

**2016 International Conference  
on Business and Economics (ICBE2016)  
Jeju (Cheju), South Korea, July 07 - 09, 2016  
第10回 國際統合學術大會**

***KODISA***

- Theme: *Science, Technology and Humanities for Business and Economic Sustainability*
- Date: July 07 - 09, 2016.
- Venue: Jeju National University, Jeju (Cheju), Korea
- Organizer: Korea Distribution Science Association (KODISA)



**2016 International Conference  
on Business and Economics (ICBE2016)**

Jeju (Cheju), South Korea, July 07-09, 2016

**第10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

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**JULY 07 - 09, 2016**

**JEJU NATIONAL UNIVERSITY, JEJU (CHEJU), KOREA**

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## 10<sup>TH</sup> INTERNATIONAL CONFERENCE OF KODISA

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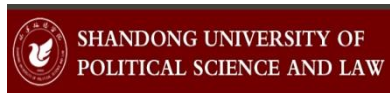
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**2016 International Conference  
on Business and Economics (ICBE2016)  
Jeju (Cheju), South Korea, July 07 - 09, 2016**



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

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## CONFERENCE CO-HOST



## CONFERENCE PROGRAM CO-ORGANIZERS

- Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan
- East Asia Business Economics Association, Korea
- International Convergence Management Association, Korea
- Korea Logistics Research Association, Korea
- Department of Tourism Development, Jeju National University, Korea

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## 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 2016 International Conference on Business and Economics (ICBE2016) being held in Jeju, South Korea, July 7-9, 2016. The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Jeju National University 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 in Asia, 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 128 presentations of full papers, research-in-progress papers, doctoral symposiums, and special panel discussions from 158 scholars, industry leaders, and public policy makers coming from 15 countries. On July 7, 2016, 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 and administrative executives at KODISA, Jeju National University 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 success of the conference together.

Sincerely,



Tao Lv

[President, Shandong University of Political Science and Law, CHINA]  
Conference Co-chair

I would like to congratulate very much opening of the 10th term International Conference under supervision of both the Korea Distribution Science Association (KODISA) and Jeju National University, and Shandong University of Political Science and Law of China. and feel much pleasant to take office of conference Chair of the conference .

As known as China-Korea two countries at FTA negotiation in 2015, the 2016 Summer international conference for the scholars of two countries to visit the other country and to meet two times every year and to The conference offers keynote addresses, formal paper symposia, case study presentations, special sessions, and industry leadership and public policy panel discussions as well as doctoral research seminars. Academia, public policy makers, business leaders, consultants, and doctorate students can choose from a wide range of programs.. It shall increase value of the conference.

Both organizations have made contribution continuously to not only scientific world but also business world in Korea, China and others at the international Conference. As already known, KODISA that opens the conference together with Chinese universities shall be worldwide research society soon in the world beyond Korea and East Asia.

I hope that scholars of the conference from Korea, China and East Asian countries shall increase scientific knowledge to expand research areas and to help associated industries and to be worldwide scholars.

Finally, I hope that this conference shall publish theses of various kinds of areas from July 7 to July 9 to open it successfully, and that all of scholars in the conference would have fruitful and valuable time.

Sincerely,



Jung Sub Park, Ph.D.  
[Chairman, The Korea Logistics Research Association, KOREA]  
Program Co-organizer

Prof. Myoung Kil Youn, Prof. Jung Wan Lee, delegates and attendees to the 2016 International Conference on Business and Economics on Science, Technology and Humanities for Business and Economic Sustainability and guests. I would like to thank the CONFERENCE ORGANIZING COMMITTEE for inviting and welcoming us to co-host this very important conference.

It is my personal honor to be amongst you. What a perfect time to hold this conference on the theme for a changing world. I am delighted that more than 30 foreign scholars from 15 countries from around the world have come to 2016 Jeju International Conference. Our KLRA, as well as speakers and panelists also attended in the country like to say thank you.

I am particularly happy to receive you on Jeju Island, which is famous, among other things, for its unrivalled beauty and unique cultural heritage which are a product of its mix of both continental and ocean features. I wish all participants a pleasant stay in Korea and an enriching experience, both personally and professionally.

I hope that this gathering will provide the opportunity to share the results, facilitate the making of new acquaintances, and strengthen personal friendships among scientists from different parts of the world. And I look forward to an intellectually stimulating during the conference period. I sincerely hope that this conference will bear fruitful results.

Sincerely yours,





Sang-Youn Lee, Ph.D.

[Chairman, The East Asia Business and Economy Association, Korea]  
Program Co-organizer

Welcome all of the delegates and the accompanying persons and guests for the summer 2016 International Conference on Business and Economics (ICBE2016) being held in Jeju, South Korea, July 6-9, 2016. The conference is hosted jointly by the Korea Distribution Science Association (KODISA) , Shandong University of Political Science and Law of China, Korea Business Activity Society and East Asia Business Economics Association.

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 4 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.

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 Business Activity Society 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,



Chul-Ju Park, Ph.D.

[Chairman, The International Convergence Management Association, KOREA]  
Program Co-organizer

We would like to truly welcome all of you who attended the Distribution Science Conference on this good day with our growing dreams as the beautiful fresh green. Also, we truly appreciate all executives of the academic society for their effort into organizing today's event. The International Convergence Management Association (ICMA) celebrates its 3rd year after its establishment 2013 by Professor Kyu-yeol Shim(Gumi University), the first president. It has just sowed its seeds, it is still at a premature, young stage. However, we are putting all of our strength and force into it with confidence that the society will have a prosperous future despite its weak start.

We believe we need to do the following three things for the development of this academic society. First, we must aim for 'entrepreneur spirit' to revive the world economy. A person who explores a change, responds to the change, and used the change as an opportunity is called an entrepreneur, and the challenge spirit of turning the opportunity into a business is called entrepreneur spirit. This is why we must aim for 'entrepreneur spirit' to overcome the dark situation of unstable and faltering global economy. Second, we must aim for 'creative education' that leads the future society. It is said that our future society will be a knowledge-based society, in which it is not an exaggeration to say that a firm's success depends on its ability of changes and innovations. One that will lead changes and innovations is creative individuals. After all, the fruit is generated by creative competent individuals. Third, we must brighten the era with the 'convergence of knowledge.' The world is changing very fast, and it seems that changes and innovations are even more accelerating as time goes by. In an environment with such intense changes, we believe we should walk the path of exhibiting the synergy of convergence by integrating the knowledge various fields instead of becoming an expert in a certain field.

Even though all of these may seem impossible, we can all realize them, gain victory, and smile in the end as long as we want them. A bell must be hit and hurt more to ring and resound faraway. Let's ring the bell of hope so that our academic society can be deeply rooted into the dry land while encouraging each other in the same will.

With our warmest regards,

## CONFERENCE MASTER SCHEDULE

DATE	DAY	TIME	EVENT & VENUE		
July 07	Thu	<b>Jeju National University (Ara campus) College of Economics and Commerce</b>			
			Track 1 [Main Hall]	Track 2 [Hall 0154]	Track 3 [Hall 0158]
		09:00–10:00	Paper Presentations Local Session 1	Paper Presentations Local Session 2	Paper Presentations Local Session 3
		10:00-12:00	Paper Presentations Local Session 4	Paper Presentations Local Session 5	Paper Presentations Local Session 6
		12:00-13:00	Lunch Break	Lunch Break	Lunch Break
		13:00-14:30	Paper Presentations Local Session 7	Paper Presentations Local Session 8	Paper Presentations Local Session 9
		14:30-16:00	Joint Symposium KODISA – KLRA	Joint Symposium KODISA – EABEA	Joint Symposium KODISA – ICMA
Joint Symposiums	Opening Ceremonies, Award Ceremonies, Reception	16:00-18:30	<b>CONFERENCE OPENING CEREMONIES [Conference Hall]</b>		
		18:30-21:00	Paper Presentations :Global Session (1)		
		<b>CONGRESS AWARD CEREMONY AND RECEPTION [Conference Hall]</b>			
July 08	Fri		Track 1 [Main Hall]	Track 2 [Hall 0154]	Track 3 [Hall 0158]
Academic Paper Presentations	08:00-10:00	Paper Presentations Global Session 2	Paper Presentations Global Session 3	Paper Presentations Global Session 4	
	10:00-12:00	Paper Presentations Global Session 5	Paper Presentations Global Session 6	Paper Presentations Global Session 7	
	12:00-13:00	Lunch Break	Lunch Break	Lunch Break	
	13:00-15:00	Paper Presentations Global Session 8	Paper Presentations Global Session 9		
	18:00–20:00	<b>CONGRESS FAREWELL RECEPTION AND DINNER</b>			
July 09	Sat		Track 1 [Main Hall]	Track 2 [Hall 0154]	Track 3 [Hall 0158]
Close	10:00-12:00	Research Networking			
	12:00	Post-Conference Meeting			

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## CONFERENCE PROGRAM SCHEDULE

### Day 1 Schedule: Thursday, July 7, 2016

#### Academic Paper Presentations

##### [Track 1]: Local Session 1 [Main Hall]

##### Session L1: 09:00 – 10:00 Thursday July 7

**Session Chair : Myoung-Kil Youn, Ph.D.**

(Eulji University, KOREA)

**Paper L1: A recognition analysis on traditional market of Chinese compatriot consumers**

Researcher: Kyung-In Cho, Gachon University, KOREA.

Discussant: Pan-Jin Kim, Chodang University, KOREA

**Paper L2: Investigation into consciousness of business foundation motives of small business enterprisers in Korea of multi-cultural families: Focused on business foundation of small business enterprisers of Korean Chinese migrants**

Researcher: Jong-Jin Kim, Eulji University, KOREA.

Myung-Hee Jung, Jungwon University, KOREA

Discussant: Taek Kim, Jungwon University, KOREA.

**Paper L3: Visual Merchandising Concept for Traditional Market in Korea**

Researcher: Jung-Hwa Seo, Market and Design Cooperative, KOREA.

Myoung-Kil Youn, Eulji University, KOREA.

Discussant: Young-Ei Kim, Seoul Digital University, KOREA

#### Academic Paper Presentations

##### [Track 2]: Local Session 2 [0154]

##### Session L2: 09:00 – 10:00 Thursday July 7

**Session Chair : Jang-Hwan Lee, Ph.D.**

(Masan University, KOREA)

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**Paper L4: Analysis of commercial data analysis of shopping center**

Researcher: Ki-Young-Back, Eulji University, KOREA.

Discussant: Young-Ei Kim, Seoul Digital University, KOREA

**Paper L5: Analysis of Preceding Study on Domestic Turnover Predicting Model**

Researcher: Chang-Bum Jin, Eulji University, KOREA.

Myoung-Kil Youn, Eulji University, KOREA,

Discussant: Pan-Jin Kim, Chodang University, KOREA

**Academic Paper Presentations**

**[Track 3]: Local Session 3 [0158]**

**Session L3: 09:00 – 10:00 Thursday July 7**

**Session Chair : Myung-Hee Jung, Ph.D.**

(Jungwon University, KOREA)

**Paper L6: Analysis of Competitiveness in Steel Distribution Industry between China and USA**

Researcher: Jae-Sung Lee, Dongui University, KOREA

Discussant: Jung-Hee Kim, Jeju National University, KOREA.

**Paper L7: A Study on Unfairness of Customers according to New Management Strategy at Polarization of Retail Business for Traditional Market**

Researcher: Chang-Bum Jin, Eulji University, KOREA.

Daniel Kim, Jeju national University, KOREA.

Jong-Jin Kim, Dream Big Institute of Industrial Economics, KOREA.

Myoung-Kil Youn, Eulji University, KOREA,

Discussant: Jae-Sung Lee, Dongui University, KOREA

**Academic Paper Presentations**

**[Track 1]: Local Session 4 [Main Hall]**

**Session L4: 10:00 – 12:00 Thursday July 7**

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

(Sahmyook University, KOREA)

**Paper L8: A study on Supermarkets' business hours cut regulations Policy**

Researcher: Taek Kim, Jungwon University, KOREA.

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Discussant: Lak-Chae Chung, Kongju National University, KOREA

**Paper L9: A Study on Changes of Consumer's Buying Channels between Discount Store and Traditional Market**

Researcher: Hoe-Chang Yang, Jangan University, KOREA.

Young-Ei Kim, Seoul Digital University, KOREA.

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

**Paper L10: The Effects of a Coffee Shop Franchise's e-Service Quality on Long-term Orientation, Consumer Commitment and Satisfaction**

Researcher: Ki-Soo Kim, Kimpo University, KOREA.

Sung-Hun Kim, Kimpo University, KOREA.

Sung-Ho Cho, Kimpo University, KOREA.

Discussant: Taek Kim, Jungwon University, KOREA.

**Academic Paper Presentations**

**[Track 2]: Local Session 5 [0154]**

**Session L5: 10:00 – 12:00 Thursday July 7**

**Session Chair : Jong-Ho Lee, Ph.D.**

(Kongju National University, KOREA)

**Paper L11: Integrated Model of Relationship Marketing: Focusing on the Role of Emotional and Cognitive Process**

Researcher: Prashant Mool, Chosun University, KOREA.

Ji Won Kang, Chosun University, KOREA.

Jong-Chul Park, Chosun University, KOREA.

Discussant: Jongho Lee, Kongju National University, KOREA

**Paper L12: Organizational Factors of the Successful Adoption of User-Centered Design**

Researcher: Seungyong Lee, Yonsei University, KOREA.

Byung-Kwan Kim, Yonsei University, KOREA.

Young-kun Choi, Sangmyung University, KOREA.

Discussant: Lak-Chae Chung, Kongju National University, KOREA

**Paper L13: Vitalization of Sextic Industry for Clean Jeju**

Researcher: Sung-Soo Kim, The Association of Korean Agrifood Sextic Industry, KOREA

Discussant: Jong-Chul Park, Chosun University, KOREA.

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## **Academic Paper Presentations**

### **[Track 3]: Local Session 6 [0158]**

#### **Session L6: 10:00 – 12:00 Thursday July 7**

**Session Chair : Young-Ei Kim, Ph.D.**

(Seoul Digital University, KOREA)

#### **Paper L14: Corporate Governance and the Marginal Value of Cash in Korean Firms**

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

Jeong-Hwan Lee, Hanyang University, Korea.

Discussant: Lak-Chae Chung, Kongju National University, KOREA

#### **Paper L15: The integrated approach of institution based view toward the path of performance in the start-up whose activity in the foreign market**

Researcher: Yeon-Sung Jacobo Cho, Duksung Women's University, KOREA

Dong-Hwan Won, Duksung Women's University, KOREA

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

#### **Paper L16: Care and Justice in Social Service: Toward a political ethics of care**

Researcher: Eun-Jeong Kim, Jungwon University, KOREA.

Discussant: Jeong-Hwan Lee, Hanyang University, Korea.

#### **Paper L17: The Effect of Reputation of Culture Oriented Markets on Revisit Intentions and Word of Mouth Effects for Traditional Markets**

Researcher: Jong-Ho Park, Kongju National University, KOREA

Lak-Chae Chung, Kongju National University, KOREA

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

## **Lunch Break**

**12:00-13:30**

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## **Academic Paper Presentations**

### **[Track 1]: Local Session 7 [Main Hall]**

#### **Session L7: 13:00 – 14:30 Thursday July 7**

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

**Paper L18: The Present Traditional Markets in Korea: focused on the Commercial Building Lease**

Researcher: Dong-Bin Jeong, Gangneung-Wonju National University, KOREA.  
Discussant: Young-Sang Cho, Kongju National University, KOREA

**Paper L19: The Meaning and Future of the FTA between S. Korea and China**

Researcher: Jin-Hwan Kim, Korea National Open University, KOREA  
Discussant: Jong-Ho Park, Kongju National University, KOREA

**Paper L20: A Study on Effects of Social Distance of Multi-cultural Persons in the Korean Society upon Xenophobia Risk Factors**

Researcher: Myung-Hee Jung, Jungwon University, KOREA  
Discussant: Jong-Jin Kim, Eulji University, KOREA

**Paper L21: Hospital Marketing & Management in Kyung Nam Areas**

Researcher: Dong-Hae Lee, Kaya University, KOREA  
Sang-Ki Lee, Kaya University, KOREA  
Discussant: Seung-Chang Lee, Small and Medium Corporation, KOREA

## **Academic Paper Presentations**

### **[Track 2]: Local Session 8 [0154]**

#### **Session L8: 13:30 – 14:30 Thursday July 7**

**Session Chair : Lak-Chae Chung, Ph.D.**  
(Kongju National University, KOREA)

**Paper L22: The Exploratory Research on Service Evaluation model : the application of Retail Industry**

Researcher: Seung-Chang Lee, Small and Medium Corporation, KOREA  
Hoon-Sung Park, Smartbill Opensource R&D Center, KOREA  
Eung-Kyo Suh, Dankook University, KOREA  
Discussant: Dong-Hae Lee, Kaya University, KOREA



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**Paper L23: Effects of LMX and Leaders' Ethical Leadership on Employees' Helping behavior and Burnout**

Researcher: Young-sam Oh, Jangan University, KOREA  
An-sik Kim, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Discussant: Sang-Cheol Kim, Yuhan University, KOREA

**Paper L24: The Growth Strategy of Retail Company: Focusing on new stores expansion of E-mart**

Researcher: Gi-Hwang Lee, University of Marketing and Distribution Sciences, JAPAN.  
Sang-Cheol Kim, Yuhan University, KOREA.  
Discussant: Jang-Whan Lee, Masan University, Korea

**Academic Paper Presentations**

**[Track 3]: Local Session 9 [0158]**

**Session L9: 13:30 – 14:30 Thursday July 7**

**Session Chair : Myung-Hee Jung, Ph.D.**

(Jungwon University, KOREA)

**Paper L25: A Study of advanced assessment model for duty-free shop : Conformity assessment**

Researcher: Seung Eun Lee, Daejeon Health Institute of Technology, KOREA.  
Discussant: Hee-Joong Hwang, Korea National Open University, Korea

**Paper 26: A Study on Relationship Effects Among Perceived Social Support, Job Stress, Organizational Commitment Service Orientation : Focused on Human Resources of Long Term Care Facility**

Researcher: Sung-Deok Lee, Jegwang Longterm Care Facility, KOREA.  
Yong-Cheol Hwang, Jeju National University, KOREA  
Young-Sik Song, Jeju National University, KOREA  
Discussant: Hee-Joong Hwang, Korea National Open University, Korea

**Paper L27: Analysis of Trade Structure in Auto Distribution Industry between Korea and USA**

Researcher: Jae-Sung Lee, Dongui University, KOREA  
Daniel Kim, Jeju National University, KOREA.  
Discussant: Jung-Hee Kim, Jeju National University, KOREA.

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**Paper L28: The Effects of Perceived Values and Consumer Attitudes by Sales Promotion Type**

Researcher: Yu Zhang, Jeju National University, KOREA  
Hyoung-Gil Kim, Jeju National University, KOREA  
Discussant: Jung-Hee Kim, Jeju National University, KOREA.

**Paper L29: Effects of e-Service Scape on Customer Loyalty to Online Shopping Malls Specializing in Eco-friendly Produce**

Researcher: Hee-Young Cho, Jangan University, KOREA  
Yoon-Hwang Ju, Jangan University, KOREA  
Discussant: **Eung-Kyo Suh, Dankook University, KOREA**

**Academic Paper Presentations**

**[Track 1]: Joint Symposium Session 1 [Main Hall]**

**Session J1: 14:30 – 16:00 Thursday July 7**

**2016 KODISA – KLRA Symposium**

**Theme : Business and Sales**

**Organizer: Korea Logistics Research Association**

**Symposium Chair: Jung-Seop Park Ph.D.**

**(Korea Logistics Research Association, Korea)**

**14:30-14:40** Registration  
**14:40-14:50** Chairman's greeting  
**14:50-15:00** Coffee Break  
**15:00-16:00** Session Presentations

**Paper J1-1: The Competitive Strategy of Traditional Markets in the JeJu Region**

Researcher: Jung-Hee Kim, Jeju National University, KOREA.  
Discussant: Moonkyu Kwon, Korea Maritime University, KOREA

**Paper J1-2: A Study on the Plan of Competitive Power Strengthening in the Nadle Store**

Researcher: Moonkyu Kwon, Korea Maritime University, KOREA  
Jungsub Park, Holycity University, KOREA  
Discussant: Taek Kim, Jungwon University, KOREA.

**Paper J1-3: The impact of medical tourism in conjunction with local festivals on the regional financial performance**

Researcher: Giseon Yun, Hoseo University, KOREA  
Jungsub Park, Holycity University, KOREA  
Discussant: Jong-Jin Kim, Eulji University, KOREA

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**Paper J1-4: Effects between the Personality , Consumer's decision-making and goods type on SNS**

Researcher: Jaeun Lee, Shinhan University, Korea.

Discussant: Giseon Yun, Hoseo University, KOREA

**Academic Paper Presentations**

**[Track 2]: Joint Symposium Session 2 [0154]**

**Session J2: 14:30 – 16:00 Thursday July 7**

**2016 KODISA – EABEA Symposium**

**Theme: Asian Business and Economy**

**Organizer: East Asia Business Economics Association**

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

**(Gachon University, Korea)**

**14:30-14:40** Registration  
**14:40-14:50** Chairman's greeting  
**14:50-15:00** Coffee Break  
**15:00-16:00** Session Presentations

**Paper J2-5: The impact of Traditional Korean Restaurant's motivations to dine out and selected attributes on customer satisfaction and customer loyalty**

Researcher: Jae-Chul Nam, Sangmyung University, KOREA.

Sun-Rae Jo, Sangmyung University, KOREA.

Hye-Won Lee, Sangmyung University, KOREA.

Discussant: Myung-Hee Jung, Jungwon University, KOREA.

**Paper J2-6: The Impact of a Franchise Coffee Shop's Service scape Factors and the Ability to Provide Service on Customer Satisfaction and Loyalty**

Researcher: Gyu-sam Hwang, Sangmyung University, KOREA.

Hye-sook Kim, Sangmyung University, KOREA

Sang-youn Lee, Gachon University, KOREA

Discussant: Jae-Sung Lee, Dongui University, KOREA

**Paper J2-7: The Impact of Hospital's Culture Marketing on Customer Emotional Response and Satisfaction**

Researcher: Kyung-A Kim, Sangmyung University, KOREA

Hyung-Chul Kang, Sangmyung University, KOREA

Young-Hun Cho, Sangmyung University, KOREA

Choung-Sub Shin, Sangmyung University, KOREA

Discussant: Jae-Chul Nam, Sangmyung University, KOREA

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**Paper J2-8: The Effects of Traditional Korean Restaurant's Well-Bing Attribute Selection on Customers' Re-Visitation and Word-of-Mouth Intention**

Researcher: Hee-Jong Yang, Sangmyung University, KOREA  
Hang-Sun Baek, Sangmyung University, KOREA.  
Chan-Hee Kim, Sangmyung University, KOREA  
Choung-Sub Shin, Sangmyung University, KOREA  
Discussant: Gyu-sam Hwang, Sangmyung University, KOREA

**Academic Paper Presentations**

**[Track 3]: Joint Symposium Session 3 [0158]**

**Session J3: 14:00 – 16:00 Thursday July 7**

**2016 KODISA – ICMA Symposium**

**Theme: Business and Economic Convergence**

**Organizer: International Convergence Management Association**

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

**(Shamyook University, KOREA)**

**14:30-14:40** Registration  
**14:40-14:50** Chairman's greeting  
**14:50-15:00** Coffee Break  
**15:00-16:00** Session Presentations

**Paper J3-9: The Effects of Premium Sales Promotion on Customer Perceived Quality, Product Category, and Retailer Image**

Researcher: Chul-Joo Park, Sahmyook University, Seoul, KOREA  
Jae-Sung Park, Shamyook University, KOREA  
Discussant: Mi-Jeong Kim, Kyung Sung University, KOREA

**Paper J3-10: Negative spillover effects of other-customer failure**

Researcher: Mi-Jeong Kim, Kyung Sung University, KOREA  
Chul-Joo Park, Sahmyook University, Seoul, KOREA  
Discussant: Jae-Sung Park, Shamyook University, KOREA

**Paper J3-11: A Study on Servitization Strategy to cope with Disruptive Innovation: Focus on the Electric Vehicle Battery Lease Policy**

Researcher: Sang-Hyun Lee, Sahmyook University, KOREA  
Discussant: Myoung-Kil Youn, Eulji University, KOREA

**Paper J3-12: Can It Affect the Importance of Consumer Properties of Food on Purchasing Intention and Satisfaction?: Focusing on Home Meal Replacement**

Researcher: Kyung-Sook Park, Jangan University, KOREA

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Beet-Na Choi, Jangan University, KOREA  
Choon-Ho Lee, Jangan University, KOREA  
Hoe-Chang Yang, Jangan University, KOREA  
Discussant: Sang-Hyun Lee, Sahmyook University, KOREA

**Paper J3-13: The Study on the Relationship between Mobile Technostress and Performance: Focused on the Role of Coping Strategies**

Researcher: Myung-Seong Yim, Sahmyook University, KOREA  
Discussant: Kyung-Sook Park, Jangan University, KOREA

**Paper J3-14: A Study on Sales Promotion of Distribution Channels: Focused on A Company.**

Researcher: Dae-In Kim, Sogang University, KOREA  
Jae-Eom Lee, Sogang University, KOREA  
Yong-Ae Shin, Inha University, KOREA  
Sung-Wook Choi, Sahmyook University, KOREA  
Discussant: Myoung-Kil Youn, Eulji University, KOREA

## **Day 1 Schedule: Thursday, July 7, 2016**

**16:00 – 17:00 Thursday, July 7**

**Opening Ceremonies and Welcoming Addresses [Main Hall]**

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

- 16:00-16:10** Registration
- 16:10-16:20** Welcoming Address, President of Korea Franchise Association, Korea
- 16:20-16:30** Welcoming Address, President of the Shandong University of Political Science and Law, China
- 16:30-16:40** Welcoming Address, Conference Chair, Boston University, USA
- 16:40-16:50** Award Ceremonies for Korea Distribution Science Excellence Awards
- 16:50-17:00** Photo Time

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## **Academic Paper Presentations**

### **[Track 1]: Global Session 4 [Main Hall]**

#### **Session G1: 17:00 – 18:30 Thursday July 7**

**Session Chair : Dr. Jin-Hwan Kim**

(Korea National Open University, KOREA)

**Paper G1-1: Corporate Marketing Strategy for Using Internet Websites and Social Media: The Case of the Ritz-Carlton Hotel**

Researcher: Jung-Wan Lee, Boston University. USA.  
Michael Kwag, Boston University. USA.

**Paper G1-2: A Structural Compendium on Perceptual Displays of Rural India towards the Role and Impact of ICT**

Researcher: Rajasekhara Mouly Potluri, American University of Nigeria. Nigeria.  
Lohith Sekhar Potluri, Amrita University. India.

**Paper G1-3: China's Ascent in World Trade and Associated Shift in Its Trade Structure**

Researcher: D. Tripathi Rao, Indian Institute of Management Lucknow. India.  
Ravi Pathak, CMK at Procter & Gamble, Singapore

**Paper G1-4: A New Policy of Spatial Development of Kazakhstan Economy**

Researcher: Nailya K. Nurlanova, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan. Kazakhstan.  
Anel A. Kireyeva, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan. Kazakhstan.

**Paper G1-5: Oil Rents and Economic Growth: Recent Evidence from Kazakhstan**

Researcher: Seisembay Jumambayev, Al-Farabi Kazakh National University. Republic of Kazakhstan.

**Paper G1-6: The Relationship between Donor Behavior and Financial Statements in Japan**

Researcher: Fuminobu Mizutani, Kanto Gakuin University. Japan.

**Paper G1-7: Trends of the Formation of Information Technology Clusters in Kazakhstan: Effects, Preconditions and Extensive Networks**

Researcher: Anel A. Kireyeva, Institute of Economics. Republic of Kazakhstan.

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## **Day 1 Schedule: Thursday, July 7, 2016**

**18:30 – 21:00 Thursday, July 7**

### **Congress Reception and Award Ceremony Dinner [Main Hall]**

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

**18:30-18:40** BEST PAPER AWARDS CEREMONY

**18:40-19:00** SERVICE COMMENDATION AWARDS CEREMONY

**19:00-21:00** RECEPTION AND DINNER

## **Day 2 Schedule: Friday, July 8, 2016**

### **Academic Paper Presentations**

#### **[Track 1]: Global Session 2 [Main Hall]**

##### **Session G2: 08:00 – 10:00 Friday July 8**

**Session Chair** : : liu lixia, Ph.D.

(Shandong University of Political Science and Law, CHINA)

##### **Paper G2-8: Empirical study and measurement of college students**

Researcher: Zhang guowei, Shandong University of Political Science and Law, China

##### **Paper G2-9: Analysis of Development Current Status of Small Loan Company**

Researcher: Xuguili, Shandong Yingcai University, P.R. China  
Linchunling, Shandong Yingcai University, P.R. China

##### **Paper G2-10: Empirical Study of Dynamic Corporate Governance Based on Chinese-listed SMEs with a PVAR Approach**

Researcher: Lin Shao, QiLu University of Technology, P.R. China  
Li Zhang, Shandong Yingcai University, P.R. China  
Xiaohong Yu, Shandong Yingcai University, P.R. China

##### **Paper G2-11: Studying the Ease of Doing Business and Comparing its difference between Korea, Rep. and China**

Researcher: Luo Jiqui, Shandong Institute of Commerce and Technology, China

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## **Academic Paper Presentations**

### **[Track 2]: Global Session 3 [0154]**

**Session G3: 08:00 – 10:00 Friday July 8**

**Session Chair : Dr. Shuai Su**

(Shandong University of Political Science and Law, CHINA)

**Paper G3-12: A Comparative Analysis of Competition Clauses in KORUS**

Researcher: Wang Liwu, Shandong University of Political Science and Law, China

**Paper G3-13: The impact of country image on the chinese female` consumers purchase intention**

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

**Paper G3-14: Analysis of sales Industry in Shandong Province Based on huff model**

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

**Paper G3-15: Globalization Strategy for China's Film Industry**

Researcher: Zhang Ruonan, Shandong University of Political Science and Law, China

Zhao Lingxia, Shandong University of Political Science and Law, China

Niu Jing, Shandong University of Political Science and Law, China

## **Academic Paper Presentations**

### **[Track 3]: Global Session 4 [0158]**

**Session G4: 08:00 – 10:00 Friday July 8**

**Session Chair : Lak-Chae Chung, Ph.D.**

(Kongju National University, KOREA)

**Paper G4-16: The U.S. Airline Industry Since 1978**

Researcher: Dong-Ho Kim, SUNY Empire State College, USA.

**Paper G4-17: Starbucks and Business Ethics**

Researcher: Yoo-Nah Hahn, SUNY Empire State College, USA.

Dong-Ho Kim, SUNY Empire State College, USA.

**Paper G4-18: Contemporary Leadership Style: Transactional Leadership**

Researcher: Dong-Ho Kim, SUNY Empire State College, USA.

Yoo-Nah Hahn, SUNY Empire State College, USA.

Margaret Sithole, SUNY Empire State College, USA.



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## **Day 3 Schedule: Saturday, July 09, 2016**

**10:00-11:00 Saturday, July 9, 2016**

**Research Networking**

**11:00 Saturday, July 9, 2016**

**Post-Conference Meeting**

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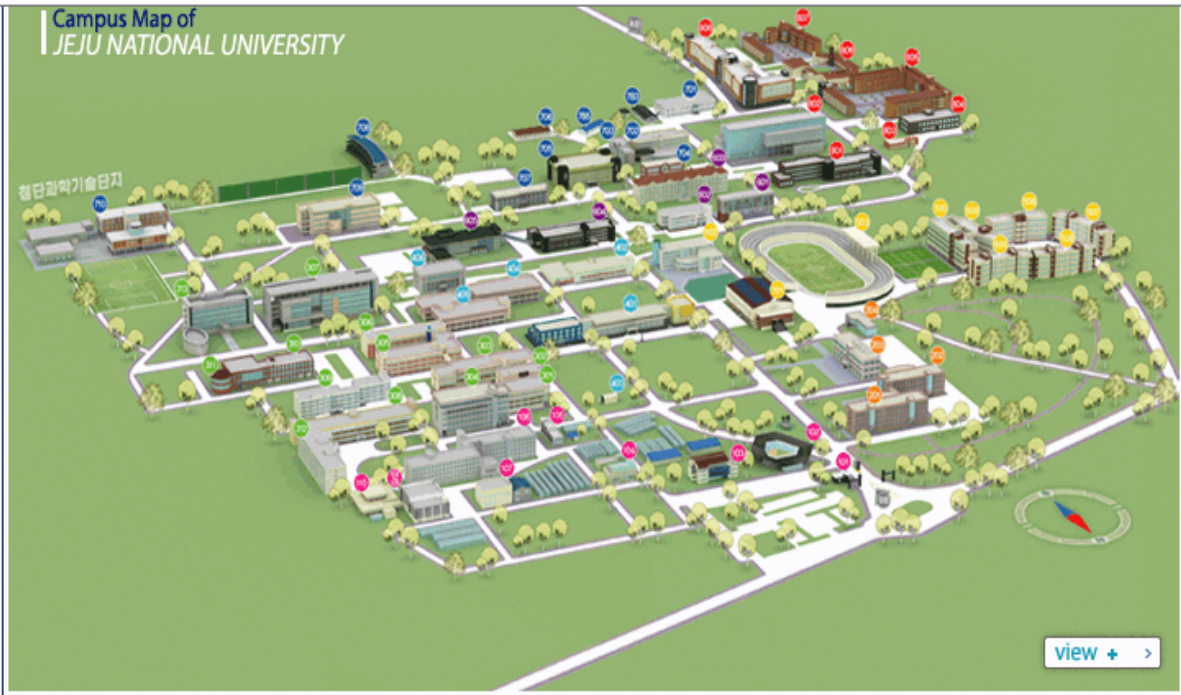
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# HOW TO GET TO JEJU NATIONAL UNIVERSITY ARA CAMPUS INTERNATIONAL CENTER (#702 GUEST HOUSE)



- |   |   |  |
|---|---|--|
| <b>101</b> Main Gate & Guard Post(Infomation)                       | <b>401</b> Administration                       | <b>701</b> Veterinary Clinic                           |
| <b>102</b> Cultural Exchange Center, Museum                         | <b>402</b> College of Law & Politice Science    | <b>702</b> Guest House                                 |
| <b>103</b> The Center for Scientific technology of Citrus & Flowers | <b>403</b> Outdoor Concert Hall                 | <b>703</b> Continuing Education Center                 |
| <b>104</b> Agriculture Business Incubator Center                    | <b>404</b> College of Education I               | <b>704</b> Faculty Hall                                |
| <b>105</b> Electric Condenser Room                                  | <b>405</b> College of Education II              | <b>705</b> University Library I                        |
| <b>106</b> College of Natual Sciences I                             | <b>406</b> Information Telecommunication Center | <b>706</b> Artficial Heart BT Center                   |
| <b>107</b> Subtropica Horticulture Research Institute               |   | <b>707</b> Dept. of Fine Arts/ Fine Arts Building      |
| <b>108</b> Technology Innovation Center                             |   | <b>708</b> Golf Driving Range                          |
| <b>109</b> Technology Innovation Center                             |   | <b>709</b> Medical School                              |
| <b>110</b> Applied Radilogical Science Research Institute           |   | <b>710</b> Jeju Bio-industry Center                    |
|   |   | <b>783</b> Veterinary Medicine Department Lecture Hall |
|   |   | <b>785</b> Anatomy Laboratory                          |
| <b>201</b> College of Natural Sciences II                           | <b>501</b> Gymnasium                            | <b>801</b> College of Humanities I                     |
| <b>202</b> Research Instrument Center                               | <b>502</b> Student Union Hall                   | <b>802</b> College of Humanities II                    |
| <b>203</b> Law School I   | <b>503</b> Athletic Field Viewing Platform      | <b>803</b> Music Practce Room                          |
| <b>204</b> Restaurant   | <b>505</b> School Personnel Welfare Building A  | <b>804</b> School of Music                             |
|   | <b>506</b> School Personnel Welfare Building B  | <b>805</b> Student Dormitory I                         |
|   | <b>507</b> School Personnel Welfare Building C  | <b>806</b> Student Dormitory II                        |
|   | <b>508</b> School Personnel Welfare Building D  | <b>807</b> Student Dormitory III                       |
|   | <b>509</b> School Personnel Welfare Building E  | <b>808</b> Student Dormitory IV                        |
|   | <b>510</b> School Personnel Welfare Building F  |  |

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# HOW TO GET TO JEJU NATIONAL UNIVERSITY ARA CAMPUS INTERNATIONAL CENTER (GUEST HOUSE)

Address: Jeju National University Ara Campus International Center  
102 Jejudaehak-Ro, Jeju-Si, Jeju Province, Republic of Korea, 690-756  
PHONE : (+82 64) 754-2491, FAX : (+82 64) 729-7296  
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**Group Code: "KODISA"**



## **Airport Limousine Bus #500 (It takes about 35 minutes)**

**The bus bound for “Jeju National University Ara Campus”**

1. Take a "#500 Airport Limousine Bus" at GATE.
2. Get off at the last stop "Jeju National University Ara Campus"
3. The bus fare is 2,000 Korean won by cash.

