Theme: Customer Value and Marketing in the Innovative Business World
Venue: Hyehwa Hall, Dongguk University, Seoul, Republic of Korea
Date: November 11th – 12th, 2017
Conference Chair: Hyong Oh Cho (Dongguk University)
Jae-Won Kang (Dongguk University)
Host: Research Institute of Communication, College of the Social Science, Dongguk University
Organizers: Korean Scholars of Marketing Science
Global Alliance of Marketing & Management Associations
Partners: Australian & New Zealand Marketing Academy
New Zealand Asia Institute of the University of Auckland
National Research Foundation of Korea
Center for Sustainable Culture & Service, Yonsei University
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: Yerim Chung (Yonsei University)
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2017 Korean Scholars of Marketing Science
International Conference

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Journal of Global Sport Management
Proceedings Editor: Yerim Chung (Yonsei University)
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- Award Ceremony:
  JGSMS Best Paper Award 2017 / JGFM Best Paper Award 2017/
  JGSM Best Paper Award 2017
  Best Conference Paper Award / KSMS Excellent Service Award
  KSMS Doctoral Dissertation Competition Award 2017
  Global Business Review Competition Award 2017

Nov. 12th, 2017 Business Meeting

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This work was supported by the NRF(National Research Foundation of Korea) Grant funded by the MOE(Ministry of Education).
Keynote Speech (Room 317) 13:00~13:50, November 11th, 2017

Keynote Speaker: Ian Phau (Curtin University)

- Alibaba and the 40K thieves: Opening the doors to counterfeiters and mimics
  - Ian Phau (Curtin University), Editor of Asia Pacific Journal of Marketing and Logistics (SSCI)

Academic Session I

Session 1.1 2017 ANZMAC - KSMS Joint Symposium in Seoul (Room 303)
14:00~15:30

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

- The role of firm’s dynamic capabilities in competitor alliance
  - Sungkyu Lee, Tony Garrett and Jong-Ho Lee (Korea University Business School)

- Customer order bundling: A new strategy for improving the service quality in the delivery platform
  - Yerim Chung and Tae-Joon Park (Yonsei University)

- Investigating consumers’ attitudes towards fair-trade coffee
  - Mitra Aspandiar, Min Teah and Ian Phau (Curtin University)

- Naming strategies as a tool for communication: Application to movie titles
  - Jaihak Chung (Sogang University) and Jiyeon Eoh (Sogang University/CGV)

Discussion Leader: Jaihak Chung (Sogang University)
Session 1.2 VR/AR Marketing & Brand Management (Room 304)  
14:00~15:30

Session Chair: Juran Kim (Jeonju University)

- How differently consumers enjoy VR(virtual reality) shopping? : Extending the Virtual Liminoid Theory  
  - Sang-Lin Han and Myoung-a An (Hanyang University)

- Current state of AR and future challenges  
  - Sang Jun Moon (MTF Leisure), Baigal Buyantogtokh (Jeonju Univeristy),  
    Juran Kim (Jeonju Univeristy) and Hyng-Jin Kim (Business Agency)

- The interplay of affective and cognitive effect of mood management  
  - Joonheui Bae and Dong-Mo Koo (Kyungpook National University)

- Influences of a VR campaign on perceived brand values  
  - Seungmook Kang (Jeonju Univeristy)

Discussion Leader: Sang-Lin Han (Hanyang University)

Session 1.3 Marketing Theory and Practice in Japan (Room 313)  
14:00~15:30

Session Chair: Changju Kim (Ritsumeikan University)  
Shinichiro Terasaki (Kochi University)

- Which do multichannel shoppers choose and recommend: Online or offline stores?  
  - Ryuta Ishii (Keio University) and Mai Kikumori (Ritsumeikan University)

- The effect of behavioral experience in acceptance of new products  
  - Hikaru Makino (Ritsumeikan University)

- The effect of relevant affect and irrelevant affect on advertising information processing  
  - Yuichi Mitsui (Kyushu Sangyo University)

- The effects of cultural tightness and perceived unfairness on Japanese attitude toward insurance fraud: The mediating effect of rationalization  
  - Haithem Zourrig (Kent State University) and Jeongsoo Park (Komazawa University)

- The pivotal role of buying group equity in strategic alliance among small retailers  
  - Bin Hu and Changju Kim (Ritsumeikan University)

Discussion Leader: Han-Mo Oh (Chonbuk National University)
Session 1.4 Service Marketing (Room 315)  
14:00~15:30

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

- The interplay of products, customers, assortments, and stores in driving sales of semi-luxury goods  
  - Jiang Yan (Yonsei University), Sanghwa Kim (Yonsei University), Wooyong Jo (Emory University)  
  and Jeonghye Choi (Yonsei University)

- Can food near its expiration date look more attractive?  
  - Kangjun Choi (Yonsei University)

- Does consumer age really matter?: Consumer chronological, cognitive, and ideal age and advertisement messages  
  - Sujin Ko and Luri Lee (Yonsei University)

- Consumer preference of mobile payment in the China case  
  - Yuanyuan Wang and Joo Hwan Seo (Dong-A University)

Discussion Leader: Po-Ju Chen (University of Central Florida)

Session 1.5 Strategic Market Management (Room 342)  
14:00~15:30

Session Chair: Woojung Chang (University of Seoul)

- Consumer evaluations on two-part tariff  
  - Sejeong Yun and Kwanho Suk (Korea University Business School)

- Stimulating “touch” feeling for digital purchases  
  - Sanghwa Kim, Jeonghye Choi and Seung Hyun Kim (Yonsei University)

- Study on influencing factors of exhibition marketing: Why people visit and how they create values  
  - Seungmin Oh and Sang Yong Kim (Korea University Business School)

- The joint effects of customer participation in various new product development stages  
  - Woojung Chang (University of Seoul)

- The effect of type of memberships on customer loyalty  
  - Seung Min Lee and Sang Yong Kim (Korea University Business School),  
  and Dong Young Kim (Korea Petroleum Industries Company )

Discussion Leader: Molan Kim (Ulsan National Institute of Science and Technology)
Session 1.6 Culture and Sustainable Marketing Communication  
(Room 339) 14:00~15:30

Session Chair: Yeonshin Kim (Myongji University)

- **Social exclusion and altruistic advertising appeals**
  - Yeonshin Kim (Myongji University), Tae Hyun Baek (University of Kentucky), Sukki Yoon (Bryant University), Seeun Kim (Auburn University) and Yung Kyun Choi (Dongguk University)

- **The effect of perceived consumption value on consumer responses: The case of hybrid cars**
  - Yong-Ki Lee (Sejong University), Xiangyu Jin (Sejong University), Hong-Keun Kim (Hoseo University), Yeonshin Kim (Myongji University) and Yeji Min (Sejong University)

- **Intercultural communicative competence cultivation in translation teaching**
  - Xiaojuan Lu and Zhuen Hou (Dalian University of Foreign Languages)

Discussion Leader: Seung Woo Chun (Dongguk University)

Session 1.7 Marketing Management in the Global Environment  
(Room 307) 14:00~15:30

Session Chair: Jong-Kuk Shin (Pusan National University)  
Mi-Ok Oh (Pusan National University)  
Guofeng Li (Harbin Institute of Technology)

- **The study on the structural relationship among socialization agents, cultural type, shopping motives, and store attachment**
  - Jong-Kuk Shin, Min Kyung Moon, Corey Allen Ross and Hyun-Kyung Cho (Pusan National University)

- **The effect of adaptive selling tactics on consumer trust and relationship commitment**
  - Jong-Kuk Shin, Min-Kyung Moon and Jae-Hun Kim (Pusan National University)

- **Research on the influence of artificial intelligence on the development of marketing theory**
  - Guofeng Li and Peng Zou (Harbin Institute of Technology)

- **Outsourced safety service quality and its effect on customer performance**
  - Hee Seok Woo, Sang Jin Kim and Kyung Hoon Kim (Changwon National University)

Discussion Leader: Yang Sun (Zhejiang SCI-TECH University)
## Session 1.8 2017 Sustainable Fashion and Social Learning Platform Symposium II (Room 336) 14:00~15:30

**Session Chairs:** Eunju Ko (Yonsei University)  
Heeju Chae (Kyungsung University)

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<td>Eung Jin Lee, Sang Jin Kim and Kyung Hoon Kim (Changwon National University)</td>
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<td><strong>Examining the perceived value and consumer’s response to sustainable fashion marketing by the message types of information transparency</strong></td>
<td>Heerim Joung, Ji Young Kim and Eunju Ko (Yonsei University)</td>
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<td><strong>Sustainable value co-creation, sustainable competitive advantage and long-term performance: Social platform services</strong></td>
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<td><strong>The effects of visual appeal and color types in green fashion advertising on Instagram</strong></td>
<td>Wei Jiang, Jinyoung Choi and Eunju Ko (Yonsei University)</td>
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<td><strong>Measuring company sustainable performance in fashion industry</strong></td>
<td>Huanzhang Wang, Sang Jin Kim, Kyung Hoon Kim (Changwon National University), and Honglei Liu (Dalian University of Foreign Languages)</td>
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**Discussion Leader:** Udo Wagner (University of Vienna)
Session 1.9 Multimedia Presentations (Room 324) 14:00~15:30

Session Chairs: Hakil Moon (Eastern Michigan University)

• Eat, play, love staycay packages
  - Jimin Park, Taeyeon Kim, Jisoo Park and Thu Bui Thi Anh (Yonsei University)

• A study on the effect of corporate image in business relationships
  - Hyung Gi Jang (Changwon National University)

• O-JungWon: B+Premium traditional & modern tea cafe
  - Su Young Shon, Ji Yeon Kim, Sen Wei Lin and Yoon Jin Choi (Yonsei University)

• The effect of integration marketing on adaptive selling behavior and sales performance
  - Kyung Do Jeon (Changwon National University)

• Independent music event and playlist curation service based on big data
  - Bodam Jeon, Seyoung Kang, Robbie Mendez and Andrea Fu (Yonsei University)

• The effect of medical service quality on customer satisfaction, recommendation intention, and reuse intention
  - Min Soo Kang (Changwon National University)

• Social participation: VR technology for everyone
  - Kyeongmin Kim (Yonsei University), Marimar Ramirez (Instituto Tecnologico de Estudios Superiores de Occidente) and Nayoung Park (Yonsei University)

• The effects of education service quality on customer satisfaction and word-of-mouth
  - Dae Yoon Kim (Changwon National University)

• The study of the factors of the green supply chain and green supply chain management: A focus on paint industry
  - Myung Joo Kang (Changwon National University)

• A study on the effect of stadium service quality on spectator satisfaction
  - Sung Wook Son (Changwon National University)

• The study of purchasing health food factors
  - Ga Hyung Yeo (Changwon National University)
Academic Session II

Session 2.1 2017 NZAI - GAMMA Joint Symposium/Online and Mobile Gaming (Room 303) 15:45~17:15

Session Chair: Yuri Seo (The University of Auckland)

- Exploring dependencies across multiple online social network platforms
  - Hwang Kim (Chinese University of Hong Kong) and Vithala R. Rao (Cornell University)

- The effect of perceived CSR initiatives on game-items purchase intention: An investigation of underlying psychological mechanisms
  - Joonheui Bae, Hyun-Hee Park and Dong-Mo Koo (Kyungpook National University)

- Luxury organic food consumption in Korea
  - Ilaisaane Fifita (University of Auckland)

- What makes luxury advertising in tourism persuasive?
  - Yuri Seo (University of Auckland) and Dongwoo Ko (Hankuk University of Foreign Studies)

- Consumer insights from China: An exploration of parents’ food preferences for their young children
  - Denise Conroy (University of Auckland)

- The mood management effect of game items purchase
  - Sang Jin Kim (Changwon National University), Joonheui Bae (Kyungpook National University), Kyung Hoon Kim (Changwon National University) and Dong-Mo Koo (Kyungpook National University)

Discussion Leader: Denise Conroy (University of Auckland)

Session 2.2 2017 Global Culture Market Equity Symposium (Room 304) 15:45~17:15

Symposium Co-Chairs: Udo Wagner (University of Vienna)

- Consumer adoption intention of virtual reality for K-fashion show
  - Jaesuk Jung, Yining Wang and Eunju Ko (Yonsei University)

- Exploring culture equity for entertainment industry
  - Huanzhang Wang, Sang Jin Kim and Kyung Hoon Kim (Changwon National University), and Liangmou Gao (Dalian University of Foreign Languages)

- The effect of exhibition experience on satisfaction, eWOM and brand image: Focus on luxury fashion brand
  - Jihye Yu, Jisoo Park and Eunju Ko (Yonsei University)

- K-fashion consumer behavior: Focus on American and Taiwanese consumers
  - Lin Pey Huai and Chris DiGennaro (Yonsei University)

Discussion Leaders: Ian Phau (Curtin University)
  Honglei Liu (Dalian University of Foreign Languages)
Session 2.3 Cultural Marketing and Performing Arts (Room 313)  
15:45~17:15

**Symposium Chair:** Joon-Mo Lee (Chonbuk National University)  
Seung Hye Jung (Kyung Hee University)

- **Moderating effect of family support in the influence of dancer's personal characteristics on professionalism**  
  - Joon-ho Kim (Education institute, GodenCATs)  
  **Discussant:** Joon-Mo Lee (Chonbuk National University)

- **Current issues and research direction of performing arts**  
  - Hyun-ju Choi (Sangmyung University) and Hye-eun Kwak (Sejong University)  
  **Discussant:** Joon-ho Kim (Education institute, GodenCATs)

- **Dance magazine as print surveyed the audience awareness about the possibility of introducing online webzine**  
  - Danbi Yun and Byung-ju Ahn (Kyung Hee University)  
  **Discussant:** Jin-young Lee (Kyung Hee University)

- **The influence of the activity in the winners popping dance crew upon the development in the domestic popping dance**  
  - Sung-ug Cheon (Sangmyung University)  
  **Discussants:** Jung Min Kim (NEXON KOREA) and Jin-seok Park (Hansung Industry)

- **Study on the acceptance attitude of motion capture users: Focusing on the field of dance**  
  - Jin-young Lee and Byong-ju Ahn (Kyung Hee University)  
  **Discussant:** Danbi Yun (Kyung Hee University)

Session 2.4 Cyberpsychology and Marketing Research (Room 315)  
15:45~17:15

**Symposium Chair:** Yongjun Sung (Korea University)  
Yang Sun (Zhejiang SCI-TECH University)

- **Understanding awareness of and intention to adopt a collaborative consumption service**  
  - Tariq Bhatti (Zayed University)  
  **How do you scan reviews online?: Interplay between self-guide and regulatory focus**  
  - Pei Yu Tsai (BBDO Korea), Jung Yong Ahn, Na Kyong Hyun and Yongjun Sung (Korea University)

- **Sustainable marketing enhances customer equity**  
  - Yang Sun and Minyi Chen (Zhejiang SCI-TECH University)

- **Can you control your brand?: An exploratory study of consumer power**  
  - Na Kyong Hyun and Yongjun Sung (Korea University)

- **Stakeholder pressures, environment innovation, and firm's performance: An empirical study in China**  
  - Zhongju Liao (Zhejiang SCI-TECH University)
Session 2.5 Advancing Sport Industry Through Sport Management Research (Room 342) 15:45~17:15

Session Chair: Kihan Kim (Seoul National University)

- The relationship between servicescape factors and spectator satisfaction in professional baseball stadium
  - Buyeong Lee and Kihan Kim (Seoul National University)

- The effects of e-sports experience and perceived reciprocity on brand equity of the team sponsor
  - Yeayoung Noh, Yoonji Ryu, Jongho Kim and Kihan Kim (Seoul National University)

- Examining the effects of brand transgression on endorser credibility and attitude
  - Youngjin Hur (KonKuk University), Choong Hoon Lim, Dong-Chung Won and Yoon Heo (Seoul National University)

- Comparing between self-signaling and other’s perception: Examining the influence of sportswear as a communication
  - Jisuk Chang and Choong Hoon Lim (Seoul National University)

Session 2.6 Consumer Insights in Neuromarketing (Room 339) 15:45~17:15

Session Chair: Eun-Ju Lee (Sungkyunkwan University)

- Neural correlates of sustainable consumption: An fMRI investigation
  - Eunju Ko (Yonsei University), Kyung Hoon Kim (Changwon National University), Han Ah Choi, Dong Hyun Kim and Eun-Ju Lee (Sungkyunkwan University)

- How do social media reviews influence consumers’ perceptual experiences? An EEG study
  - Jing Zhang and Eun-Ju Lee (Sungkyunkwan University)

- How to apply neuroscientific methods for research in the K-beauty industry
  - Gusang Kwon (Amore Pacific Company)

- Understanding brain connectivity dynamics for Neuromarketing Research
  - Dong Hyun Kim and Eun-Ju Lee (Sungkyunkwan University)
Session 2.7 Food, Hospitality and Tourism Management (Room 307)  
15:45~17:15

Session Chairs: Sunny Ham (Yonsei University)

- The influence of experiences on customer behavioral intentions in grocerants  
  - Seoyoung Kim and Sunny Ham (Yonsei University)

- Satisfiers and dissatisfiers with the attributes of healthy foodservice operations  
  - Young-min Park and Sunny Ham (Yonsei University)

- Managers’ performance of sustainable practices in foodservice operations  
  - Sunny Ham, Yulee Shin, and Minsook Kim (Yonsei University)

Discussion Leader: Kiattipoom Kiatkawsin (Sejong University)

Session 2.8 B2B Marketing Management (Room 336)  
15:45~17:15

Session Chair: Hakil Moon (Eastern Michigan University)

- When do small retailers benefit from information strategy: A buying group perspective  
  - Miao Miao (International Pacific University), Bin Hu and Changju Kim (Ritsumeikan University)

- The effect of customer orientation, product design innovation and service innovation on customer satisfaction  
  - Kyeong Kook Jang, Sang Jin Kim and Kyung Hoon Kim (Changwon National University)

- Implications of strong and weak tie position: Network tie configuration and breakthrough innovation  
  - Hakil Moon (Eastern Michigan University)

- Business model innovation effect on business performance  
  - Jaesu Kim, Han-Sik Yu and Kyung Hoon Kim (Changwon National University)

Discussion Leader: Jaesu Kim (Changwon National University)
Session 2.9 Fashion Marketing and Research (Room 324)
15:45~17:15

Session Chair: Yoon Jung Lee (Korea University)

- Effects of marketing claim type in sustainable fashion
  - Hyun Min Kong (Yonsei University)

- An inter-cultural study of the weak culture’s translation techniques in the translated works in China 1920s
  - Wu Yang and Zhuen Hou (Dalian University of Foreign Languages)

- A review on the usage of Chatbots to enhance communication in online environment
  - Minjee Chung and Eunju Ko (Yonsei University)

- The correlation of design innovation attributes and their effects on purchase intention based on technology acceptance model
  - Jaehee Chung (Hongik University)

Discussion Leader: Hyun Min Kong (Yonsei University)

2017 KSMS Doctoral Dissertation Competition (Room 307)
09:00-11:30

Committee Chairs: Jeonghye Choi (Yonsei University)
Alex Jiyoung Kim (Ewha Womans University)
Committee Member: Jaesu Kim (Volvo Group Korea)
Yang Sun (Zhejiang SCI-TECH University)

- Information adoption of sustainable fashion consumers in social media platform
  - Hyun Min Kong (Yonsei University)

- Design innovation and purchase behavior for augmented products
  - Sang Jin Kim (Changwon National University)

- Meaning transfer in a cobranding context: The role of the sensory signature
  - Euejung Hwang (Auckland University of Technology)

- Consumer responses in the face of luxury brand-related identity threats: The moderating role of brand identification, self-construal and the source of rejection
  - Dina Khalifa (Glasgow Caledonian University)

- Relationships among brand placement, organizational image, reputation, employment brand equity and intention to pursue job opportunity in R.O.K Navy.
  - Jongchul Na (Changwon National University)
2017 Global Business Review Competition: Case and Research (Room 336) 09:00-11:30

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Committee Members: Young-A Song (Korea Broadcast Advertising Corporation)
                    Yerim Chung (Yonsei University)
                    Heeju Chae (Kyungsung University)

• What drives semi-luxury goods sales?: The roles of products, customers, and assortments and the moderating effect of store types
  - Jiang Yan (Yonsei University)

• New differentiated marketing strategy for travel VR content
  - Heejin Park, Seunghwan Kim, Jungguk Lee and Kyounghye Park (Kyungsung University)

• Touch Points Revisited: Traditional promotions for digital business
  - Sanghwa Kim (Yonsei University)

• Establishment of innovative distribution paradigm of mega shopping complexes
  - Sangcheol Kim, Donghwan Lee, Dowon Jung and Junsu Tak (Kyungsung University)

• Fair-trade coffee: A story about consumer, who’s willingness to purchase fair-trade coffee was investigated
  - Mitra Aspandiar, Elaine Sutrisna, Libby Wang and Kevin Teah (Curtin University)
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