

PAN-PACIFIC CONFERENCE XXXV

INNOVATION FOR VALUE CREATION AND BEYOND

**May 28-30, 2018
Seoul, South Korea**

Edited by

Sang M. Lee, DaeSoo Kim, and Yung-Mok Yu

Publication of the Pan-Pacific Business Association

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A Message from the Program Chair

This publication represents the Proceedings of the 35th Annual Pan-Pacific Conference being held in Seoul, Korea May 28-30, 2018. The Pan-Pacific Conference has served as an important forum for the exchange of ideas and information for promoting understanding and cooperation among the peoples of the world since 1984. Last year, we had a memorable conference in Lima, Peru, in cooperation with CENTRUM Graduate Business School of Pontificia Universidad Catolica del Peru, under the theme of “Designing New Business Models in Developing Economies.” Professor Vincent Charles served as Chair of the Local Organizing Committee, with strong leadership support of Fernando A. D’Alessio, Director General of CENTRUM.

This year, we are in Seoul, Korea, a beautiful and ultra-modern city with long history and culture. The conference will be in cooperation with the Korea Association of Information Systems, the Korea Association of Procurement and Supply Management, the Korea Society of IT Services, the Korean Production and Operations Management Society, the Korean Society of Quality Management, Korea University, Inha University, and Yonsei University. The conference theme “Innovation for Value Creation and Beyond” is most appropriate in view of the challenges and opportunities we face in today’s digital age. Living innovation, enabled by the advanced technologies, allows creating a smart future where people are happy, organizations thrive, and the environment flourishes. In addition to creating value for individuals and organizations, innovation can bring outcomes for the greater good, through doing well by doing good.

We would like to express our profound appreciation to many people who are making this year’s Seoul Conference a reality. The Conference Advisory Committee has provided valuable leadership for the conference. I would like to single out the following individuals: Dr. DaeSoo Kim of Korea University, Dr. Yung-Mok Yu of Dankook University, and the hard-working members of the Local Organizing Committee. We are sure that this year’s 35th Gala Pan-Pacific Conference in Seoul will be a truly special experience for our participants.

Pan-Pacific Conference Peer Review Process

All papers for the conference are submitted electronically through the Pan-Pacific Conference website (<http://www.panpacificbusiness.org>) by the designated deadline. All submitted papers are double blind reviewed by two experts in the field of business. Each submission is reviewed for (1) relevance to the conference theme; (2) quality of the paper in terms of its theoretical foundation and significance of the topic; and (3) appropriateness of the methodology used. The submission is judged to be Accepted, Rejected, or in need of Revision. For those needing revision, the author is notified of the reviewers’ suggestions and encouraged to submit the final paper with appropriate changes. All accepted paper submissions in the appropriate format are published in the Proceedings of the conference in condensed versions to allow for a reasonable size publication.

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The Pan-Pacific Business Association

The Pan-Pacific Business Association (PPBA) emerged from two U.S. - Japan Business Conferences held at the University of Nebraska-Lincoln in 1981 and Tokyo, Japan in 1983. These Conferences led to the formation of PPBA in 1984 with the first PPBA Conference being held in Hawaii that same year.

The basic goal of PPBA is to provide a forum for scholars, executives, and government officials from Pacific Rim countries to discuss important issues relating to a better quality of life in this region. Emphasis has been placed on more effective utilization of human resources, technology, and multilateral economic activities across the borders.

The primary focus of PPBA has been its annual international conference, which usually attracts participants from more than 30 countries. The conferences have been held in such locations as Honolulu, Seoul, Taipei, Singapore, Sydney, Kuala Lumpur, Calgary, Beijing, Bangkok, Dunedin-Queenstown, Chiba, Fiji, The Gold Coast, Vina Del Mar, Anchorage, Shanghai, Busan, San Jose, Shenzhen, Bali, Daejeon, Haikou, Johannesburg, Sakai City, Hanoi, Miri, and Lima.

The objectives of the PPBA are:

To provide business scholars, executives, and government officials from the Pacific countries an opportunity to discuss industrial and trade policies of their respective countries.

To help management scholars and practitioners assess the adaptability of various new management approaches to their own business environments. Emphasis is placed on networked organizations, productivity improvement, quality management, employee empowerment, modern technology-based management systems, innovation and world-class organizations.

To help business practitioners and scholars gain an understanding of the socio-cultural background of the economies and businesses in various Pacific countries.

To facilitate the development of research and the exchange of ideas for promoting international economic activities in the Pacific region and beyond.

To assist in the establishment of export education programs through cooperative arrangements with regional and world trade centers and bilateral and multilateral trade associations.

For additional information on PPBA, please contact us at: <http://www.panpacificbusiness.org>

PAN-PACIFIC CONFERENCE XXXV

MONDAY, MAY 28, 2018

ACTIVITIES AND EVENTS

08:30 - 16:00 Tour - Opportunities Available

16:00 - 18:00 Registration desk is open for the Pan-Pacific Conference: The K-Hotel

18:00 - 21:00 The Welcome Reception and Cultural Show: The K-Hotel

TUESDAY, MAY 29, 2018

MORNING

08:00 - 15:00 Registration desk is open: The K-Hotel

08:30 - 10:00 Opening Plenary Session

Crystal Ballroom

Welcome Speech

Local Organizing Committee

Opening Address

Sang M. Lee, President of PPBA, University of Nebraska-Lincoln, USA

Keynote Speech

Dr. Sye-kyun Chung, Speaker, The National Assembly of Korea
"Value Co-Innovation for Sustainable Society"

10:00 - 10:30 Coffee Break

Sky Garden

10:30 - 12:00 Plenary Panel

Crystal Ballroom

Innovation for Value Creation and Beyond

Moderator: Sang M. Lee, University of Nebraska-Lincoln, USA
Sang-Chul Lee, Institute of Global Management, South Korea
C. C. Puan, Green Packet Inc., Malaysia

12:00 - 13:30 Luncheon Program

Crystal Ballroom

TUESDAY, MAY 29, 2018

AFTERNOON

13:30 - 15:00 **Concurrent Sessions**

| | | | | | |
|----------------------|--|--|--|--|--|
| SESSION CODE | TP11 | TP12 | TP13 | TP14 | TP15 |
| ROOM | Dongkang Hall A 3 rd Floor | Dongkang Hall B 3 rd Floor | Dongkang Hall C 3 rd Floor | Dongkang Hall D 3 rd Floor | Geumkang Hall B 2 nd Floor |
| SESSION TOPIC | Special Session PsyCap | Research in Human Resource Management | Topics in Organizational Science | Innovation in Entrepreneurship | Topics in International Business |

15:00 - 15:30**Coffee Break****Sky Garden****15:30 - 17:00** **Concurrent Sessions**

| | | | | | |
|----------------------|--|--|--|--|--|
| SESSION CODE | TP21 | TP22 | TP23 | TP24 | TP25 |
| ROOM | Dongkang Hall A 3 rd Floor | Dongkang Hall B 3 rd Floor | Dongkang Hall C 3 rd Floor | Dongkang Hall D 3 rd Floor | Geumkang Hall B 2 nd Floor |
| SESSION TOPIC | Strategic Innovation | Psychology at Work Place | Cause for the Greater Good | Culture and Ethics in Organizations | Topics in Smart Innovations |

WEDNESDAY, MAY 30, 2018**MORNING****08:30 - 10:00****Concurrent Sessions**

| | | | | | |
|----------------------|---|---|---|---|---|
| SESSION CODE | WA11 | WA12 | WA13 | WA14 | WA15 |
| ROOM | Dongkang Hall A 3rd Floor | Dongkang Hall B 3rd Floor | Dongkang Hall C 3rd Floor | Dongkang Hall D 3rd Floor | Geumkang Hall B 2nd Floor |
| SESSION TOPIC | Academic Leaders Special Session | Research in Education | ICT Applications | Innovation and Value Creation | Innovation in Supply Chain Management |

10:00 - 10:30

Coffee Break

Sky Garden

10:30 - 12:00

Concurrent Sessions

| | | | | | |
|----------------------|---|---|---|---|---|
| SESSION CODE | WA21 | WA22 | WA23 | WA24 | WA25 |
| ROOM | Dongkang Hall A 3rd Floor | Dongkang Hall B 3rd Floor | Dongkang Hall C 3rd Floor | Dongkang Hall D 3rd Floor | Geumkang Hall B 2nd Floor |
| SESSION TOPIC | Challenges in Modern Tourism | Innovation in Education | Research in Industry 4.0 | International Finance | Topics in Service Business |

12:00 - 13:30

President's Luncheon Program

Crystal Ballroom

WEDNESDAY, MAY 30, 2018

AFTERNOON

13:30 - 15:00

Concurrent Sessions

| | | | | | |
|---------------------|-------------|-------------|-------------|-------------|-------------|
| SESSION CODE | WP11 | WP12 | WP13 | WP14 | WP15 |
|---------------------|-------------|-------------|-------------|-------------|-------------|

| | | | | | |
|----------------------|---|---|---|---|---|
| ROOM | Dongkang Hall A 3rd Floor | Dongkang Hall B 3rd Floor | Dongkang Hall C 3rd Floor | Dongkang Hall D 3rd Floor | Geumkang Hall B 2nd Floor |
| SESSION TOPIC | Issues in Operations Management | Research in Healthcare Management | IT and Data Analytics | Innovation and Knowledge Management | Research in Supply Chain Management |

15:00 - 15:30

Coffee Break

Sky Garden

15:30 - 17:00

Concurrent Sessions

| | | | | | |
|----------------------|--|---|---|---|---|
| SESSION CODE | WP21 | WP22 | WP23 | WP24 | WP25 |
| ROOM | Dongkang Hall A 3rd Floor | Dongkang Hall B 3rd Floor | Dongkang Hall C 3rd Floor | Dongkang Hall D 3rd Floor | Geumkang Hall B 2nd Floor |
| SESSION TOPIC | Innovation for Organizational Performance | Leadership in Organizations | Strategies in Supply and Distribution Management | Strategies in Global Business | Strategies in the Digital Age |

18:00-20:00

Farewell Dinner

CONFERENCE CLOSES

Thank you for your participation in the 35th Annual Pan-Pacific Conference!

Pan-Pacific Conference XXXV Program
Schedule Code

May 29, 2018

TP1 1-5 = Tuesday, 13:30 - 15:00

TP2 1-5 = Tuesday, 15:30 - 17:00

May 30, 2018

WA1 1-5 = Wednesday, 08:30 - 10:00

WA2 1-5 = Wednesday, 10:30 - 12:00

WP1 1-5 = Wednesday, 13:30 - 15:00

TP11 Special Session

Dongkang Hall A

Star Wars Here We Come: Wearable Technology to Collect Employee Real-Time BIG Data for Psychological Capital Analytics (PCA)

Chair: Fred Luthans, University of Nebraska-Lincoln, USA
Kazuo Yano, Hitachi-Japan, Japan
Emiko Magoshi, J.F. Oberlin University, Japan
Julie Broad, Booz, Allen, Hamilton, USA

TP12 Research in Human Resource Management

Dongkang Hall B

Chair: Gerhard Roodt, University of Johannesburg, South Africa

The Joint Impact of Work Engagement and Burnout on Ill-Being and Turnover Intention

Chris Jacobs, University of Johannesburg, South Africa
Pharny Chrysler-Fox, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa

Subordinates' Commitment to Challenging Goals: The Mediating Role of Managers' Deliberation

Xander Van Lill, University of Johannesburg, South Africa
Gerhard Roodt, University of Johannesburg, South Africa
Gideon De Bruin, University of Johannesburg, South Africa

New Management Paradigm and the South African Employee Context

Jenika Gobind, University of Witwatersrand, South Africa

Talent Management: A Spiritual Perspective

Sydwell Shikweni, University of Johannesburg, South Africa
Willem Schurink, University of Johannesburg, South Africa
Rene Van Wyk, University of Johannesburg, South Africa

TP13 Topics in Organizational Science

Dongkang Hall C

Chair: Chong Kim, Marshall University, USA

Final Conclusion of the Key Characteristics of Necessity: Using Different Methodology and Data Set

Chong Kim, Marshall University, USA
Jennifer Mak, Marshall University, USA

Can Equity Incentives Retain Corporate Executives?

Wu Yan, Jiangxi University of Finance and Economics, China
Zhexin Wei, Jiangxi University of Finance and Economics, China
Jialu Zheng, Jiangxi University of Finance and Economics, China

Revealing Underlying Dimensions of Rewards: Constructing the Reward Desirability Inventory

Janine Victor, University of Johannesburg, South Africa
Crystal Hoole, University of Johannesburg, South Africa

Impacts of Workplace Bullying on Organizational Commitment & Organizational Citizenship Behaviour:

Moderating Effect of Employment Type

Youn-sang Lee, Dongguk University, South Korea
Young-Myon Lee, Dongguk University, South Korea

TP14 Innovation in Entrepreneurship

Dongkang Hall D

Chair: Dianne H.B. Welsh, University of North Carolina-Greensboro, USA

Family Enrichment and Women Entrepreneurial Success: The Mediating Effect of Family Interference
Dianne H.B. Welsh, University of North Carolina-Greensboro, USA
Eugene Kaciak, Brock University-Canada, Canada

Consideration about Entrepreneur Support by Kobe's Volunteer Organization Aiming at the City of Wearable Computing
Shigeki Matsumoto, Kansai University of International Studies, Japan

The Role of "Community Capital" for Local Revitalization by Social Enterprises
Ayako Sendo, Takushoku University, Japan

TP15 Topics in International Business

Geumkang Hall B

Chair: Raul Hopkins Larrea, Pontificia Universidad Catolica del Peru, Peru

Learning from Each Other – The Future of Economic Cooperation Between Latin America and Asia
Raul Hopkins Larrea, Pontificia Universidad Catolica del Peru, Peru

Industrial Park in Vietnam: Present Condition and Problem
Atsuto Nishio, Takushoku University, Japan
Tran Tuyet Giang, National Economics University, Vietnam

Consumer Evaluation of Multinational Products
Jiwon Lee, HELP University, Malaysia
Matthew Minsuk Shin, Konkuk University, South Korea

How Multinational Enterprises Standardize Business Process Two Comparable Organizational Models
Takashi Sendo, Senshu University, Japan

TP21 Strategic Innovation

Dongkang Hall A

Chair: Takuya Tsubota, Tsubota Planning LLC, Japan

Innovation for Value Creation by Japan's Biggest Railway Company East Japan Railway Co., (EJR)'s Approach
Takuya Tsubota, Tsubota Planning LLC, Japan

Exploration and Exploitation under Heighten Corporate Governance: A Study in IT Industry
Buraj Patrakosol, Chulalongkorn University, Thailand

Influence of Institutional Pressures and Leadership on Firms' Ambidexterity in Emerging Countries: A Theoretical Framework
Claudia Diaz, CENTRUM Business School, Peru

Open Innovation Performances in the Service Industry
Yonghwi Noh, Myongji University, South Korea
Joohee Kim, Bucheon University, South Korea

TP22 Psychology at Work Place

Dongkang Hall B

Chair: Rene Van Wyk, University of Johannesburg, South Africa

Psychological Contract Breach and Its Influence on the Job Embeddedness of Nurses
Sonette Jacobs, University of Johannesburg, South Africa
Pharny Chrysler-Fox, University of Johannesburg, South Africa
Rene Van Wyk, University of Johannesburg, South Africa

PsyCap in MVO Model: A New Role
Weixing Li, BICANB Consulting, USA

The Impact of Psychological Contract Breach and Violation on Union Commitment
Kgopotso Maimane, University of Johannesburg, South Africa
Ashmeika Motilall, University of Johannesburg, South Africa
Khayaletu Ngqeza, University of Johannesburg, South Africa
Stacey Thompson, University of Johannesburg, South Africa
Pharny Chrysler-Fox, University of Johannesburg, South Africa

TP23 Cause for the Greater Good

Dongkang Hall C

Chair: Dave Flynn, Hofstra University, USA

Sustainability and Farming

Dave Flynn, Hofstra University, USA

The Elevation of Human Dignity with Rural Electrification and Efficient Marketing Tactics Tailored for Developing Countries

Jimin Han, SolBridge International School of Business, South Korea

Trend Associations Between Economic Growth and Air Transport in South Africa: An Ecological and Joinpoint Regression Analysis Between 1993 and 2016

Noleen Pisa, University of Johannesburg, South Africa

Rose Luke, University of Johannesburg, South Africa

TP24 Culture and Ethics in Organizations

Dongkang Hall D

Chair: Miyuki Tsuyuki, Teikyo University, Japan

Rethinking and Remodeling CSR Theories – From CSV to CSR to Protect Business from Bankruptcy

Miyuki Tsuyuki, Teikyo University, Japan

Relationship Between Organizational Cultures and Capabilities in Ethical Responsibility

DonHee Lee, Inha University, South Korea

Ki Joo Kim, Konyang University, South Korea

Youn Sung Kim, Inha University, South Korea

Inclusion of Cultural Heritage - Today and Tomorrow

Lisa H. Hata, Office H, Japan

TP25 Topics in Smart Innovation

Geumkang Hall B

Chair: Chew Yoong Wan, Nanyang Technological University, Singapore

Smart Innovations – An Impact-Cost Perspective

Den Huan Hooi, Nanyang Technological University, Singapore

Chew Yoong Wan, Nanyang Technological University, Singapore

A Case Study About the Relationship Between Convergence Strategy and Innovation Capability of Classic Art Industry

Seongbae Lim, St. Mary's University, USA

Kyoung Claudio Jung, Kookmin University, South Korea

The Effects of Ethical Organizational Culture on Innovativeness: Confirmation of One's Existence

June Ho Chung, Rutgers University, USA

Matthew Minsuk Shin, Konkuk University, South Korea

WA11 Academic Leaders Special Session

Dongkang Hall A

The Future of Business Education

Chair: Daneel Van Lill, University of Johannesburg, South Africa

Maling Ebrahimpour, University of Rhode Island, USA

Den Hooi, Nanyang Technological University, Singapore

WA12 Research in Education

Dongkang Hall B

Chair: Akio Yamamoto, Meiji University, Japan

How to Cultivate Cultural Competency: A Case Study of University Students Taking Transcultural Management Class

Akio Yamamoto, Meiji University, Japan

School Principals' Perceptions of Teacher's Under-Performance in South African Schools

Charlotte Osler, University of Johannesburg, South Africa

Rene Van Wyk, University of Johannesburg, South Africa

A Dynamic Model for Understanding E-Learning Success

Sean B. Eom, Southeast Missouri State University, USA

Educational Reforms of the 21st Century

Subha Gobind, University of Witwatersrand, South Africa

WA13 ICT Applications

Dongkang Hall C

Chair: Ben Kim, Seattle University, USA

Analysis and Prediction of Real Estate Prices: A Case of Boston Housing Market

Sharmila Muralidharan, Seattle University, USA

Katrina Phiri, Seattle University, USA

Sonal K. Sinha, Seattle University, USA

Ben Kim, Seattle University, USA

The Growth of Mobile Payments in China

Yuan Jessica Li, New York University, USA

Critical Challenges and Benefits Organisations Face in the Adoption of Agile Software Methodologies

Benjamin Hinson, University of Johannesburg, South Africa

Lucas Khoza, University of Johannesburg, South Africa

Carl Marnewick, University of Johannesburg, South Africa

WA14 Innovation and Value Creation

Dongkang Hall D

Chair: Malliga Marimuthu, Charles Darwin University, Australia

Intervening Role of Value-Informed Pricing Between Innovation Strategy and Innovation Performance

Seyedeh Khadijeh Taghizadeh, Universiti Utara Malaysia, Malaysia

Malliga Marimuthu, Charles Darwin University, Australia

How Can Legislation Support Innovation

Seongbae Lim, St. Mary's University, USA

Jacob Gutierrez, St. Mary's University, USA

Sangmo Lee, Korea Legislation Research Institute, South Korea

Development of Assessment Measures for Planting and Harvesting Innovation

Sang M. Lee, University of Nebraska-Lincoln, USA

Seung Hoon Jang, Bloomsburg University-Pennsylvania, USA

WA15 Innovation in Supply Chain Management

Geumkang Hall B

Chair: Dinesh S. Dave, Appalachian State University, USA

An Exploratory Review of Supply Chain Analytics Capabilities and Applications

Lakshmi S. Iyer, Appalachian State University, USA

Dinesh S. Dave, Appalachian State University, USA

Investigation of a Product-Service Supply Chain for an Electric Vehicle
Seung Ho Yoo, Hanyang University, South Korea

How Can Logistics Integration Bring Innovation into Supply Chains? A Mediation Effect of Logistics Service Capabilities
Sung Tae Kim, SolBridge International School of Business, South Korea

WA21 Challenges in Modern Tourism

Dongkang Hall A

Chair: Meiko Murayama, University of Reading, United Kingdom

The Little-Known Northern Japan: The Challenges Facing Akita in Developing Inbound Tourism
Meiko Murayama, University of Reading, United Kingdom

Promoting Japan's Tourism through SNS
Yongsook Lee, Kansai University of International Studies, Japan
WooJin Shin, Hongik University, South Korea

An Approach to Develop Tourism Marketing Strategies for a New-born City: A Case Study of Bueng Kan—The Latest Province of Thailand
Seri Wongmonta, University of Phayao, Thailand
Jusana Techakana, King Mongkut University of Technology-North Bangkok, Thailand
Worasuwit Potisat, University of Phayao, Thailand

WA22 Innovation in Education

Dongkang Hall B

Chair: Matthew Minsuk Shin, Konkuk University, South Korea

Study Abroad Programs as a Converged Service: A Co-Orientation Approach
Eunji Oh, Konkuk University, South Korea
Matthew Minsuk Shin, Konkuk University, South Korea

Reimagining Business and Economics Education in Africa
Daneel Van Lill, University of Johannesburg, South Africa
Amanda Dempsey, University of Johannesburg, South Africa

The "Student Voice" on the Quality of Teaching and Learning the Art of Management
Daneel Van Lill, University of Johannesburg, South Africa
Sivan Chetty, University of Johannesburg, South Africa

An Empirical Study on the Relation Between the Satisfaction and Loyalty of the International Students on the Quality of Educational and Administrative Service at the University
Eun-Hye Choi, Dankook University, South Korea
Min-Su Kim, Hanseo University, South Korea
Suk-ki Hong, Dankook University, South Korea

WA23 Research in Industry 4.0

Dongkang Hall C

Chair: Sang-Gun Lee, Sogang University, South Korea

A Comparative Study on the 4th Industrial Revolution Infrastructure among Korea, the United States, Germany and Japan
Yong-Ki Min, Sogang University, South Korea
Sang-Gun Lee, Sogang University, South Korea
Yaichi Aoshima, Hitotsubashi University, Japan

Critical Success Factors for Smart Factory Implementation of Manufacturing in Industry 4.0

Se-In Kwon, Dankook University, South Korea
Bum-Kyu Kim, Kookje University, South Korea
Jong-Gon Yang, Dankook University, South Korea
Yung-Mok Yu, Dankook University, South Korea

Understanding the Fourth Industry Revolution and the Response of Korean Natural Gas Industry
Jeongwook Khang, Korea Gas Union, South Korea

A Review of the Energy Management Systems for Smart Factories – Focused on ISO 5001
Se-In Kwon, Dankook University, South Korea
Eun-Hye Choi, Dankook University, South Korea

WA24 International Finance

Dongkang Hall D

Chair: Sung C. Bae, Bowling Green State University, USA

Do FDI Firms Benefit from Related Party Transactions with Foreign Affiliates? Evidence from Korea
Sung C. Bae, Bowling Green State University, USA
Taek Ho Kwon, Chungnam National University, South Korea

Panel Data Analysis of the Relationship Between Cash Conversion Cycle and Profitability Ratios
Keontaek Oh, Korea University Business School, South Korea
Dahee Lee, Korea University Business School, South Korea
DaeSoo Kim, Korea University Business School, South Korea

The Effectiveness of a Predictor-Corrector Technique in European Currency Option Valuation
Sang Woo Heo, University of Southern Indiana, USA
Jong C. Rhim, University of Southern Indiana, USA
Peter Cashel-Cordo, University of Southern Indiana, USA

Improving Tax Transparency and Exchange of Information: An Unprecedented Time for Hong Kong
Daniel Ho, Hong Kong Baptist University, Hong Kong

WA25 Topics in Service Business

Geumkang Hall B

Chair: Andreas C. Soteriou, University of Cyprus, Cyprus

On the Improvement of Willingness to Co-Create in Multistage Service Systems: A Modeling Framework for Resource Allocation Decisions
Andreas C. Soteriou, University of Cyprus, Cyprus
George C. Hadjinicola, University of Cyprus, Cyprus

A Study of Physical Attractiveness of College Students' Majoring in Airline Service
Aeeun Jeon, Hanseo University, South Korea

How Service Quality Links to Service Value, Satisfaction and Loyalty for Mobile Music Apps
Ji-Young Kim, Dankook University, South Korea
Hyeon Seung Kim, Dankook University, South Korea
Suk-Hee Won, Hanyang University, South Korea
Yung-Mok Yu, Dankook University, South Korea

A Network Text Analysis of Published Papers in the Service Sector
Jin Sung Rha, Inha University, South Korea

WP11 Issues in Operations Management

Dongkang Hall A

Chair: DaeSoo Kim, Korea University Business School, South Korea

The Relationship Between Environmental Hostility, Operational Absorptive Capacity, and Manufacturing Flexibility
EuiBeom Jeong, Korea University Business School, South Korea
Keontaek Oh, Korea University Business School, South Korea

DaeSoo Kim, Korea University Business School, South Korea

Analyzing the Impact of Inventory Leanness on Energy Efficiency in Korean Steel Firms

Gilwhan Kim, Keimyung University, South Korea

Kwan Soo Hong, Keimyung University, South Korea

Optimal Individual and Group Preventive Maintenance Policies of Two Leased Devices Using Age Reduction Method

Ya-Han Yu, National Taiwan University of Science and Technology, Taiwan

Wen-Liang Chang, Cardinal Tien Junior College of Healthcare & Management, Taiwan

Ruey-Huei Yeh, National Taiwan University of Science and Technology, Taiwan

Recovering from the Toyota Recall Crisis and Reflecting in the Quality Index

Hwanyong Kim, Marywood University, USA

Jimmy Simpson, Troy University, USA

Kwangjea Woo, Myungji University, South Korea

WP12 Research in Healthcare Management

Dongkang Hall B

Chair: Hong-Hee Lee, Seoul National University of Science and Technology, South Korea

The Factors Impacting Emergency Department Wait Times in General Hospital in Korea

Hong-Hee Lee, Seoul National University of Science and Technology, South Korea

Byeonghwa Park, Seoul National University of Science and Technology, South Korea

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Do Technology-Driven Service Encounters Have an Impact on Patients' Experience Satisfaction?

DonHee Lee, Inha University, South Korea

Sang Shik Lee, Kyungsung University, South Korea

Sung C. Kim, Minnesota State University-Mankato, USA

Jong-Weon Kim, Dong-eui University, South Korea

The Innovation in the U.S. Health Care Industry: A Case of Cervical Cancer Treatments in the U.S.

Jeong Hoon Choi, University of Nebraska-Kearney, USA

WP13 IT and Data Analytics

Dongkang Hall C

Chair: Arben Asllani, University of Tennessee-Chattanooga, USA

Presence and Impact of Religious Language in Service Organizations: A Text Mining Analysis

Arben Asllani, University of Tennessee-Chattanooga, USA

Diane Halstead, University of Tennessee-Chattanooga, USA

Valerie Taylor, University of Tennessee-Chattanooga, USA

A Study of Continuous Intention to Use and Word of Mouth for Digital Devices Based on a Dual Process Model

Yonghee Kim, Soongsil University, South Korea

Youngju Park, Soongsil University, South Korea

Jeongil Choi, Soongsil University, South Korea

Open Data Initiatives: Quality and Acceptance Factors

Taewon Hwang, Valdosta State University, USA

WP14 Innovation and Knowledge Management

Dongkang Hall D

Chair: Ruidong Zhang, University of Wisconsin-Eau Claire, USA

A Decentralized Blockchain Solution for Car Sharing Without a Third Party
Ruidong Zhang, University of Wisconsin-Eau Claire, USA

A Study on the Co-Creation Based Regional Innovation Model: Focusing on the Hochun Town
Taihun Lee, Dong-A University, South Korea
Soon-Goo Hong, Dong-A University, South Korea
Soonhyong Park, Dong-A University, South Korea
Jusoep Park, Dong-A University, South Korea
Na Rang Kim, Dong-A University, South Korea
Eunjung Han, Dong-A University, South Korea
Seongbae Lim, St. Mary's University, USA

Knowledge Search Strategies for Innovation by SMEs
Sang M. Lee, University of Nebraska-Lincoln, USA
Taewan Kim, University of Scranton, USA
Byungheon Lee, Kwangwoon University, South Korea
Byungku Lee, University of La Verne, USA

WP15 Research in Supply Chain Management

Geumkang Hall B

Chair: Jin Sung Kim, Korea Aerospace University, South Korea

Study on Supply Chain Network Through Big Data Analysis
Jin Sung Kim, Korea Aerospace University, South Korea
Donghyun Choi, Korea Aerospace University, South Korea
Hee Rim Nam, Bucheon University, South Korea
Myung Sook An, Kyung Women's University, South Korea

Supply Chain Governance within the Telecommunications Industry in South Africa
Jason Cohen, University of Johannesburg, South Africa
Dyllan Forman, University of Johannesburg, South Africa
Kingsley Wax, University of Johannesburg, South Africa
David Pooe, University of Johannesburg, South Africa

Financial and Materials Flows of Supply Chain Management: A Study of Chinese Consumers
Jason Jie Xiong, Appalachian State University, USA
Dinesh S. Dave, Appalachian State University, USA
James E. Stoddard, Appalachian State University, USA

Exploring Contextual Meaning of Node-level Measures in Supply Chain Network
Samantha S. Park, Chung-Ang University, South Korea
Yong Won Seo, Chung-Ang University, South Korea

WP21 Innovation for Organizational Performance

Dongkang Hall A

Chair: Jaehun Joo, Dongguk University-Gyeongju, South Korea

Relationships Between Customer Participation, Place Attachment, and Psychological Ownership in the Third Place
Jaehun Joo, Dongguk University-Gyeongju, South Korea

Authenticity: The Key to Brand Innovation
Youn Ju Kang, SolBridge International School of Business, South Korea
Sung Tae Kim, SolBridge International School of Business, South Korea

Municipal Government PR Strategies Using Local Mascot, Yuru-Chara, and SNS in Japan
Tomoyuki Nozawa, Digital Hollywood University Graduate School, Japan

The Influences of Open Innovation Patterns on Services Firm Performances

SungHee Lee, Hoseo University, South Korea
JaeYoung Kim, Korea University, South Korea
Boo Yung Cho, Higher Colleges of Technology, United Arab Emirates

WP22 Leadership in Organizations

Dongkang Hall B

Chair: Wonho Jeung, Korean National Defense University, South Korea

The Effects of Empowering Leadership on Interpersonal Citizenship Behavior
Wonho Jeung, Korean National Defense University, South Korea

Translating African Human Consciousness Into Evolving Forms of Leadership and Organizational Practice
Vusi M. Vilakati, University of Johannesburg, South Africa
Willem Schurink, University of Johannesburg, South Africa
Rene Van Wyk, University of Johannesburg, South Africa

The Mediating Effects of Self-Esteem on the Relationship Between the Impostor Phenomenon and Leadership Style
Crystal Hoole, University of Johannesburg, South Africa
Shanthuri Naidu, University of Johannesburg, South Africa

WP23 Strategies in Supply and Distribution Management

Dongkang Hall C

Chair: Shanggeun Rhee, Kean University, USA

Reverse Logistics Management in Social Commerce
Hui Han, Technical University of Madrid, Spain
Silvana Trimi, University of Nebraska-Lincoln, USA
Shanggeun Rhee, Kean University, USA

An Evaluation of Supply Chain Risk Management Practices: A Developing Country Perspective
Rose Luke, University of Johannesburg, South Africa
Gert J. Heyns, University of Johannesburg, South Africa

Determining a Distribution Strategy for Fast Moving Goods in Informal Markets
Rose Luke, University of Johannesburg, South Africa
Tshepiso Rasethaba, University of Johannesburg, South Africa

WP24 Strategies in Global Business

Dongkang Hall D

Chair: Juergen Schneider, German University in Cairo Berlin Campus, Germany

Signing the Annual Report within a Group of Companies – An Economic Perspective
Juergen Schneider, German University in Cairo Berlin Campus, Germany

Strategies for Korean Companies to Enter the Vietnamese Distribution Market
Su-Young Kwak, Dongguk University, South Korea
Mie-Jung Kim, Dongguk University, South Korea

Strategic Planning Practices Among the Inner City Retail SMEs: Do They Really Care?
Yvette Mashako, University of Johannesburg, South Africa
David Poee, University of Johannesburg, South Africa

“Cyclical Immigration”: Sharing Culture and Knowledge with Overseas Subsidiaries of MNCs
Kazuhiko Arakawa, Kanto Gakuin University, Japan

Koji Okazaki, Chung Hua University, Taiwan

WP25 Strategies in the Digital Age

Chair: Lucas Khoza, University of Johannesburg, South Africa

Geumkang Hall B

Agile Adoption in Information Technology Organisations

Lesego Sebola, University of Johannesburg, South Africa

Lucas Khoza, University of Johannesburg, South Africa

The Underlying Thought of Responsible Behavior in Sharing Economy Business Model

Malliga Marimuthu, Charles Darwin University, Australia

Seyedeh Khadijeh Taghizadeh, Universiti Utara Malaysia, Malaysia

Dark Side of Sharing Economy: Implications for Managing the Challenged Legitimacy of Sharing Economy

Jiyoung Hwang, University of North Carolina-Greensboro, USA

Analysis of Job Requirements for IT Executives in Fortune 500

Choong Kwon Lee, Keimyung University, South Korea

Yangsook Kim, Keimyung University, South Korea

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K-HOTEL MAP OF MEETING ROOMS 2ND FLOOR

Geumkang Hall B

2F 비상구 안내 Emergency Exit Guidance



