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2016 Korean Scholars of Marketing Science International Conference

Theme: Reshaping Marketing and Management for the Global Future

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

Date: November 12th-13th, 2016

Conference Chair: Charles R. Taylor (Villanova 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
New Zealand Asia Institute of the University of Auckland
National Research Foundation of Korea
Korea Economy & Management Development Institute

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

Proceedings Editor: Jeonghye Choi (Yonsei University)



Keio University



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PROGRAM

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Nov. 12 th , 2016	PROGRAM (Room)	
09:00-11:30	2016 Doctoral Dissertation Competition (118)	
	2016 Global Business Review Competition: Case and Research (B110)	
09:00~12:00	Research, Writing, Publishing Skills-Building Workshop (112) -Instructor: Arch G. Woodside (Curtin University) Editor-in-Chief of Journal of Global Scholars of Marketing Science	
11:00~12:00	Editorial Board Meeting: Journal of Global Scholars of Marketing Science	Muahk Rotary Exhibition Hall, Yonsei University
	Editorial Board Meeting: Journal of Global Fashion Marketing	
	Editorial Board Meeting: Journal of Global Sport Management	
	KSMS Board Meeting	
12:00~13:00	Guest Visit: International Invited Exhibition-2016 GAMMA Young Artist Competition (Muahk Rotary Exhibition Hall, Yonsei University)	
	Lunch	
12:00~13:00	Registration (Lobby of Samsung Hall)	
13:00~13:50	Opening Ceremony (ChoiSoon Hall) Presider: Tony Garrett (Korea University) - Welcoming Speeches: Charles R. Taylor (Villanova University), Conference Chair Editor-in-Chief of International Journal of Advertising Seong-Yeon Park (Ewha Womans University), KSMS President - Keynote Speech: Publishing in the Journal of Business Research and more Naveen Donthu (Georgia State University) Editor-in-Chief of Journal of Business Research	
14:00~15:30	Academic Sessions Part I and Symposia 1.1 2016 ANZMAC - KSMS Joint Symposium in Seoul I (206) 1.2 Meet the Editors (112) 1.3 Luxury Brand Consumption and Culture (305) 1.4 Strategic Marketing Management I (303) 1.5 Marketing in Japan (308) 1.6 Innovation and Strategy (307) 1.7 Marketing-Deep Emotion & Deep Impact: Consumer Behavior and Neuromarketing (118) 1.8 Cultural Marketing and Performing Arts (406) 1.9 Sustainable and Fashion Marketing (412) 1.10 Food, Hospitality and Tourism Management (508)	

15:45~17:15	Academic Sessions Part II and Symposia 2.1 2016 ANZMAC - KSMS Joint Symposium in Seoul II (206) 2.2 2016 Sustainable Fashion and Social Learning Platform Symposium II (112) 2.3 2016 Global Fashion Market Equity Symposium for Traditional Market (118) 2.4 Strategic Market Management II (303) 2.5 Consumer Behavior and Marketing (305) 2.6 Digital Marketing (307) 2.7 Interactive Marketing Communication (406) 2.8 Emerging Issues in Sport Management (308) 2.9 Culture and Marketing (412)
17:30~18:00	Reception (105) - Award Ceremony: JGSMS Best Paper Award 2016 / JGFM Best Paper Award 2016 Best Conference Paper Award / KSMS Excellent Service Award KSMS Doctoral Dissertation Competition Award 2016 Global Business Review Competition Award 2016
Nov. 13th, 2016	PROGRAM (Room)
09:30-12:00	Symposium (B110) 3.1 2016 Keio University – GAMMA Joint Symposium

2016 KSMS International Conference Proceedings Website:

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PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Keynote Speech (Choi Soon Hall) 13:00-13:50

Keynote Speaker: Naveen Donthu (Georgia State University)

- **Publishing in the Journal of Business Research and more**

- Naveen Donthu (Georgia State University), Editor-in-chief of Journal of Business Research

Academic Session I

Session 1.1 2016 ANZMAC - KSMS Joint Symposium in Seoul I (206) 14:00-15:30

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

- **'Right look' and 'Sound right': Aesthetic labour and its influence on customer experience**

- Park Thaichon (S P Jain School of Global Management)
and Sara Quach (Swinburne University of Technology)

- **When do we share promotional messages on social media? A construal level theory approach**

- Yung Kyun Choi (Dongguk University), Yuri Seo (University of Auckland)
and Sukki Yoon (Bryant University)

- **The role of creativity, project management and project outcomes in enhancing service quality of advertising agencies: A qualitative approach**

- Elizabeth Levin (Swinburne University of Technology),
Park Thaichon (S P Jain School of Global Management),
Sara Quach and Antonio Lobo (Swinburne University of Technology)

- **New product development performance through cooperation in alliances: The moderating role of alliance type**

- Sungkyu Lee, Tony Garrett and Jong-Ho Lee (Korea University Business School)

Discussion Leader: Sung-Joon Yoon (Kyonggi University)

Session 1.2 Meet the Editors (112) 14:00-15:30

Session Chair: Arch G. Woodside (Curtin University)

-
- **Naveen Donthu** (Georgia State University), Editor-in-Chief of Journal of Business Research
 - **Charles R. Taylor** (Villanova University), Editor-in-Chief of International Journal of Advertising
 - **Arch G. Woodside** (Curtin University), Editor-in-Chief of Journal of Global Scholars of Marketing Science
 - **Eunju Ko** (Yonsei University), Editor-in-Chief of Journal of Global Fashion Marketing
 - **Kihan Kim** (Seoul National University), Editor-in-Chief of Journal of Global Sport Management
 - **Ian Phau** (Curtin University), Editor-in-Chief of Asia Pacific Journal of Marketing and Logistics
-

Session 1.3 Luxury Brand Consumption and Culture (305) 14:00-15:30

Session Chair: Yuri Seo (The University of Auckland)

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- **Exploring guilt appeals in fairtrade**
- Kevin Teah, Michael Lwin and Ian Phau (Curtin University)
 - **Impact of one to one marketing on the customer equity and customer purchase intention of luxury brands**
- Saima Khan (Effat University)
 - **The social construction of consumer trust in high-involvement brands: Infant formula consumption in urban China**
- Caixia Gan, Denise Conroy and Michael Lee (The University of Auckland)
 - **Is tea a drink with jam and bread?: Consumer perceptions toward premium tea**
- Emma Regolini, Siobhan Hatton-Jones, Min Teah and Ian Phau (Curtin University)
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Session 1.4 Strategic Marketing Management I (303) 14:00-15:30

Session Chairs: Junyeon Moon (Hanyang University, ERICA)

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- **Study on clothing sales forecasting simulation using climate data**
- Jai-Ho Oh, Kyung-Min Choi and Hee-Sun Oh (Pukyong National University)
 - **The effects of firm orientations as competitive advantage on value co-creation and relationship performance: The Korean manufacturing firms perspective**
- Kyong Ryul Koo, Kyung Hoon Kim and Nam Hee Jin (Changwon National University)
 - **The mediating role of exploratory and exploitative organizational learning on co-creation capabilities and sustained competitive advantage**
- Taehyun Suh and Subin Im (Yonsei University)
 - **Effects of smart shopping attitude on value co-creation, customer equity drivers, and customer lifetime value**
- Nam Hee Jin, Kyong Ryul Koo and Kyung Hoon Kim (Changwon National University)
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Discussion Leader: Jaesu Kim (Volvo Group Korea)

PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 1.5 Marketing in Japan (308) 14:00-15:30

Session Chair: Changju Kim (Ritsumeikan University)
Junghwa Son (Sejong University)

• **A study of health and wellness marketing of supermarkets in Japan: The importance of “Freshness” & “Health and Wellness”**

- Shinya Nakami (Gakushuin University)

• **The importance of the lifestyle approach for the promotion of Japanese department stores: Consideration of service-dominant logic**

- Tetsuma Emmaru (Reitaku University)

• **The effect of affect on advertising effectiveness: Which has primacy affect or cognition**

- Yuichi Mitsui (Sesen Jogakuin College)

• **Japanese manufacturers’ channel selection and collaborative advantage**

- Ryuta Ishii (Keio University)

Discussion Leaders: Jae Young Lee (Yonsei University)
Akinori Ono (Keio University)

Session 1.6 Innovation and Strategy (307) 14:00-15:30

Session Chair: Jina Kang (Seoul National University)

• **Reconfiguring the firm’s core technological portfolio through technological M&A: Focusing on the target firm’s knowledge characteristics**

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

• **Revisiting the role of openness in explaining innovation performance: The evidence from emerging market**

- Chiayang Chang (Innovative DigiTech-Enabled Applications & Services Institute, Institute for Information Industry) and Juhui Wei (Ocean University of China)

• **Regularity in change: Ability over appearances**

- James Jihwan Jung (Seoul National University)

Discussion Leader: Min Teah (Curtin University)

Session 1.7 Marketing-Deep Emotion & Deep Impact: Consumer Behavior and Neuromarketing (118) 14:00-15:30

Session Chair: Eun-Ju Lee (Sungkyunkwan University)

• **The problem of empathy in a world of artificial intelligence**

- Yooncheon Choi, DongHyun Kim and Eun-Ju Lee (Sungkyunkwan University)

• **Emotional brain responses to celebrity in advertising**

- Seoungyeun Yang (Cheil Communications) and Eun-Ju Lee (Sungkyunkwan University)

• **Empathy and shared value recognition: A plan for fMRI study**

- DongHyun Kim, Yooncheon Choi and Eun-Ju Lee (Sungkyunkwan University)

• **Prefrontal responses to popular YouTube music**

- Eun-Ju Lee (Sungkyunkwan University), Kyoung Cheon Cha (Dong-A University),
Seung Eun Yang (Cheil Communications), Beop-Min Kim (Korea University),
Seung Ho Paik (Korea University), Gu Sang Kwon and Minah Suh (Sungkyunkwan University)

Discussion Leader: Denise Conroy (The University of Auckland)

Session 1.8 Cultural Marketing and Performing Arts (406) 14:00-15:30

Session Chairs: Joon Mo Lee (Chonbuk National University)
Juhee Kim (Sungkyunkwan University)

• **Seeking the methods for application of O2O marketing in the industry of dance education**

- Seung Hye Jung (Kyung Hee University)

Discussants: Seok Jin Han and JiHyun Yoon (Korea National University of Arts)

• **Teachers' experience of communication with students in special dance education**

- Ji-eun Cha (Dongduk Women's University)

Discussants: Sung A Park (JUN, EUN JA dance company)

SunHee Cho (ChonBuk National University)

• **Convergence characteristics that appear in the work of Pina Bausch**

- Mi-Sook Hwang (153 Performance Group)

Discussants: Jae Hyung Jung (DongGuk University)

Seung Ho Shin (KunJang University)

Xiaobo Wen (China Central Academy of Fine Arts)

PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 1.9 Sustainable and Fashion Marketing (412) 14:00-15:30

Session Chairs: Juran Kim (Jeonju University)
Eun Joo Park (Dong-A University)

• **Sustainable marketing practice and policy**

- Youngseon Kim (Central Connecticut State University) and Juran Kim (Jeonju University)

• **Lemons problem of sharing economy platforms**

- Joonheui Bae and Dong Mo Koo (Kyungpook National University)

• **Sustainability, cosmetics brand, and agency costs**

- Kyung-Tae Gong (Jeonju University)

• **Role of eWOM in up-cycling fashion products**

- Wei Jiang, Jihye Yu, Eunha Chun and Eunju Ko (Yonsei University)

Discussion Leader: Kyung-Tae Nam (Kyungsoong University)

Session 1.10 Food, Hospitality and Tourism Management (508) 14:00-15:30

Session Chair: Sunny Ham (Yonsei University)

• **Overcoming the biasing effects on restaurant brand image through nutrition information**

- Meeyoung Joe and Sunny Ham (Yonsei University)

• **Investigation of research trends in food services: Application of text mining and social network analysis**

- Jun-Suk Park, Chang-Sik Kim and Kee-Young Kwak (Kook Min University),
Young-Min Park, Seo-Young Kim, Youngshin Kim, Hojin Lee, Yunhi Jeong, Meeyoung Joe and Jung Woon Seo
(Yonsei University)

• **Segmenting consumers for premium food markets using food-related lifestyles**

- Hojin Lee and Sunny Ham (Yonsei University)

• **Consumers' perception on nutrition communication problems of the Korean government: An example of the dietary guidelines for Koreans**

- Su Youn Kim, Kana Asano, Boyoung Hur, Chaein Han and Jihyun Yoon (Seoul National University)

Discussion Leaders: Ji Hyun Yoon (Seoul National University),
Tae Kyung Kim (Seoul Theological University)

Academic Session II

Session 2.1 2016 ANZMAC - KSMS Joint Symposium in Seoul II (206) 15:45-17:15

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

• **Exploring the role of subjective and objective knowledge on the effectiveness of existential guilt messages**
- Kevin Teah and Michael Lwin (Curtin University)

• **The impact of product innovation and customer participation on consumers' brand evaluation**
- Hyecheon Yuk, Seoil Chaiky and Tony Garrett (Korea University Business School)

• **Changing climate, changing diet - individual's motivations for limiting meat consumption**
- Isaac Cheah, Johan Liang and Ian Phau (Curtin University)

• **How does fear of missing out affect counterfeit shopping behaviour?**
- Min Teah, Isaac Cheah and Wesley Lim (Curtin University)

Discussion Leader: Yongjun Sung (Korea University)

Session 2.2 2016 Sustainable Fashion and Social Learning Platform Symposium II (112) 15:45-17:15

Symposium Chair: Charles R. Taylor (Villanova University)
Editor-in-Chief of International Journal of Advertising

• **How to manage sustainable marketing in social platform service**
- Chang Suk Choi, Sang Jin Kim and Kyung Hoon Kim (Changwon National University)

• **The present status of education programs for sustainability**
- Ji Hyun Ha, Hye Soo Cho and Jee Hyun Lee (Yonsei University)

• **A cross cultural study of eWOM in sustainable fashion: South Korea, Japan and China**
- Hyun Min Kong and Eunju Ko (Yonsei University)

• **Exploring the sustainable fashion index and its antecedents**
- Huanzhang Wang and Kyung Hoon Kim (Changwon National University)

• **The effects of sustainable knowledge level on perceived benefit, behavioral intention: Focus on Korean and Chinese consumers**
- Jinghe Han, Minyoung Lee and Eunju Ko (Yonsei University)

Discussion Leaders: Naveen Donthu (Georgia State University)
Hee Won Sung (Gyeongsang National University)

PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.3 2016 Global Fashion Market Equity Symposium for Traditional Market (118) 15:45-17:15

Symposium Chair: Arch G. Woodside (Curtin University)

• **Relationship among brand personality, attitude, satisfaction and revisit intention in Dongdaemun fashion market: Focus on cultural dimension of sustainability**

- Haemin Seok, Eunha Chun and Eunju Ko (Yonsei University)

• **Relationship between SERVQUAL and customer equity in Korean traditional market**

- Huanzhang Wang (Changwon National University), Haemin Seok (Yonsei University), and Kyung Hoon Kim (Changwon National University)

• **Effects of sustainable marketing activities upon visiting intention in traditional market**

- Jaesuk Jung, Eunha Chun and Eunju Ko (Yonsei University)

• **China's traditional markets in fashion area**

- Honglei Liu and Xiaoyan Wang (Dalian University of Foreign Languages)

Discussion Leader: Seunghee Lee (Sookmyung Women's University)

Session 2.4 Strategic Market Management II (303) 15:45-17:15

Session Chair: Jong-Ho Lee (Korea University)

• **The consumption of virtual goods and the effect of social hierarchy**

- Wooyong Jo and Jeonghye Choi (Yonsei University)

• **The effect of global logistics firms' engagement in corporate social responsibility on local customers' perceived price fairness: Evidence from an experimental study in Korea**

- Han-Mo Oh (Chonbuk National University)

• **Brand placement and intention to pursue job opportunity**

- Jongchul Na, Kyung Hoon Kim and Sang jin Kim (Changwon National University)

• **How Chinese consumers response the promotion-focused vs prevention-focused function claims: The moderate effect of knowledge**

- Peng Zou, Guofeng Li and Jingwen Liu (Harbin Institute of Technology)

Session 2.5 Consumer Behavior and Marketing (305) 15:45-17:15

Session Chair: Jong-Kuk Shin (Pusan National University)

• **Is retail buyer innovativeness crucial to retail competitiveness?**

- Changju Kim (Ritsumeikan University) and Katsuyoshi Takashima (Kobe University)

• **The embodiment effect of weight: How weight perception affects brand trust**

- Na Kyong Hyun (Korea University), Yuhosua Ryoo (The University of Texas-Austin), and Yongjun Sung (Korea University)

• **Consumer behavior and energy efficiency policy**

- Eung Jin Lee (Key Industry Consulting), Jaesu Kim (Volvo Group Korea), and Kyung Hoon Kim (Changwon National University)

• **Narcissism and luxury consumption: Comparative study of covert and overt narcissistic orientations**

- Seong-Yeon Park and Yeu-Jin Kang (Ewha Womans University)

Discussion Leader: Ilaisaane Fifita (University of Auckland)

Session 2.6 Digital Marketing (307) 15:45-17:15

Session Chairs: Alex Jiyung Kim (Ewha Womans University)
Jae Young Lee (Yonsei University)

• **To download or to stream: Investigating multi-channels of digital music consumption**

- Jaewon Yoo and Jae Young Lee (Yonsei University)

• **SMS alerts and spending behavior**

- Jikyung Kim (IE University), Yeohong Yoon (Yonsei University), Jeonghye Choi (Yonsei University) and Dilip Soman (University of Toronto)

• **Business transformation with Big Data – A proposal for a research program**

- Henrik Sievers (Aalto School of Business)

• **Search versus traditional advertising: Cost implication**

- Alex Jiyung Kim (Ewha Womans University)

• **The differential effects of electronic word of mouth on sales: The moderating role of star power and arousal**

- Zhang Li, Kang Jun Choi and Jae Young Lee (Yonsei University)

Discussion Leader: Isaac Cheah (Curtin University)

PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.7 Interactive Marketing Communication (406) 15:45-17:15

Session Chair: Yung Kyun Choi (Dongguk University)

• **Managing luxury brand communications in postmodernity: A consumer-centric approach**

- Yuri Seo (The University of Auckland)

• **Emoticon usage in online customer service chat**

- Chen-Ya Wang (National Tsing Hua University), Lu Zhang (Michigan State University)
and Yi-Lun Sun (National Tsing Hua University)

• **A study of continuance intention of O2O platform: Why consumer refer to recommendation comments before purchasing?**

- Tae-eun Kim and Yoonjae Lee (Yeungnam University)

Discussion Leader: Jang Ho Moon (Sookmyung Women's University)

Session 2.8 Emerging Issues in Sport Management (308) 15:45-17:15

Session Chair: Kihan Kim (Seoul National University)

• **The experiences of sport tourists at the Formula 1 Singapore Grand Prix: An analysis of user-generated content on social media using Leximancer**

- Weisheng Chiu (The University of Suwon), Ho Keat Leng (Nanyang Technological University)
and Doyeon Won (Yonsei University)

• **The relationship between the media and public opinion on controversial issue of mega sporting events: Investigating competing hypotheses for agenda-setting and reverse agenda-setting theory**

- Jeeyoon Park and Kihan Kim (Seoul National University)

• **Analyzing the correlation between the sports performance indicators and television ratings**

- SungGeon Park and Soowon Lee (Soongsil University)

• **The effect of perceived crisis severity on baseball fans' psycho-physiological responses**

- Jung-sup Bae (Yonsei University), Weisheng Chiu (The University of Suwon),
Hansoo Kim and Doyeon Won (Yonsei University)

Discussion Leaders: Choong Hoon Lim (Seoul National University)
Sung Ho Cho (Bowling Green State University)

Session 2.9 Culture and Marketing (412) 15:45-17:15

Session Chair: Sung-Joon Yoon (Kyonggi University)

• **The impact of ethno marketing elements on consumer purchase decisions in the Balkans: The case of Macedonia**

- Jusuf Zekiri (South Eastern European University)

• **The roles of socialization on consumers' shopping motives in the manifestation of store attachment**

- Jong-Kuk Shin (Pusan National University) and Corey Allen Ross (Catholic University of Pusan)

• **An effects of Chinese customer's coffee sought benefits on satisfaction and reuse intention of Korean coffee shop: Based on mediation role of positive felling to Korea**

- Sung-Joon Yoon and Hyung-Ju Lee (Kyonggi University)

• **Cultural marketing on SNS: An evidence from Korean wave**

- Sung-Joon Yoon and YunJu Park (Kyonggi University)

Discussion Leader: Eric Shih (Sungkyunkwan University)

2016 KSMS Doctoral Dissertation Competition (118) 09:00-11:30

Committee Chair: Yongjun Sung (Korea University)

Committee Members: Jang Ho Moon (Sookmyung Women's University)
Park Thaichon (S P Jain School of Global Management)

• **Effects of electronic word of mouth (e-wom) on consumer product evaluation**

- Mai Kikumori (Toyo University)

• **The hidden potential of peripheral innovation**

- Bangsil (Esther) Lee (Seoul National University)

• **Construing consumer resistance: Comparing Tongan and European female non-smokers in New Zealand**

- Ilaisaane Fifita (The University of Auckland Business School)

• **Sport spectator value co-creation behavior: Scale development and validation**

- Weisheng Chiu (The University of Suwon)

• **Analyzing the correlation between the voice of the customers and television ratings based on social big data**

- SungGeon Park (Soongsil University)

• **Dominant designs in complex technological systems – A longitudinal case study of a telecom company 1980-2010**

- Henrik Sievers (Aalto University)

• **A study on the effects of consumer value on eco-friendly buying behavior: Focusing on the moderating role of environmental attitudes and involvement**

- Hyunju Lee (Ewha Womans University)

PROGRAM IN DETAIL

2016 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

2016 Global Business Review Competition: Case and Research (B110) 09:00-11:30

Committee Chair: Han-Mo Oh (Chonbuk National University)

Committee Members: Yuri Seo (University of Auckland)
Alex Jiyung Kim (Ewha Womans University)

• **Virtual goods and social influence: Evidence from the online game industry**

- Wooyong Jo (Yonsei University)

• **The premium tea market through the eyes of Australian Millennials**

- Kevin Teah and Emma Regolini (Curtin University)

• **UniqueOn, UNI-CON, The 3D hologram concert**

- Boyoung Nam, Jaemin Huh, Seoyeon Joe, Seung A Yoo and Sumin Yoon (Yonsei University)

• **The unintended effect of text fraud alerts on credit card spending behavior**

- Yeohong Yoon (Yonsei University)

Academic Session III

Session 3.1 Keio University- GAMMA Joint Symposium (B110) 09:30-12:00, November 13th, 2016

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

• **The effects of advertisement on product evaluation: Focusing on two types of self-esteem**

- Lisa Hiraga, Yuka Eguro, Taichi Narisawa, Naoki Nomura, Takaya Sato, Yuna Sato,
Yuta Shibamoto, Soichiro Yoshida and Akinori Ono (Keio University)

• **HomeBap: A healthy start**

- Hyunwoo Lee, SuYoung Shon, Eunhye Kim and YeWoon Lee (Yonsei University)

• **The effect of omni-channel retailer's strategy on store loyalty**

- Chanyong Park, Natsuko Katashio, Kikuchi Naoki, Ryodai Kumada, Tomoharu Yagami,
Yuki Yanagida and Ikuo Takahashi (Keio University)

• **TICKIE+: New people, new place, new experience**

- Min Jeong Kang, Yu Jin Chung, Seo Hee Lee and Dahyun Shim (Yonsei University)

• **The relationship of approval desire and marketing**

- Yuka Ebato, Ayumi Hanaoka, Naohiro Kawatani and Koichi Sato (Keio University)

• **UMBA: Umbrella anywhere umbrella rental system in public telephone booths**

- Ji Yeon Kim, Min Jung Choi, Dyne Kim, Ji Eun Lee and Woo Sun Choi (Yonsei University)

• **FAST: Fast anti-smoking technology -The fastest way to quit smoking**

- Yaejine Choi, Heerae Kim, Inyoung Kim and Jinah Kim (Yonsei University)

Discussants: Naveen Donthu (Georgia State University)

Charles R. Taylor (Villanova University)

Arch G. Woodside (Curtin University)

Ian Phau (Curtin University)

Tony Garrett (Korea University)

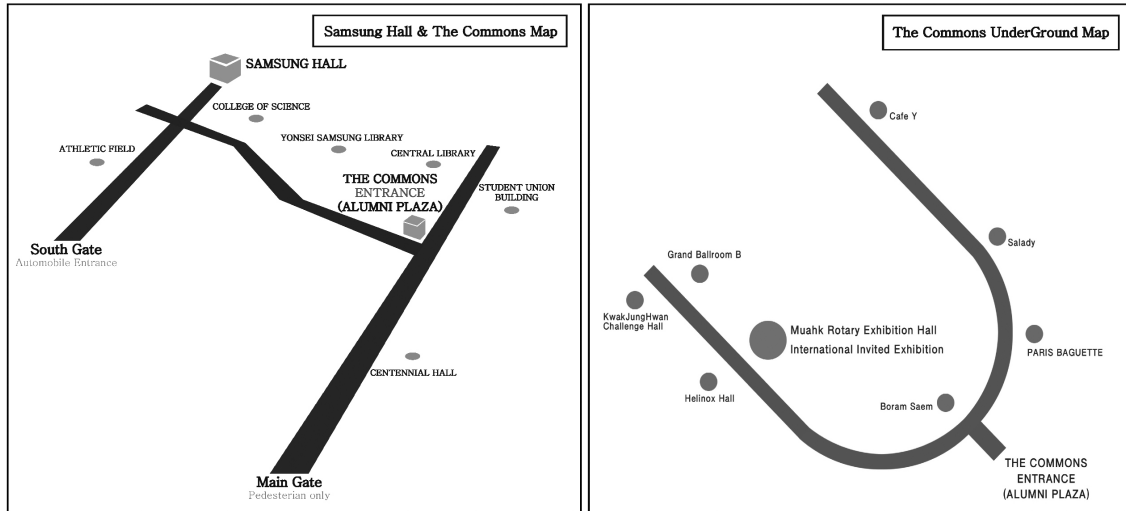
Peng Zou (Harbin Institute of Technology)

Guofeng Li (Harbin Institute of Technology)

Saima Khan (Effat University)

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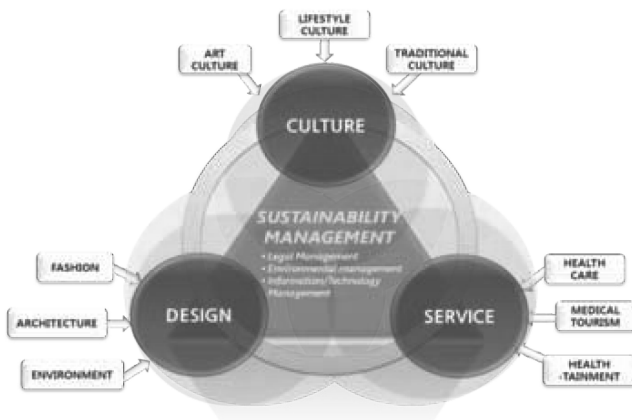
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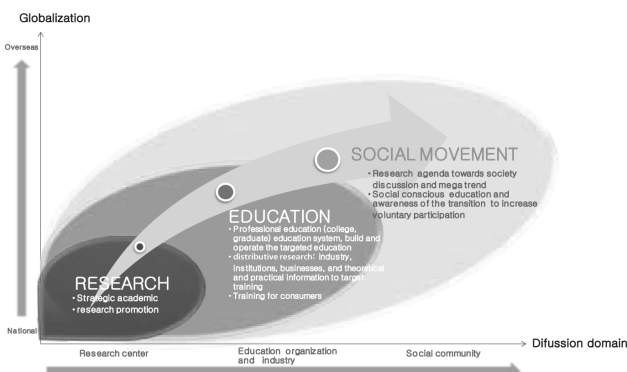


TIME TO THINK SUSTAINABILITY WITH CULTURAL PERSPECTIVES

Research Area of CS2



Future Directions



Sustainable Culture Management

▲ Mission

To contribute to the enhancement of "quality of life" and the development of industry in harmony of human, society, environment and technology by conducting researches on sustainable management system converging culture, design, technology and service.

▲ Research area

Living culture (i.e. clothing, food, housing), art culture (music, art), traditional culture.

▲ Research direction

1. Sustainable action plan for traditional culture
 - 1) Preservation plan: research and education, on the archetype and core values of traditional culture.
 - 2) Creative application plan: research and development of traditional culture contents.
2. Convergence research for Culture & Art welfare.
 - 1) Supporting policy for Culture & Art producers (i.e. designer, artisan, artist, etc.).
 - 2) Development of Culture & Art program for social welfare.

Sustainable Design Management

▲ Research area

Sustainable design process and methodology, evaluation process, industrialization.

▲ Research direction

1. Proposition of sustainable design process in term of definition and future direction from the extended perspective of sustainability incorporating environmental, societal, economic and cultural point of view.
2. Systemization of sustainable design process.
3. Evaluation factors for management and assessment of sustainable design process.
4. Customer perception and behavior research and development of marketing strategy for practical application of sustainable design process.

Sustainable Service Management

▲ Research area

Construction of knowledge base for sustainable medical and service ecosystem, development of action plan and strategy for global sustainable service, medical service culture, medical service and design.

▲ Research direction

1. Construction of data base for national/ cultural characteristics in term of medical and health and development of marketing strategy.
2. Establishment of theoretical system for medical service design and provision of practical information from experimental studies with various research settings.
3. Creating of systematical knowledge and service scape design study via international seminar and academic exchange,

