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2015 Korean Scholars of Marketing Science International Conference

Theme: Marketing and Management for the Sustainable Future

Venue: Samsung Hall, Yonsei University, Seoul, Republic of Korea

Date: November 14th-15th, 2015

Conference Chair: Dae Ryun Chang (Yonsei University)

Host: Center for Sustainable Culture & Service, Yonsei University

Organizers: Korean Scholars of Marketing Science
Global Alliance of Marketing & Management Associations

Partners: Australian & New Zealand Marketing Academy
Keio University
Eco-Design Center of Dong-A University
National Research Foundation of Korea
Korea Economy & Management Development Institute

Sponsor: FASHION LAND Co., Ltd

Sponsoring Journals: Journal of Global Scholars of Marketing Science
Journal of Global Fashion Marketing

Proceedings Editor: Juran Kim (Jeonju University)



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PROGRAM

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

2015 KSMS International Conference Proceedings Website:

- Go to: <http://www.kams.org/main.html>
- Click 'Proceedings'

Nov. 14 th , 2015	PROGRAM (Room)
09:00-11:30	2015 Doctoral Dissertation Competition (B105)
	2015 Global Business Review Competition (B110)
11:00~11:30	Editorial Board Meeting: Journal of Global Scholars of Marketing Science (112)
11:30~12:00	Editorial Board Meeting: Journal of Global Fashion Marketing (112)
12:00~12:30	Board Meeting (112)
12:00~13:00	Lunch (105 & B110)
12:30~13:00	Registration (Lobby of the 1 st floor)
13:00~13:50	Opening Ceremony (ChoiSoon Hall) Presider: Tony Garrett (Korea University) - Welcoming Speeches: Dae Ryun Chang (Yonsei University), Conference Chair Seong-Yeon Park (Ewha Womans University), KSMS President - Keynote Speech: The creativity imperative Darren Dahl (University of British Columbia) Editor-in-chief of Journal of Consumer Research
14:00~15:30	Academic Sessions Part I and Symposia 1.1 2015 ANZMAC-KSMS Joint Symposium I: Retail Management and Online Marketing (406) 1.2 2015 Big Data Marketing Symposium/Marketing Strategy (508) 1.3 Service Marketing and Management (303) 1.4 Fashion Marketing Research (305) 1.5 Product and Innovation Management/ Food, Hospitality and Tourism Marketing I (308) 1.6 Neuromarketing/Customer Equity & Consumer Behavior (206) 1.7 Consumer Research and Marketing Communication (412) 1.8 Advances in Consumer Research on Luxury Branding I (512) 1.9 Cultural Marketing and Performing Arts (710) 1.10 Consumer Behavior and Psychology in Global Market I (307)

15:45~17:15	Academic Sessions Part II and Symposia 2.1 2015 ANZMAC-KSMS Joint Symposium II: Brand Management (406) 2.2 2015 Keio University-GAMMA Joint Symposium I (412) 2.3 2015 Mapping Consumer Culture in Asia Symposium (303) 2.4 2015 Global Fashion Market Equity Symposium for Traditional Market/Sustainability and Social Network Platform (206) 2.5 Food, Hospitality and Tourism Marketing II (308) 2.6 Eco-Design & Marketing Symposium: Marketing & Management for the Sustainable Future - Design, Art, Culture & Brand Management (508) 2.7 Sport Management Research & Sport Industry (710) 2.8 Advances in Consumer Research on Luxury Branding II (512) 2.9 B2B Marketing and Sales Management (305) 2.10 Consumer Behavior and Psychology in Global Market II (307)
17:30~18:00	Reception (105) - Award Ceremony: JGSMS Best Paper Award 2015 / JGFM Best Paper Award 2015 Best Conference Paper Award / KSMS Excellent Service Award KSMS Doctoral Dissertation Competition Award 2015 Global Business Review Competition Award 2015
Nov. 15th, 2015	PROGRAM (Room)
10:00-12:00	Symposium (B110) 3 2015 Keio University – GAMMA Joint Symposium II

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PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Keynote Speech (ChoieSoon Hall) 13:00~13:50

Keynote Speaker: Darren Dahl (University of British Columbia)

- **The creativity imperative**
 - Darren Dahl (University of British Columbia)
Editor-in-chief, Journal of Consumer Research

Academic Session I

Session 1.1 2015 ANZMAC-KSMS Joint Symposium I: Retail Management and Online Marketing (406) 14:00-15:30

Symposium Co-Chairs: Ian Phau (Curtin University)
Tony C. Garrett (Korea University)

-
- **Borrow and return: Application of TPB in retail borrowing**
 - Michael Lwin and Wai Jin (Thomas) Lee (Curtin University)
 - **New customer power in retailing environment**
 - Jong-Kuk Shin (Pusan National University), Min-Sook Park (Catholic University of Pusan), and Yong Ju (Pusan National University)
 - **Category sales and web browsing behavior in Japan**
 - Akira Shimizu (Keio University)
 - **The relationship between daily mood and psychological distance in online shopping**
 - Joonheui Bae and Dongmo Koo (Kyungpook National University)
 - **The effects of sustainability marketing and cost management activities of fashion brands on competitive advantage and performance**
 - Ik Choi, Eunju Ko and Hyun Min Kong (Yonsei University)
-
- Discussion Leader:** Seung Yun Lee (Konkuk University)
-

Session 1. 2 2015 Big Data Marketing Symposium/Marketing Strategy (508) 14:00-15:30

Co-Chairs: Jaihak Chung (Sogang University)
Minjung Park (Ewha Womans University)
Jongho Lee (Korea University)

• **The development of the fashion corpus dictionary by applying the social big data analysis system**

- Ran Jegal, Minjung Park (Ewha Womans University) and Seyoon Jang (Korea Color & Fashion Trend Center)

• **A study on advertising effect of hashtag: Focus on SPA Brands' SNS**

- Jiye Shin and Eunju Ko (Yonsei University)

• **Utilizing qualitative information in online reviews for sales forecasting: The value of functional and emotional user-generated content**

- Seongsoo Jang (ESC Rennes School of Business), Jaihak Chung (Sogang University) and Vithala R. Rao (Cornell University)

• **Market orientation: A contrastive analysis between local and multinational insurers**

- Mark Kam Loon Loo (Concordia University of Edmonton)

• **Inventor retention: The key to acquire target firms' knowledge through technological M&As**

- John Han, Klaus Marhold and Jina Kang (Seoul National University)

• **Coopetition and NPD performance: Does firm size and competition intensity have an effect?**

- Sungkyu Lee, Tony C. Garrett and Jong-Ho Lee (Korea University)

Discussion Leader: Han Mo Oh (Chonbuk National University)

Session 1.3 Service Marketing and Management (303) 14:00-15:30

Session Chair: Sunmee Choi (Yonsei University)

• **The effect of feedback design on customer willingness to comply with the feedback**

- Shinyoung Kim, Sunmee Choi (Yonsei University) and Rohit Verma (Cornell University)

• **Service justice and mediating effect of service authenticity in service recovery situation**

- Myoung-A An and Sang-Lin Han (Hanyang University)

• **Predicting Australian consumers' intention to use ridesharing services: Theory of planned behaviour**

- Angela Fortunata Djayanegara and Isaac Cheah (Curtin University)

• **Applying sustainable marketing to social network platform services**

- Chang Suk Choi and Kyung Hoon Kim (Changwon National University)

• **Effects of para-social interaction on customer equity in social network service**

- Chun Lin Yuan (Henan University), Juran Kim (Jeonju University),
Kyung Hoon Kim (Changwon National University) and Xiao Lei Yu (Henan University)

Discussion Leader: Minas Kastanakis (ESCP Europe)

PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 1.4 Fashion Marketing Research (305) 14:00-15:30

Session Chair: Minjung Park (Ewha Womans University)

-
- **The influence of country of origin on luxury purchase intention: Focusing on the moderating effects of gender and involvement**

- Heejin An and Minjung Park (Ewha Womans University)

-
- **Sportswear brands' experiential events on event satisfaction and brand loyalty**

- Deokyou Kang, Hankyu Kim and Mi Young Lee (Inha University)

-
- **High hopes on the high street: An examination of international mid-market fashion brands cueing up to enter China via Hong Kong's high street**

- Anne Peirson-Smith (City University of Hong Kong)

-
- **Design attributes for design-driven innovation: Focusing on differences in perception between designers and consumers**

- Jaehee Chung and Jinghe Han (Yonsei University)

Discussion Leader: Hyunju Jung (Dongueui University)

Session 1.5 Product and Innovation Management/ Food, Hospitality and Tourism Marketing I (308) 14:00-15:30

Session Chairs: C. Anthony Di Benedetto (Temple University)
Sunny Ham (Gachon University)

-
- **Cross-functional integration in the sustainable new product development process: The role of the environmental specialist**

- Ebru Genc (Abdullah Gul University) and C. Anthony Di Benedetto (Temple University)

-
- **Product design innovation and consumption value of online game items**

- Sang Jin Kim, Kyung Hoon Kim and Kyeong Kook Jang (Changwon National University)

-
- **Conceptualising hedonic bingeing in the context of travel destinations**

- Zorana Soldat and Vanessa Quintal (Curtin University)

-
- **Perceived benefits, perceived barriers and customer use of menu labeling at restaurants : Application of health belief model**

- Jinyi Jeong and Ilsun Yang (Yonsei University)

-
- **How to design and deliver stories about tourism destinations: Case of Jancun village, Taiwan**

- Jong-Hyeong Kim (Curtin University) and Hyewon Youn (Sookmyung Women's University)

Discussion Leader: Graham Ferguson (Curtin University)

Session 1.6 Neuromarketing/Customer Equity & Consumer Behavior (206) 14:00-15:30

Session Chair: Eun-Ju Lee (Sungkyunkwan University)

• **Brain's Synchrony as Indicator of Cortical Integration: From Basics to Scientific Application**

- Gusang Kwon (Sungkyunkwan University), Min-Young Kim (Korea Research Institute of Standards and Science), Sanghyun Lim (Korea Research Institute of Standards and Science/University of Science and Technology), Hyukchan Kwon (Korea Research Institute of Standards and Science), Yong-Ho Lee (Korea Research Institute of Standards and Science), Kiwoong Kim (Korea Research Institute of Standards and Science/University of Science and Technology) and Minah Suh (Sungkyunkwan University)

• **Detecting purchasing intention in real-time while consumers watch TV home shopping programs**

- Hyunjun Shin and Eun-Ju Lee (Sungkyunkwan University)

• **How to make sense out of random hemodynamics NIRS data**

- Kyoung Cheon Cha (Dong-A University) and Eun-Ju Lee (Sungkyunkwan University)

• **Examining gender differences in hedonic adaptation's impact on intention to engage in a cosmetic procedure**

- Abhinav Sood and Vanessa Quintal (Curtin University)

• **The role of customer equity in market structure**

- Tae Ho Song (Pusan National University), Ji Yoon Kim and Sang Yong Kim (Korea University)

• **Examining the impact of past experience on intention to engage in a cosmetic procedure**

- Abhinav Sood and Vanessa Quintal (Curtin University)

• **Confucian thought, sustainable marketing and customer equity**

- Yang Sun (Korea Economy and Management Development Institute), Tony C. Garrett (Korea University), Kyung Hoon Kim and Sang Jin Kim (Changwon National University)

Discussion Leader: Marina Sheresheva (Lomonosov Moscow State University)

Session 1.7 Consumer Research and Marketing Communication (412) 14:00-15:30

Session Co-Chairs: Darren Dahl (University of British Columbia)
Yung Kyun Choi (Dongguk University)

• **The impact of trolling on online marketing communications**

- Yuri Seo (Victoria University of Wellington), Angela Gracia B. Cruz (Monash University) and Mathew Rex (Victoria University of Wellington)

• **When words speak louder than pictures: The effects of psychological distance and product purchase cycle on advertising persuasiveness**

- Yung Kyun Choi (Dongguk University), Sukki Yoon (Bryant University), Kacy Kim (Elon University) and Yeonshin Kim (Myongji University)

• **Effects of design innovation attributes on customer value in developing fashion items using 3D printing technology**

- Jinghe Han and Eunju Ko (Yonsei University)

• **Consumer responses to e-mass customization: self-congruity, product benefit, perceived quality, and product attachment**

- Minjung Park (Ewha Womans University) and Jungmin Yoo (Duksung Women's University)

• **Factors influencing consumers' adoption of a wearable device**

- Saraphine Pang, Taeyoung Kim, Su Kyung Kang Ilseog Oh (Korea University) and Sejung Marina Choi (Korea University)

Discussion Leader: Byung Kyu Kim (Yonsei University)

PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 1.8 Advances in Consumer Research on Luxury Branding I (512) 14:00-15:30

Session Chair: Eun Young Kim (Chungbuk National University)

• **Understanding the influence of guilt on counterfeit shopping**

- Min Teah, Siobhan Hatton-Jones and Michael Lwin (Curtin University)

• **Interaction effects of consumer personality and conspicuousness of brand's logo on luxury product purchasing intention**

- Ye-Jin Seo, Hee-sun Oh (Pukyong National University) and Sung-ki Min (Yeungnam University)

• **Investigating and measuring luxury brand attachment**

- Anwar Sadat Shimul and Michael Lwin (Curtin University)

• **Why do consumers buy mimic luxury brands**

- Weiwei Zhang and Min Teah (Curtin University)

Discussion Leader: Hidesuke Takata (Keio University)

Session 1.9 Cultural Marketing and Performing Arts (710) 14:00-15:30

Session Chairs: Hwa Suk Lee (Chonbuk National University)
Jung Mi Nam (Chonbuk National University)

• **A study on the elderly images and role of ballet**

- Joohee Kim (Sungkyunkwan University)

- Discussant: Eunhye Park (Ewha Womans University)

• **Research of the culture and arts education through local school practices Johyun**

- Kim Eun Young (Dongguk University)

- Discussant: Myoung-Ju Lee (Seoul Hoseo Art College)

• **The effects of information quality on user satisfaction and intention to continued use in the SNS utilization of professional dance groups**

- Seung Hye Jung (Kyung Hee University)

- Discussant: Sun-Hee Cho (Kyung Hee University)

Session 1.10 Consumer Behavior and Psychology in Global Market I (307) 14:00-15:30

Session Chair: Hye-Jeung Cho (Ewha Womans University)

• **Choice difficulty, naïve theories, and choice deferral behaviors**

- Hyejeung Cho (Ewha Womans University)

• **Apple and Xiaomi smartphones: Does country of origin have an influence?**

- Israel Nai and Isaac Cheah (Curtin University)

• **How envy makes you take risks**

- Mijin Kwon, Youngjee Han and Myungwoo Nam (Sungkyunkwan University)

• **What are the emotional and rational factors that drive young consumers to compulsively purchase luxury branded products?**

- Michael Lwin (Curtin University)

• **Consumer preference for the visual access and exposure of consumption space: The role of power and self-construal**

- Huiyun Yang and Hyejeung Cho (Ewha Womans University)

Discussion Leader: Ikuo Takahashi (Keio University)

Academic Session II

Session 2.1 2015 ANZMAC-KSMS Joint Symposium II: Brand Management (406) 15:45-17:15

Symposium Co-Chairs: Ian Phau (Curtin University)
Tony C. Garrett (Korea University)

• **When and how does brand orientation build strong brands?**

- Wai Jin (Thomas) Lee (Curtin University), Aron O'Cass (University of Tasmania) and Phyra Sok (Queensland University of Technology)

• **Co-creating stakeholder and brand identities: A cross-cultural consumer perspective**

- Minas N. Kastanakis and Benjamin Voyer (ESCP Europe)

• **Brand attachment as formed through socialization agents and social networking site use**

- Jong-Kuk Shin (Pusan National University), Min-Sook Park (Catholic University of Pusan) and Corey Allen Ross (Catholic University of Pusan)

• **Consumers' perception towards Asian cosmetic brands in Australia: A case study of Shiseido project**

- Weiwei Zhang and Min Teah (Curtin University)

• **Packaging-communicated authenticity in luxury Korean cosmetics: The case of ginseng and snail mucus**

- Sean Lee, Aaron Lim and Vanessa Quintal (Curtin University)

Discussion Leaders: Jina Kang (Seoul National University), Hyun Sook Shim (Baewha Women's University)

PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.2 2015 Keio University-GAMMA Joint Symposium I (412) 15:45-17:15

Symposium Co-Chairs: Ikuro Takahashi (Keio University)
Eunju Ko (Yonsei University)

• **Who create better ads?: The advertising effectiveness of the consumer-generated ads**

- Yasuto Nishimori, Sari Yamamoto, Mizuki Yano, Deru Liu and Akinori Ono (Keio University)

• **The effects of PPL on TV dramas: Does the exposure of brand name affects viewer's purchase intention?**

- Hyesoo Kim and Heeju Chae (Yonsei University)

• **Marketing strategies of video games - analysis of POSA system from the perspective of principal-agent problem**

- Charles Hatake, Baiju Liu, Ryosuke Ohashi, Keiichi Shimizu and Yunchaol Jeong (Keio University)

• **The effect of private label brands on store loyalty**

- Moena Furusaka, Takaaki Inoue, Misaki Ito, Taiki Hiraga, Kosuke Kawano, Sangwoo Lee, Kojiro Ono, Rika Suzuki and Ikuro Takahashi (Keio University)

Discussion Leader: Vanessa Quintal (Curtin University)

Session 2.3 2015 Mapping Consumer Culture in Asia Symposium (303) 15:45-17:15

Session Chairs: Jaihak Chung (Sogang University)
Changju Kim (Ritsumeikan University)

• **Measurement of behavioral experience: Scale development and validation**

- Hikaru Makino (Ritsumeikan University)

• **Product rejuvenation by co-creating value with customers: Case studies of declining industries in Japan**

- Mari Yoshida (Ritsumeikan University)

• **The Portrayal of older models in television commercials and Malaysian generation Y's brand favourability**

- Izian Idris (Sunway University)

• **Brand webtoon: A preliminary study of an emerging form of branded entertainment**

- Su Kyung Kang, Hannah Kang and Sejung Maraina Choi (Korea University)

Discussion Leader: Anne Peirson-Smith (City University of Hong Kong)

Session 2.4 2015 Global Fashion Market Equity Symposium for Traditional Market/Sustainability and Social Network Platform (206) 15:45-17:15

Symposium Co-Chairs: C. Anthony Di Benedetto (Temple University)
Eunju Ko (Yonsei University)

-
- **The effects of multi-channel attributes on customer equity drivers and consumer response: Focused on Dongdaemun-based fashion brands**
- Jeonmi Ko and Eunju Ko (Yonsei University)

 - **The relationships among service quality, customer equity and customer satisfaction in traditional markets**
- Huanzhang Wang, Kyung Hoon Kim, Sang Jin Kim and Sung Hwan Yeo (Changwon National University)

 - **Resources, capabilities, and sustainable competitive advantage in a traditional fashion market: Focus on customer equity**
- Sunghwa Yong and Eunju Ko (Yonsei University)

 - **Consumer behavior for sustainable fashion product: Focused on role of search and evaluation process**
- Hyun Min Kong and Eunju Ko (Yonsei University)

 - **Exploring sustainability index in fashion industry**
- Huanzhang Wang, Kyung Hoon Kim, Sang Jin Kim and Eung Jin Lee (Changwon National University)

 - **Exploratory research of sustainable fashion: Perception of consumers and experts**
- Min Young Lee, Jinghe Han, Eunha Chun and Eunju Ko (Yonsei University)

 - **Consumers' assessment of sustainable convergence activities for fashion brand and its effects on brand attitude and purchase intention**
- Suhyun Park and Eunju Ko (Yonsei University)

 - Discussion Leader:** Honglei Liu (University of Dalian Foreign Languages)

Session 2.5 Food, Hospitality and Tourism Marketing II (308) 15:45-17:15

Session Chair: Sunny Ham (Gachon University)

-
- **The development of the food product indexical-iconic authenticity scale**
- Sean Lee and Vanessa Quintal (Curtin University)

 - **Application of foodtech to restaurant industry**
- Keumsil Lee (Jangan University) and Sunny Ham (Gachon University)

 - **Examining the comparative influences of memorable tourism experiences, destination image and satisfaction on future behavior**
- Jong-Hyeong Kim, Johan Liang (Curtin University) and Hyewon Youn (Sookmyung Women's University)

 - **Conceptualising hedonic adaptation of cosmetic procedures in the context of medical tourism**
- Abhinav Sood and Vanessa Quintal (Curtin University)

 - Discussion Leader:** Jong-Hyeong Kim (Curtin University)

PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.6 Eco-Design & Marketing Symposium: Marketing & Management for the Sustainable Future - Design, Art, Culture & Brand Management (508) 15:45-17:15

Session Chairs: Juran Kim (Jeonju University)
Sangdo Oh (UNIST)

• **Corporate social responsibility, ethnocentrism, moral decoupling and global brands**

- Dae Ryun Chang, Eric Lee, Hosun Lee, Joonsuk Jang (Yonsei University School of Business) and Boinn Chang (Yonsei University School of Business)

• **The effects of sustainable marketing mix for customer experience on customer equity**

- Namhee Jin, Jaesu Kim, Kyung Hoon Kim and Kyong Ryul Koo (Changwon National University)

• **Sustainability, conglomerates, and agency costs**

- Kyung-Tae Gong (Jeonju University)

• **Fashion tells us everything: The effects of product endorsers' fashion on consumer judgment**

- Jungyun Kang and Hakkyun Kim (Sungkyunkwan University)

• **Dilution effect of irrelevant information in movie reviews**

- Seung Yun Lee (Konkuk University) and Sangdo Oh (UNIST)

• **The moderating role of word-of-mouth acceleration on the effect of online consumer reviews for movies**

- Sunho Jung (Kyung Hee University), Seung Yun Lee (Konkuk University) and Sangdo Oh (UNIST)

Discussion Leader: Eun Joo Park (Dong-A University)

Session 2.7 Sport Management Research & Sport Industry (710) 15:45-17:15

Session Chair: Kihan Kim (Seoul National University)

• **The influence of customer value co-creation behavior on perceived value, satisfaction, and behavioral intention in fitness centers**

- Weisheng Chiu and Doyeon Won (Yonsei University)

• **Development of the scale of sport broadcasting for public good**

- Yeayoung Noh, Yoonhee Park, Yoonji Ryu and Kihan Kim (Seoul National University)

• **The relationship between customer participation behavior, customer citizenship behavior, service encounter satisfaction and service quality in sport centers**

- Hongryol Kim and Doyeon Won (Yonsei University)

• **Influence of fit of pro sports teams' CSR activities on consumers' attitudes: The moderating role of persuasion knowledge theory**

- Kyungyeol Kim and Kihan Kim (Seoul National University)

Discussion Leader: Doyeon Won (Yonsei University)

Session 2.8 Advances in Consumer Research on Luxury Branding II (512) 15:45-17:15

Session Chair: Yuri Seo (Victoria University of Wellington)

-
- **Predictors of purchase intention of luxury south sea pearls and the moderating role of consumer knowledge**
- Brian 't Hart and Min Teah (Curtin University)
 - **Customer perceptions and customer loyalty in luxury hotels: Evidence from Moscow, Russia**
- Marina Sheresheva and Ksenia Yakuba (Lomonosov Moscow State University)
 - **Explaining preference for brand prominence on luxury fashion goods: Males versus females**
- Graham Ferguson and Zoe Thwaites (Curtin University)
 - **The luxe of counterfeits: Examining the behavioural difference between buyers and non-buyers**
- Min Teah and Siobhan Hatton-Jones (Curtin University)

Discussion Leader: Min Teah (Curtin University)

Session 2.9 B2B Marketing and Sales Management (305) 15:45-17:15

Session Chair: Sang-Lin Han (Hanyang University)

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- **Determinants of entrepreneurship and the effects of entrepreneurship on performance of salesperson**
- Kyung Sik Jung and Sang-Lin Han (Hanyang University)
 - **Effects of corporate social responsibility on relationship performance in B2B market**
- Jong Won Lee (Kimpoo University)
 - **How the environmental element influence on Chinese steel industry**
- Xiaodong Dong (University of Science and Technology Liaoning) and Yang Sun (Korea Economy and Management Development Institute)
 - **Relationships among buyers' purchasing strategies, suppliers' transaction specific investment and supplier performance**
- Jeimhong Yoon and Junyeon Moon (Hanyang University)

Discussion Leader: Jaesu Kim (Volvo Group Korea Co.)

PROGRAM IN DETAIL

2015 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.10 Consumer Behavior and Psychology in Global Market II (307) 15:45-17:15

Session Chair: Jong Kuk Shin (Pusan National University)

• **The asymmetric effects of ethical transgressions on brand attitude toward underdog versus Top-Dog brands**

- Kiwan Park and Yae Ri Kim (Seoul National University)

• **Measuring the perceptions of retail shelf- displays: Scarcity and shelf organisation**

- Siobhan Hatton-Jones, Min Teah and Isaac Cheah (Curtin University)

• **The antecedents and consequence of Korean cultural products consumption**

- Joonheui Bae, Chang-Han Lee and Dong-Mo Koo (Kyungpook National University)

• **Does awareness really matter? The issue of forced labour and consumer behaviour**

- Brian 't Hart, Elaine Sutrisna and Wesley Lim (Curtin University)

• **The effects of mobile application experience on customer equity: Focused on open market in Korea**

- Dayun Jeong and Eunju Ko (Yonsei University)

Discussion Leader: Chang-Han Lee (Kyungpook National University)

Session 3 2015 Keio University-GAMMA Joint Symposium II (B 110) 9:30-11:30, Nov. 15th, 2015

Symposium Co-Chairs: Ikuo Takahashi (Keio University)
Eunju Ko (Yonsei University)

• **Responsive and proactive market orientations: Antecedents and effects on performance**

- Nanoko Abe, Hiroki Sano, Kohei Nakaji, Yuka Mafune and Hidesuke Takata (Keio University)

• **Korean trendy drama - access to sustainable Hallyu culture**

- Joo Hee Park and Heeju Chae (Yonsei University)

• **How to make brand equity in first purchasing**

- Yume Chiba, Kota Isozaki, Risa Tagawa, Yuji Wakisaka and Akira Shimizu (Keio University)

• **K-Enter: The next step in further establishing Korean popular culture**

- Rye Won Kyung, Ji Sun Lee, Jae Min Shin, Se Jeong Kwon, Min Jeong Ko and Heeju Chae (Yonsei University)

Discussion Leaders: Darren Dahl (University of British Columbia)

C. Anthony Di Benedetto (Temple University)

Minas Kastanakis (ESCP Europe)

Anne Peirson-Smith (City University of Hong Kong)

Marina Sheresheva (Lomonosov Moscow State University)

Ian Phau (Curtin University)

Yuri Seo (Victoria University of Wellington)

2015 KSMS Doctoral Dissertation Competition (B105) 9:00-11:30

Committee Chair: Sujin Song (Korea University)

-
- **Enhancing online consumers' anticipatory behavior: An application of transportation theory**
- Seonjeong Lee (Kent State University)

 - **Customer behavior in performing arts**
- Jungmi Nam (Chonbuk National University)

 - **The moderating effects of consumers' regulatory focus on clothing stores' VM**
- Hojung Lee (Pukyong National University)

 - **CSV: Creating and sharing a bigger value pie**
- HyeonMi Yoo (Korea University)

 - **"Blind with rage": When customers feel ostracized in service recovery failure**
- Jiyoung Kim (Yonsei University)

 - **Research on the diversity of R&D alliance portfolios: Determinants and effects on innovation performance**
- Klaus Marhold (Seoul National University)

 - **The role of business relationships between SMEs and network actors in defining standardisation and adaptation strategies of SMEs: Insights from business-to-business firms engaged in international activities**
- Kausar Qureshi (Essex Business School)
-

Committee Members: Hyejeung Cho (Ewha Womans University)

Akinori Ono (Keio University)

Minas Kastanakis (ESCP Europe)

2015 Global Business Review Competition: Case and Research (B110) 9:00-11:30

Committee Chair: Eun Young Kim (Chungbuk National University)

-
- **Bundling revisited: The role of consumption-based incentives**
- Makarand Gawade, Christian Rogers and Seigyoung Auh (Thunderbird School of Global Management)

 - **Ageless**
- Ayoung Kim and Sujung Jung (Sookmyung Women's University)

 - **19th century Department stores and Small retailers**
- Miyeon Kim and Seulgi Kim (Sookmyung Women's University)

 - **K-Enter: Entertainment venue for the growth of Korean popular culture**
- Rye Won Kyung, Ji Sun Lee, Jae Min Shin, Se Jeong Kwon and Min Jeong Ko (Yonsei University)

 - **Sustainability enhancement project for Dove**
- Debora Bang, Yoohyun Yang, MinJi Kim, Zhanna Asylguzhina and Yagee Yim (Yonsei University)
-

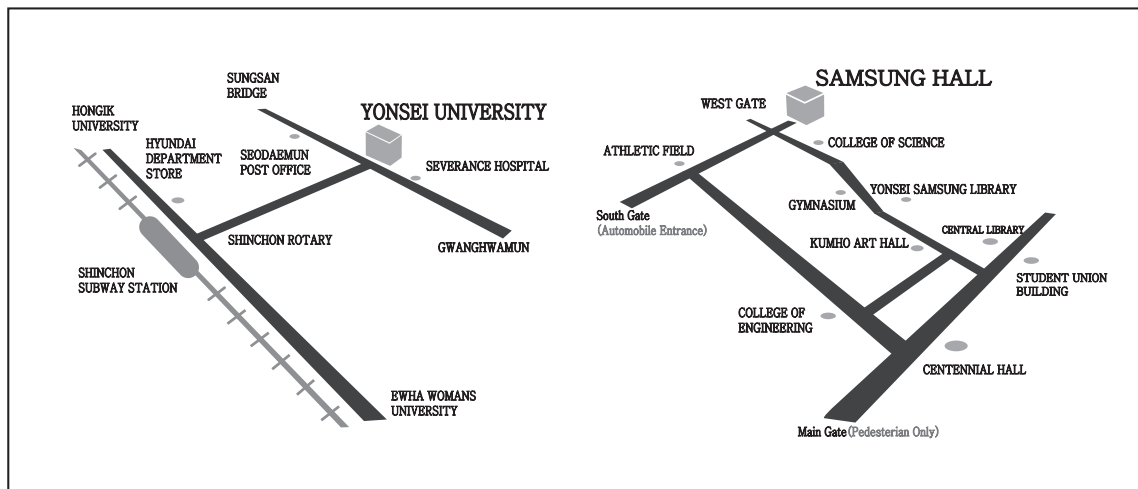
Committee Members: MiYoung Lee (Inha University)

Yuncheol Jeong (Keio University)

Anne Peirson-Smith (City University of Hong Kong)

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