: Analysis on Competitiveness of Chinese Electronic Information Industry against Korea**

Researcher: Liu Jun, Tsinghua University, CHINA

Discussant: Tony Garrett, Korea University, NEW ZEALAND

**Session G5: 16:00 – 16:30 Friday July 11**

**Session Chair: Rizal Edy Halim, Ph.D.**

(University of Indonesia Kampus UI Baru, INDONESIA)

**Paper72: Microfinance and Poverty Alleviation: An Empirical Reflection**

Researcher: Stephen Mago, Great Zimbabwe University, ZIMBABWE

**Paper73: The Effect of Warning Labels on Cigarette Packages: Textual vs. Textual-Visual and Self-Efficacy**

Researcher: Rizal Edy Halim, University of Indonesia Kampus UI Baru, INDONESIA

Faisal Muttaqin, University of Indonesia Kampus UI Baru, INDONESIA

**Paper74: FC Approach in Portfolio Selection of Tehran's Stock Market**

Researcher: Elham Shadkam, Isfahan University of Technology, IRAN

**Paper75: Priorities, Mechanisms and Prospects on Industrial Clusters and Special Economic Zones in Kazakhstan**

Researcher: Saken S. Yespayev, Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN

**Session G6: 16:30 – 17:00 Friday July 11**

**Session Chair: Jung Wan Lee, Ph.D.**

(Boston University, USA)

**Paper76: Do analyst practices and broker resources affect target price accuracy? An empirical study on sell side research in India**

Researcher: Samie Ahmed Sayed, International Management Institute, INDIA

**Paper77: Humanization of society and safety as bases of the new world order**

Researcher: Orazaly Sabden, Union of Scientists of Kazakhstan, KAZAKHSTAN

**Paper78: A case study of an affiliated undergraduate engineering institution showing the most to least preferred parameters affecting the quality of education: Faculty perspective**

Researcher: Neeraj Kumari, Manav Rachna International University, INDIA

**Paper79: People's Behavior and their Satisfaction Regarding Mobile Phone Usage: A Study of Young Mobile Users with special reference to Himachal Pradesh University.**

Researcher: Katta Ashok Kumar, Saveetha University, INDIA

**Paper 80: Contemporary Business and Economic Issues in East Asian and North African Countries.**

Researcher: Nailya K. Nurlanova, Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN

**Paper 81: Algeria: Reality and Perspectives**

Researcher: Ouafaa Mehyaoui, University of Oran, ALGERIA

**17:00 – 21:00 Friday, July 11, 2014 Farewell Reception**

**Session Chair: Jung Wan Lee, Ph.D.** (Boston University, USA)

**Discussion: Editors, Chairs, Directors, and Executives of KODISA Journals**

**Place: to be named**

**Day 4 Schedule: Saturday, July 12, 2014**

**09:00-14:00 Saturday, July 12: Research Networking Sessions or Post-Conference Tour**

**14:00 Saturday, July 12 Conference Close**

## LIST OF CONTRIBUTORS [AUTHORS AND REVIEWERS]

1. Aigul Myltykbayeva, Al-Farabi Kazakh National University, KAZAKHSTAN
2. Anel A. Kireyeva, Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN
3. An-Sik Kim, Jangan University, KOREA
4. Beet-Na Choi, Jangan University, KOREA
5. Beom-Dong Yu, KongJu National University, KOREA
6. Bora Na, Korea Business Activity Society, KOREA
7. Cab-Jin Oh, Chosun University, KOREA
8. Chang-Won Lee, Gumi University, KOREA
9. Chen Xiaolong, Shandong University of Finance and Economics, CHINA
10. Dong-Hae Lee, Kaya University, KOREA
11. Dong-Ho Kim, SUNY Empire State College, USA
12. Dong-Hwan Kim, Jangan University, KOREA
13. Dong-II Kim, Busan National University, KOREA
14. Dong-Keun Chung, Eulji University, KOREA
15. Elham Shadkam, Isfahan University of Technology, IRAN
16. Elias Sanidas, Seoul National University, AUSTRALIA
17. Eun-Bi Kim, Chosun University, KOREA
18. Eung-Kyo Suh, Yonsei University, KOREA
19. Euong-Gyo Seo, Yonsei University, KOREA
20. Faisal Muttaqin, University of Indonesia Kampus UI Baru, INDONESIA
21. Fang-Chi Lu, Korea University, TAIWAN
22. Ga-Hee Kim, Janan University, KOREA
23. Hak-Yoel Kim, Shinhan University, KOREA
24. Hee-Jin Yang, Gumi University, KOREA
25. Hee-Joong Hwang, Korea National Open University, KOREA
26. Hee-Young Cho, Jangan University, KOREA
27. Hoe-Chang Yang, Jangan University, KOREA
28. Hoon-Sung Park, UCUBE Inc. KOREA
29. Ho-Yong Kim, Chosun University, KOREA
30. Hye-Jin Kim, Chosun University, KOREA
31. Hye-Ri Lee, Jangan University, KOREA
32. Hye-Won Jeong, Jangan University, KOREA
33. In-Hwan Kim, Choung Woon Design, KOREA
34. Irina Pieschkova, Korea University Business School, NEW ZEALAND
35. Jae-Su Kim, Changwon National University, KOREA
36. Jae-Sung Lee, Dongeui University, KOREA
37. Jae-Yong, Choi, Korea Social Media Agency, KOREA
38. Jae-Young Kim, Jangan University, KOREA
39. Jin-Seok Byeon, Jangan University, KOREA
40. Ji-Won Im, Chosun University, KOREA
41. Jong-Baek Kim, Jangan University, KOREA
42. Jong-Chul Park, Chosun University, KOREA
43. Jong-Ho Lee, Kongju National University, KOREA
44. Jong-Ho Park, Kongju National University, KOREA
45. Jong-Jin Kim, Korea Global Peace Foundation, KOREA



46. Jong-Lak Kim, Jangan University, KOREA
47. Jun Heo, Kyungmin College, KOREA
48. Jung-Uk Kim, JeonBuk Bank, KOREA
49. Jung-Wan Lee, Boston University, USA
50. Jung-Ye Sin, Jangan University, KOREA
51. Kang-Min Lee, Chosun University, KOREA
52. Karlygash Mukhtarova, Al-Farabi Kazakh National University, KAZAKHSTAN
53. Katta Ashok Kumar, Saveetha University, INDIA
54. Keun Eom, Jangan University, KOREA
55. Kevin Kim, HB Group Inc., USA
56. Ki-Sang Lee, Chosun University, KOREA
57. Koh-Eui Hyeon, Kaya University, KOREA
58. Kuk-Hee Cho, Jangan University, KOREA
59. Kun-Woong Kim, Jangan University, KOREA
60. Kwang-Keun Lee, Kyungdong University, KOREA
61. Kyo-Min Koi, Jangan University, KOREA
62. Kyou-Hyun Lee, Chong Kun Dang Pharm, KOREA
63. Kyu-Chul Han, Sejong Cyber University, KOREA
64. Kyu-Dong Kim, BK R&D, KOREA
65. Kyung-Ha Lee, Janan University, KOREA
66. Kyu-Yeol Shim, Gumi University, KOREA
67. Lak-Chae Chung, KongJu National University, KOREA
68. Laura Ashirbekova, Al-Farabi Kazakh National University, KAZAKHSTAN
69. Lavanya Puttam, Nimra Institute of Science & Technology, INDIA
70. Liu Jun, Tsinghua University, CHINA
71. Lv Tianying, Shandong University of Finance and Economics Faculty of Arts, CHINA
72. Lyu Xia, Shandong University of Political Science and Law, CHINA
73. Minglei Xie, Shandong University of Political Science and Law, CHINA
74. Min-Ho Jung, Jangan University, KOREA
75. Min-Soo Park, Saymyook University, KOREA
76. Mi-Song Kim, Yuhan University, KOREA
77. Mi-Suk Song, Sisun Intl. co., Ltd., KOREA
78. Myoung-Hee Jung, Joongwon University, KOREA
79. Myoung-Jae Lim, Eulji University, KOREA
80. Myoung-Kil Youn, Eulji University, KOREA
81. Myoung-Kwan Kim, Eulji University, KOREA
82. Nailya K. Nurlanova, Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN
83. Nam-Soo Yoon, Sejong Cyber University, KOREA
84. Neeraj Kumari, Manav Rachna International University, INDIA
85. Orazaly Sabden, Union of Scientists of Kazakhstan, KAZAKHSTAN
86. Ouafaa Mehyaoui, University of Oran, ALGERIA
87. Prashant Mool, Chosun University, NEPAL
88. Qi Chao, Incheon University, CHINA
89. Rajasekhara Mouly Potluri, Nimra Institute of Science & Technology, INDIA
90. Rizal Edy Halim, University of Indonesia Kampus UI Baru, INDONESIA
91. Rizwana Ansari, Nimra Institute of Science & Technology, INDIA
92. Saet-Byoel Kwon, Jangan University, KOREA
93. Saken S. Yespayev, Institute of Economics of the Ministry Education and Science, KAZAKHSTAN

94. Samal Tazhiyeva, Al-Farabi Kazakh National University, KAZAKHSTAN
95. Samie Ahmed Sayed, International Management Institute, INDIA
96. Sang-Chul Kim, Yuhan University, KOREA
97. Sang-Ho Han, Jangan University, KOREA
98. Sang-Mok Yoo, Inpac Group Korea Corporation, KOREA
99. Sang-Youn Lee, Gachon University, KOREA
100. Seok-Won Ahn, Chosun University, KOREA
101. Seoung-Ho Lee, Gumi University, KOREA
102. Seung-Chang Lee, Small & Medium Business Corporation, KOREA
103. Seung-Hyun Sul, Gachon University, KOREA
104. Seung-Ri Lim, Jangan University, KOREA
105. Seung-Ryong Park, Robust Consulting, KOREA
106. Seung-Woo Chae, Fun & I, KOREA
107. Shuai Su, Shandong University of Political Science and Law, CHINA
108. Shunzhou Chen, Shandong University of Political Science and Law, CHINA
109. Shuo Ma, Shandong Institute of Commerce and Technology, CHINA
110. Siva Kumar Challa, Nimra Institute of Science & Technology, INDIA
111. Soo-Hong Park, Jangan University, KOREA
112. Soon-Hong Kim, Incheon University, KOREA
113. Stephen Mago, Great Zimbabwe University, ZIMBABWE
114. Su Shua, Shandong University of Political Science and Law, CHINA
115. Sun Libo, Shandong Institute of Commerce and Technology, CHINA
116. Sun Xiaolin, Dept. Shandong University of Finance and Economics, CHINA
117. Sung-Jin Kim, Sungkyunkwan University, KOREA
118. Sunjian Quan, Shandong University of Political Science and Law, CHINA
119. Tae-Jeom Han, Jangan University, KOREA
120. Tae-Seog Jeong, Saymyook University, KOREA
121. Tae-Ui An, Jangan University, KOREA
122. Tony Garrett, Korea University, NEW ZEALAND
123. Woo-Taek Kwon, Jangan University, KOREA
124. Xia Lv, Shandong Institute of Commerce and Technology, CHINA
125. Yeong-Min Park, ILHWA Co. Ltd., KOREA
126. Yong-Kyu Jung, Eulji University, KOREA
127. Yong-Sun Chang, Chosun University, KOREA
128. Yoon-Hwang Ju, Jangan University, KOREA
129. Yoon-Yong Hwang, Chosun University, KOREA
130. Youjin Jung, Interflex, KOREA
131. Young Hoon Lee, Jangsoo Industry Co. Ltd., KOREA
132. Young-Chul Lee, Jangan University, KOREA
133. Young-Ei Kim, Seoul Digital University, KOREA
134. Young-Hoon Lee, Jangsoo Industry Co. Ltd., KOREA
135. Young-Sam Oh, Jangan University, KOREA
136. Young-Sang Cho, Kongju National University, KOREA
137. Yu Zhihua, Shandong University of Political Science and Law, CHINA
138. Zhai Wenxiu, Shandong University of Finance, CHINA
139. Zhang Dongsheng, Shandong Institute of Commerce and Technology, CHINA
140. Zhao Yue, Shandong University of Political Science and Law, CHINA
141. Zhou Chen, Shandong University of Political Science and Law, CHINA

## **LIST OF PARTICIPANTS [INSTITUTION AND COUNTRY]**

### **[KOREA]**

BK R&D, KOREA  
Busan National University, KOREA  
Changwon National University, KOREA  
Chong Kun Dang Pharm, KOREA  
Chosun University, KOREA  
Choung Woon Design, KOREA  
Donggeui University, KOREA  
East Asia Business Economics Association, KOREA  
Eulji University, KOREA  
Eulji University, KOREA  
Fun & I, KOREA  
Gachon University, KOREA  
Gumi University, KOREA  
ILHWA Co. Ltd., KOREA  
Incheon University, KOREA  
Inpac Group Korea Corporation, KOREA  
Interflex, KOREA  
International Convergence Management Association, KOREA  
Jangan University, KOREA  
Jangsoo Industry Co. Ltd., KOREA  
JeonBuk Bank, KOREA  
Joongwon University, KOREA  
Kaya University, KOREA  
KongJu National University, KOREA  
Korea Business Activity Society, KOREA  
Korea Global Peace Foundation, KOREA  
Korea Information Technology & Marketing Association, KOREA  
Korea National Open University, KOREA  
Korea Social Media Agency, KOREA  
Kyungdong University, KOREA  
Kyungmin College, KOREA  
Robust Consulting, KOREA  
Saymyook University, KOREA  
Sejong Cyber University, KOREA  
Seoul Digital University, KOREA  
Shinhan University, KOREA  
Sisun Intl. co., ltd., KOREA  
Small & Medium Business Corporation, KOREA  
Sungkyunkwan University, KOREA  
UCUBE Inc. KOREA  
Yonsei University, KOREA  
Yuhan University, KOREA

[CHINA]

Shandong Institute of Commerce and Technology, CHINA  
Shandong University of Finance and Economics Faculty of Arts, CHINA  
Shandong University of Finance and Economics, CHINA  
Shandong University of Finance, CHINA  
Shandong University of Political Science and Law, CHINA  
Tsinghua University, CHINA

[KAZAKHSTAN]

Al-Farabi Kazakh National University, KAZAKHSTAN  
Institute of Economics of the Ministry of Education and Science, KAZAKHSTAN  
Union of Scientists of Kazakhstan, KAZAKHSTAN

[INDIA]

International Management Institute, INDIA  
Manav Rachna International University, INDIA  
Nimra Institute of Science & Technology, INDIA  
Saveetha University, INDIA

[USA]

SUNY Empire State College, USA  
Boston University, USA  
HB Group, Inc., USA

[IRAN]

Isfahan University of Technology, IRAN

[INDONESIA]

University of Indonesia Kampus UI Baru, INDONESIA

[ZIMBABWE]

Great Zimbabwe University, ZIMBABWE

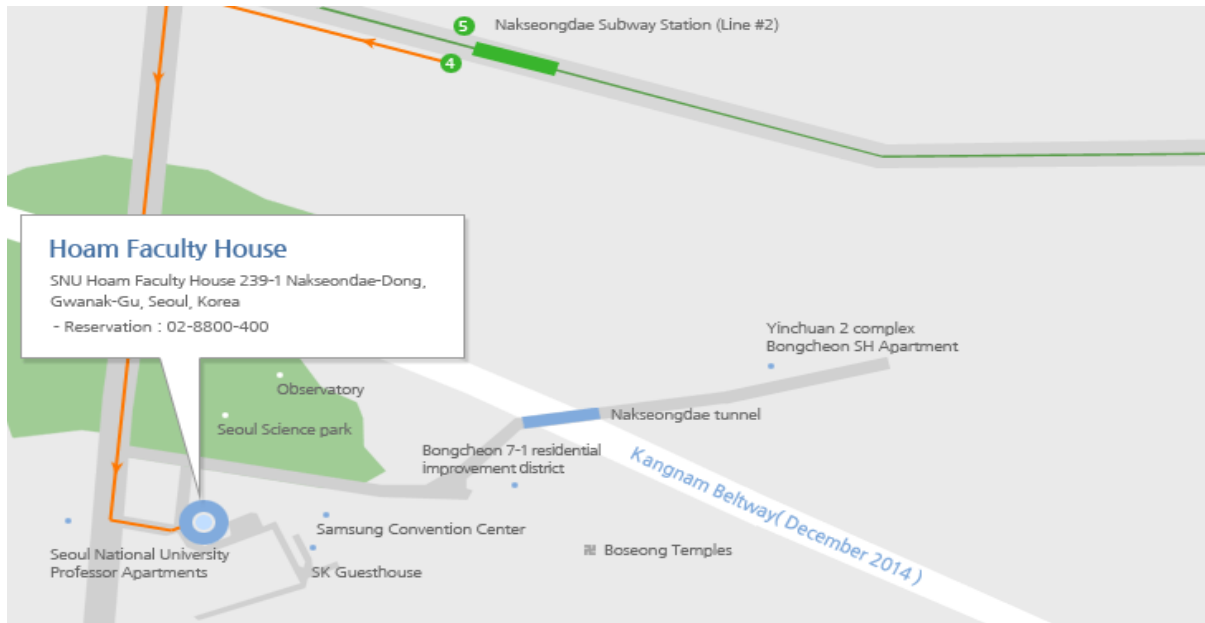
[ALGERIA]

University of Oran, ALGERIA

[OTHERS]

Elias Sanidas, Seoul National University, AUSTRALIA  
Tony Garrett, Korea University, NEW ZEALAND  
Irina Pieschkova, Korea University, NEW ZEALAND  
Fang-Chi Lu, Korea University, TAIWAN  
Prashant Mool, Chosun University, NEPAL

# HOW TO GET TO CONVENTION CENTER, HOAM FACULTY HOUSE, SEOUL NATIONAL UNIVERSITY



## Convention Center

Home > Convention > Convention Center

### 2nd floor

2F Floor Plan



Mugunghwa Hall

392.04 m<sup>2</sup> (118.8 py)

Gallery

Seat

### 1st Floor

1F Floor Plan



Magnolia

172.24 m<sup>2</sup> (52.2 py)

Gallery

Seat



Water lily

87.12 m<sup>2</sup> (26.4 py)

Gallery

Seat



Camellia

75.24 m<sup>2</sup> (22.8 py)

Gallery

Seat

# HOW TO GET TO GOLDEN SEOUL HOTEL





- **Airport Express Subway (It takes about 40 minutes):**

Incheon International Airport (Airport Express Subway) → Kimpo International Airport (Subway Line 9) → Yeomchang (Subway Line 9). Exit 2 → 3 minutes on foot

- **Airport Limousine (It takes about 60 minutes)**

Airport Limousine Bus 6008 (Station 6A) ->> Yeomchangdong Seoul-city-gas stop → 5 minutes on foot

Airport Limousine Bus 6018 (Station 6B) ->> Niagara Hotel stop → 1 minutes on foot

## **GOLDEN SEOUL HOTEL**

Address: 663 Gonghang-daero, Gangseo-gu, Seoul, South Korea

TEL: +82-2-3397-2000 | FAX: +82-2-3397-2002

E-mail: [book@goldenseoul.com](mailto:book@goldenseoul.com)

Homepage: <http://www.goldenseoul.com/>



**Group Code: "KODISA"**  
**Check-in: July 9, 2014**  
**Check-out: July 12, 2014**