

2014 Korean Scholars of Marketing Science International Conference

Theme: Customer and Sustainability in Marketing and Management

Venue: Ewha-Shinsegae Building, Ewha Womans University, Seoul, Republic of Korea

Date: November 22nd-23rd, 2014

Host: Management Research Center, Ewha Womans University, Seoul, Republic of Korea

Organizers: Korean Scholars of Marketing Science

Global Alliance of Marketing & Management Associations

Partners: Keio University

Australian & New Zealand Marketing Academy

Center for Sustainable Culture & Service, Yonsei University

Korea Economy & Management Development Institute

Yonsei Institute of Health and Welfare

Sponsors: Routledge, Taylor & Francis

Ministry of Trade, Industry & Energy

National Research Foundation of Korea

Sponsoring Journals: Journal of Global Scholars of Marketing Science (JGSMS)

Journal of Global Fashion Marketing(JGFM)

Conference Chair: Seong-Yeon Park (Ewha Womans University)

Proceedings Editor: Juran Kim (Jeonju University)



EWHA WOMANS UNIVERSITY



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MOTIE
MINISTRY OF
TRADE, INDUSTRY & ENERGY

NRF National Research
Foundation of Korea

Nov. 22 nd , 2014	PROGRAM (Room)
09:00-11:30	2014 Doctoral Dissertation Competition (303)
	2014 Global Business Review Competition (304)
11:00~11:30	Editorial Board Meeting of Journal of Global Scholars of Marketing Science (508)
11:30~12:00	Editorial Board Meeting of Journal of Global Fashion Marketing (508)
12:00~12:30	Board Meeting (508)
12:00~13:00	Lunch (205 & Lobby of B1)
12:30~13:00	Registration (Lobby of the 1st floor)
13:00~13:50	<p>Opening Ceremony (101) Presider: Tony Garrett (Korea University)</p> <p>- Welcoming Speech: Junyeon Moon (Hanyang University, ERICA) President of Korean Scholars of Marketing Science Gao Tiesheng (Renmin University) Chairman of Board, China Marketing Association</p> <p>- Keynote Speech: Doing Impactful Research in Consumer Psychology Amna Kirmani (University of Maryland) Editor-Elect of Journal of Consumer Psychology (SSCI) President-Elect of Association for Consumer Research</p>
14:00~15:30	<p>Academic Sessions Part I and Symposiums</p> <p>1.1 2014 ANZMAC-GAMMA Joint Symposium I (508) 1.2 2014 Big Data Marketing Symposium (204) 1.3 2014 Keio University-GAMMA Joint Symposium I (205) 1.4 Consumer Psychology (209) 1.5 Fashion Marketing Research (211) 1.6 Consumption and Marketing of Virtual World (212) 1.7 Social Marketing and Consumer Responses (312) 1.8 B2B Marketing Management (313) 1.9 Art, Design and Marketing Management (303) 1.10 Beauty Business and Medical Tourism (304)</p>
15:45~17:15	<p>Academic Sessions Part II and Symposiums</p> <p>2.1 2014 ANZMAC-GAMMA Joint Symposium II (508) 2.2 Interfaces between Technology and Marketing in 3D Printer Industry (204) 2.3 Customer Equity for Traditional Market Symposium (205) 2.4 Consumer Marketing (209) 2.5 Yonsei Univ., Sogang Univ., & Ewha Womans Univ. Joint Seminar (211) 2.6 Relationship Marketing in the Global Markets (212) 2.7 Marketing Communication & Leadership (312) 2.8 Hospitality and Tourism Marketing (313) 2.9 Sport Management (303) 2.10 Cultural Marketing and Performing Arts (304)</p>
17:30~18:00	<p>Reception (Lobby of the 1st Floor)</p> <p>- Performing Art: Ong He Ya! (Art Director: Hwa-Suk Lee, Chonbuk National University) - Award Ceremony: JGSMS Best Paper Award 2014 / JGFM Best Paper Award 2014 Best Conference Paper Award / KSMS Excellent Service Award Doctoral Dissertation Competition Award 2014 Global Business Review Competition Award 2014</p>

Nov. 23rd, 2014	PROGRAM (Room)
10:00~12:00	Symposium (B110, Samsung Hall, Yonsei University) 3.1 2013 Keio University - GAMMA Joint Symposium II

Keynote Speech (101) 13:00~13:50

Keynote Speaker: Amna Kirmani (University of Maryland)

- **Doing Impactful Research in Consumer Psychology**

- Amna Kirmani (University of Maryland)

Editor-Elect of Journal of Consumer Psychology

President-Elect of Association for Consumer Research

**Session 1.1 2014 ANZMAC - KSMS Joint Symposium I
Luxury Brand Management (508) 14:00~15:30**

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

• **Antecedents and Moderators to Brand Attitude of Luxury Brands**

- Jared Lloyd, Isaac Cheah and Oliver Tucker (Curtin University)

• **Current Semiotics of French Luxury Brands – Meaning in the Marketplace**

- Anne-Flore Maman Larraufie (Sémio Consult & ESSEC)

• **The Effects of the Consumers' Experiential Value of the Luxury Kitsch Products on Brand Equity**

- Jeonmi Ko, Heeju Chae and Eunju Ko (Yonsei University)

• **Do Luxury Brands Need Loyalty Program? A Research Proposition**

- Anwar Sadat Shimul (North South University) and Colin Chong (Curtin University)

• **Conceptualizing 'Country-Of-Origin-Authenticity' of Luxury Brands**

- Zahirah Zainol, Isaac Cheah and Colin Chong (Curtin University)

Discussion Leaders: Anne-Flore Maman Larraufie (Sémio Consult),

Minjung Park (Ewha Womans University)

Symposium Co-Chairs: Jaihak Chung (Sogang University)
Gilyoung Song, Senior Executive VP (Daumsoft Inc.)

- **What Kind of Customer-Generated Information is Important for Mobile App Sales? The Values of Qualitative vs. Quantitative Information**

- Seongsoo Jang (Antalya International University) and Jaihak Chung (Sogang University)

- **Why Big Data for Cities?**

- Gunso Kim (Seoul Metropolitan Government)

- **Zooming In on Choice: How Do Consumers Search for Cameras Online?**

- Bart J. Bronnenberg (Tilburg University),

Jun B. Kim (Hong Kong University of Science and Technology) and Carl F. Mela (Duke University)

- **Mining Minds: The Power of Social Media Data as an Archive of Voluntarily Produced Records of Everyday Lives**

- Gilyoung Song (Daumsoft Inc.)

Discussion Leaders: Michael Lwin (Curtin University)

Kyeongae Park (Yeungnam University)

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

• **Your Car Looks Like You! Consumer Evaluation of Anthropomorphized Products**

- Kenya Hirashima, Daiki Ito, Rei Arai, Shingo Kajita and Akinori Ono (Keio University)

• **What Attracts You to Shopping Malls? : The Relationship between Shopping Value and Shopping Orientation on Purchase Intention at Outlet Mall Located in Suburb Area**

- Seolwoo Park and Heeju Chae (Yonsei University)

• **Determinants of Dual Distribution Channels**

- Yuji Kubota, Yuka Fujiki, Yusuke Hatsuoka, Testuo Horiguchi, Suzuna Kawaoka, Taku Koyama and Hidesuke Takata (Keio University)

• **Art Marketing: Original and New Paradigm of Marketing in Art**

- Dayun Hong, Jungsoo Seo, Heeju Chae and Eunju Ko (Yonsei University)

Discussion Leaders: Akinori Ono (Keio University)

Hidesuke Takata (Keio University)

Mihea Cho (Sejong University)

Session 1.4 Consumer Psychology (209) 14:00~15:30

Session Chairs: Amna Kirmani (University of Maryland)
Dong-Mo Koo (Kyungpook National University)

- **The Effect of Mood Alteration on Replayability in Online Games**

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

- **The Effect of Usage Motivation of Hashtag on Customer Social Participation and Brand Equity : Focusing on Fashion Brands' Image Based SNS**

- Eunju Ko, Heeju Chae, Ji Ye Shin and Jisu Han (Yonsei University)

- **Can Consumers' Personal Values Alter Negative Country-Of-Origin Effects? An Experimental and Multi-Country Investigation of Made-In-China Products**

- Caleb H. Tse (Sungkyunkwan University), Terri H. Chan (Hong Kong Baptist University),
Eric Shih (Sungkyunkwan University)

- **Sustainable Fashion Consumer: Fashion Lifestyle Segmentation and Perceived Sustainable Value**

- Sangah Song and Eunju Ko (Yonsei University)

Discussion Leader: C. Anthony Di Benedetto (Temple University)

Session 1.5 Fashion Marketing Research (211) 14:00~15:30

Session Chair: Mustika Sufiati Purwanegara (Bandung Institute of Technology)

- **A Theory of Planned Behaviour Approach on Limited Edition of Luxury Brands**

- Elaine Sutrisna, Min Teah and Colin Chong (Curtin University)

- **Purchasing Behavior of Skin in League of Legends**

- Sangjin Kim and Kyung Hoon Kim (Changwon National University), Yang Sun (Yonsei University)

- **Can Fashion Brands' Corporate Social Marketing Influence the Customer Equity?**

- Hyunmin Kong, Eunju Ko (Yonsei University) and Pekka Mattila (Aalto University School of Business)

- **The Effect of a Symbolic Meaning Communication towards the Preference of Indonesian Traditional Batik Pattern**

- Mustika Sufiati Purwanegara and Atik Aprianingsih (Bandung Institute of Technology)

Discussion Leaders: Heewon Sung (Gyeongsang National University),

Eun Young Kim (Chungbuk National University)

Session 1.6 Consumption and Marketing of Virtual World (212)
14:00~15:30

Session Chair: Yong-Ki Lee (Sejong University)

- **The Relationship between Consumer Satisfaction and Preferential Treatment without Effort**

- Cheol June Park and Dong Mo Koo (Kyungpook National University)

- **The Influence of Global Consumer Culture toward Social Media User's Attitude and Loyalty for Music Video of International Artists in Youtube**

- Siddhiq Amarullah Ramadhani (Bandung Institute of Technology)

- **A Study on The Factors that Have Effects on Customer's Intention to Use Mobile Shopping Services**

- Jong-Kuk Shin, Min Kyung Moon and Junfeng Li (Pusan National University)

- **The Influence of Textual 'Online Visual Merchandising' of Eco Fashion on Consumer Response and Purchase Intention: A Cross-Cultural Study of Generation Y Consumers in Korea and Germany**

- Minyoung Kim, Lisa Kesper, Eunha Chun, Eunju Ko (Yonsei University),
Pekka Mattila (Aalto University School of Business)

Discussion Leaders: Kyuho Lee (Sonoma State University)

Graham Ferguson (Curtin University)

Session 1.7 Social Marketing and Consumer Responses (312) 14:00~15:30

Session Chair: Juran Kim (Jeonju University)

- **A Study on the Negativity Effect of Corporate Social Responsibility**

- Chungyeol Lee (University of Massachusetts), Dae Ryun Chang (Yonsei University),
Nayeon Kim (Innotion Communications)

- **Investigating the Moderating Role of Guilt on the Consumption of Sweatshop Products**

- Joe Soo Chuah, Min Teah and Colin Chong (Curtin University)

- **The Formation of Attitudes toward Moral and Offensive Advertising Via Socialization**

- **Agent Preference: A Cross-Culture Study**

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

- **Social Relationships in a Social Platform and Consumer Responses**

- Sung Hwan Yeo (Changwon National University),
Kyung Hoon Kim (Changwon National University) and Juran Kim (Jeonju University)

Discussion Leader: Yung Kyun Choi (Dongguk University)

Session 1.8 B2B Marketing (313) 14:00~15:30

Session Chair: Sang-Lin Han (Hanyang University)

- **Customer Interconnectedness in the Russian B2B Markets: The Case of Russian Tube Rolling Industry**

- Vera Rebiazina (National Research University – Higher School of Economics)

- **Corporate Social Responsibility in B2B Relationships: Examining the Effects of Multifaceted Supplier CSR on Business Customer Trust**

- Sang-Lin Han (Hanyang University) and Simon Childs (WHU Otto Beisheim School of Management)

- **Corporate Venture Capital Syndicate Investment and Partner Selection**

- Sunny Hahn and Jina Kang (Seoul National University)

- **The Fit between Specialized Marketing Capabilities and Marketing Strategies of B2B firms on Export Performance**

- Kyong Ryul Koo and Kyung Hoon Kim (Changwon National University)

Discussion Leader: Hyeon-Sook Shim (Baehawa Women's University)

Session 1.9 Art, Design and Marketing Management (303) 14:00~15:30

Session Chair: Sangdo Oh (Ulsan National Institute of Technology)

- **Price Formation in the Art Auction Market: An Artificial Neural Network Approach**

- Changyong Lee (Ulsan National Institute of Technology)

- **Artist Infusion: The Influence of Socially Mediated Cognition on the Perception and Price of Art**

- Chaeho Lee (Ulsan National Institute of Technology)

- **Posture-Modulated Estimation of Fashion Products**

- Jiyeon Choi (Yonsei University) and Sangdo Oh (Ulsan National Institute of Technology)

Discussion Leaders: Luke Butcher (Curtin University)

Yeujin Chang (Chang Ucchin Foundation)

Session 1.10 Beauty Business and Medical Tourism (304) 14:00~15:30

Session Chair: Ki Nam Jin (Yonsei University, Wonju Campus)

- **Issues of Medical Tourism Marketing in Korea**

- Ki Nam Jin (Yonsei University, Wonju campus)

Discussant: Hwang Lee (Ascle InterMed)

- **A comparative Analysis of Cosmetic Surgery Clinic Websites in Korea**

- Ki Nam Jin, EunJoo Lee, SunMi Kim and TaeRim Um (Yonsei University, Wonju campus)

Discussant: Myoung Za Shin (Daejeon Heath Science College)

- **A Study on the Preparation of Medical Institutions for Attracting Russian Medical Tourists**

- Sunmi Cha (Yonsei University) and Hwang Lee (Ascle InterMed)

Discussant: Ki Nam Jin (Yonsei University, Wonju campus)

Session 2.1 2014 ANZMAC-KSMS Joint Symposium II (508)
15:45~17:15

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

• **Exploring the Presence of Subtle Branding amongst Symbolic and Prestige Brands**

- Graham Ferguson (Curtin University)

• **Is It Country of Origin or Store Image That Influences Store Brand Evaluation and Intention?**

- Sungkyu Lee, Kyounghee Chu and Tony C. Garrett (Korea University)

• **Video Game Extensions, More Than Just A Nervous Twitch**

- Ysabel Tang and Luke Butcher (Curtin University)

• **Green Advertising and Consumer Behavior in Premium Brand Market**

- So Young Heo and Kyung Hoon Kim (Changwon National University)

• **How Do Elderly Consumers Develop Brand Attachment?**

- Thomas Chilton and Michael Lwin (Curtin University)

Discussion Leader: Sangdo Oh (Ulsan National Institute of Technology)

Session 2.2 Interfaces between Technology & Marketing in 3D Printer Industry (204) 15:45~17:15

Session Chair: Jaesu Kim (Volvo Korea)

- **Key Success Factors of 3D Printing Business**

- Juran Kim (Jeonju University) and Kyu Bo Son (3Delight Inc.)

- **Future Trends and Policy of 3D Printer Industry**

- Jaesu Kim (Volvo Korea)

- **A Study on Acceptance of 3D Printing Technology Based on TAM (Technology Acceptance Model)**

- Jinghe Han and Eunju Ko (Yonsei University)

Discussion Leaders: Jina Kang (Seoul National University)

Sangwon Lee (Yonsei University)

Session 2.3 Customer Equity for Traditional Market Symposium (205)
15:45~17:15

Symposium Chair: Vera Rebiazina
(National Research University "Higher School of Economics", Moscow)

• **A Study on Analysis of Dongdaemun Fashion Town Consumer's Value Using Means-End Chain Theory**

- Sunghwa Yong and Eunju Ko (Yonsei University)

• **Art Activities Effects on Consumer Behavior: Case Study of Beijing 798 Art Zone**

- Honglei Liu and Nuo Yang (Dalian University of Foreign Languages),
Kyung Hoon Kim (Changwon National University)

• **Brand Attributes and Customer Equity in Traditional Market: Moderating Role of Counterfeit Product Purchase Behavior**

- Yang Sun and Sunghwa Yong (Yonsei University)

• **Environmental and Customer Analysis of Traditional Markets in China**

- Huanzhang Wang, Sangjin Kim, Jong Chan Lee and Kyung Hoon Kim (Changwon National University)

Discussion Leader: Mustika Sufiati Purwanegara (Bandung Institute of Technology)

Session 2.4 Consumer Marketing (209) 15:45~17:15

Session Chair: Seung Yun Lee (Konkuk University)

- **Role of Subtle Branding in Luxury Brands: An Agenda of Research Propositions**

- Jared Lloyd, Isaac Cheah, Oliver Tucker (Curtin University)

- **The Impact of Congruity of Brand-Manufacture Country-of-Origin on Consumer Purchase Intention**

- Jia Song and Byeong-Joon Moon (Kyung Hee University)

- **Factors that Influence Individuals to Share Files over the Peer to Peer Network**

- Rongyao Li and Michael Lwin (Curtin University)

- **The Effect of Irrelevant Information among movie reviews on Consumers' Movie Evaluation**

- Girim Han (Kyunghee University), Seung Yun Lee, (Konkuk University),
Sunho Jung, (Kyunghee University)

- **Marketing Mix, Attitude toward Brand and Customer Equity in R.O.K Navy**

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

Discussion Leaders: Caleb H. Tse (Sungkyunkwan University),

Issac Cheah (Curtin University)

Session 2.5 2014 Yonsei University, Sogang University & Ewha Womans University Joint Seminar (211) 15:45~17:15

Symposium Co-Chairs: Minjung Park (Ewha Womans University)
Jaihak Chung (Sogang University)
Eunju Ko (Yonsei University)

• **Fashion Item Information Components of Group Buying E-Commerce Websites: A**

Comparison between Korean and Us Group Buying Websites

- Heejin An (Ewha Womans University) and Sookyung Kim (Oregon State University),
Minjung Park (Ewha Womans University)

• **The Effects of Curation Service in Online Shopping on Service Satisfaction and Purchase Intention**

- Jaeyun Koh, So Yeon Lee, Eunha Chun, and Eunju Ko (Yonsei University)

• **The Effect of Naming Strategies on Movie Box-office Performances**

- Jiyeon Eoh and Jaihak Chung (Sogang University)

• **Development of Fashion Social Platform for Fashion Industry**

- Eunju Ko and Eunha Chun (Yonsei University)

Discussion Leaders: Mi Yung Lee (Inha University)

C. Anthony Di Benedetto (Temple University)

Session 2.6 Relationship Marketing in the Global Market (212) 15:45~17:15

Session Chairs: Jongkuk Lee (Ewha Womans University)
Sangyoung Song (Ewha Womans University)

- **The Effect of Alliance Scope on International Versus Domestic Alliance Performance: The Critical Role of Cross-National Distance**

- Yoojin Oh and Jongkuk Lee (Ewha Womans University)

Discussant: Sangyoung Song (Ewha Womans University)

- **The Role of Distributor in Co-development**

- Byula Kim (Korea Institute for Industrial Economics & Trade)

Discussant: Jongkuk Lee (Ewha Womans University)

- **Modeling Non-Contractual Purchasing Behavior of Customers: Comparison Of Pareto/Nbd, Bg/Nbd, and Bg/Bb Model**

- Sangyoung Song (Ewha Womans University)

Discussant: Jongkuk Lee (Ewha Womans University)

- **Country of Origin Effects in Us Auto Industry**

- Minyoung Kim (The University of Kansas), Sunghoon Kim (Arizona State University) and Jongkuk Lee (Ewha Womans University)

Discussant: Sangyoung Song (Ewha Womans University)

Session Chair: Yung Kyun Choi (Dongguk University)

- **The Influence of Mobile Marketing Features upon Customers' Continuous Usage Intention and Purchase Intention: Focus on Kakao Talk Plus Friends and Lin Official Accounts**

- Jong-Kuk Shin, Yong Ju and Cheng-Lin Wu (Pusan National University)

- **Leader Effectiveness in International Franchising**

- Kyuho Lee (Sonoma State University), John Garger (Metronome Computer Services),
Paul H. Jacques (Rhode Island College) and Jae-Youn Ko (Kyung Hee University)

- **Impacts of Chief Marketing Officer on Financial Performances**

- Min Chung Kim and Woo-Jong Lee (Hong Kong Polytechnic University),
Leigh M. McAlister (University of Texas at Austin)

- **My Choice versus Our Obligation: Effort and Culture in Environmental Persuasion**

- Sukki Yoon (Bryant University) Yeonshin Kim (Myongji University), and
Tae Hyun Baek (University of Kentucky)

Discussion Leaders: Min Taeh (Curtin University)

Eric Shih (Sungkyunkwan University),

Session Chair: Sunny Ham (Gachon University)

- **Young Traveler's Intention to Behave Pro-Environmentally While Travelling in Group**

Tours: Merging the Value-Belief-Norm Theory and The Exception Theory

- Kiattipoom Kiatkawsin and Heesup Han (Sejong University)

- **Healthy food service from a marketing perspective: Analysis of international cases**

- Joongwon Shin, Soyoung Kim, Jiyu Choi, Soh yoon Yun and Jihyun Yoon (Seoul National University)

- **The Relationships among Quality, Emotions, Value, Satisfaction, Desire and Behavioral Intentions in Hotel Spas**

- Pham Thi Mai Thuong and Heesup Han (Sejong University)

Discussion Leaders: Ikuo Takahashi (Keio University)

Hidesuke Takata (Keio University)

Session Chair: Kihan Kim (Seoul National University)

- **A Network Analysis of TV Audience Flow: The Case of 2014 Sochi Olympic**

- Yeayoung Noh and Jeah Yi (Seoul National University)

- **Making Sport Events Effective Tools for Building Sport Participation**

- Laurence Chalip (University of Illinois at Urbana-Champaign)

- **The Effects of Social Norms and Social Comparison Messages on Intention to Participate in the Physical Activity**

- Yoonji Ryu and Kihan Kim (Seoul National University)

- **Factors Affecting the Salary Assessment of Semi-Professional Athletes in Individual Sports Events**

- Jongwoo Lee and Kihan Kim (Seoul National University)

- **Attitude toward Sustainable Marketing and Customer Equity: Moderating Role of Sport Lifestyle**

- Nam Hee Jin, Sangjin Kim and Kyung Hoon Kim (Changwon National University)

- **Presence Effect of Sports Broadcasting Technologies: Focusing 3D TV and Image Expression**

- Jongho Kim and Kihan Kim (Seoul National University)

Discussion Leaders: Laurence Chalip (University of Illinois at Urbana-Champaign)

Doyeon Won (Yonsei University)

Session 2.10 Cultural Marketing and Performing Arts (304) 15:45~17:15

Session Chair: Hwa Suk Lee (Chunbuk National University)
Jae Hee Choi (Chunbuk National University)

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- **Arts Style and National Identity reflected Olympic Opening Ceremonies: A Comparison of the 2008 Beijing Olympics and the 2012 London Olympics**
 - Hye-Syn Tae and Myung-Sook Park (Kyung Hee University)
 - **Discussants:** Hyung-joon Ryu (Kyung Hee University) and Jung-Won Suh (Sejong University)
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- **A Study on Fandom of Dance Survival Audition Program 「Dancing 9」**
 - Joo-hee Kim (SungKyunKwan University)
 - **Discussants:** Myoung-Ju Lee (Seoul Hoseo Art College) and Eun-Yeong Kim (Dongguk University)
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- **Living as a Dancer's Wife**
 - Jeong-hee Yuk (Chunbuk National University)
 - **Discussants:** Un-Jin Kim (Chunbuk National University), Sun-Hee Cho (Kyung Hee University)
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Committee Chair: Junyong Kim (Hanyang University, ERICA)

Committee Members: Tony Garrett (Korea University)

Yung Kyun Choi (Dongguk University)

Chaeho Lee (Ulsan National Institute of Technology)

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- **The Effects of Customer Social Participation on Customer Equity -Focus on Social Media Service of Global Fashion Brand -**
- Heeju Chae (Yonsei University)
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- **Conceptualizing Guilt Appeals in Advertising**
- Michael Lwin (Curtin University)
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- **The Impact of Confucian Thought on Customer Equity: The Mediating Role of Sustainable Marketing**
- Yang Sun (Changwon National University)
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- **Managing the Uncontrollable Empirical Studies of User-Generated Content Online**
- Hsin-Hsuan Meg Lee (University of Amsterdam)
-
- **The Influence of Interactivity and Motivation on Network Capital and its Effects in Fashion Social Platform**
- Eunha Chun (Yonsei University)
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- **Brand Mimicry of Luxury Brands**
- Min Teah (Curtin University)
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- **The Role and Scale Development of a Spiritual Experience in Running as Serious Leisure**
- Bo-mi Lee (Sejong University)
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- **Individual Difference Factors in Temporal Discounting**
- Hyun Jun Shin (Sungkyunkwan University)
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- **A Study on the Effect of Perceived Risk on the Perceived Service Quality of Medical Tourists**
- Jinjoo Kim (Yonsei University, Wonju campus)
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- **An Analysis on Dance Collaboration with Application of Complexity Theory**
- Sun-Hee Cho (Kyung Hee University)
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- **A Study of The Concept and The Strategic Execution Model of IMC In The Environment of A Social Media**
- Joon Hyoung Park (Dongguk University)
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- **Golf Destinations' Brand Personality: The Case of the Algarve**
- Rosária L.G. Pereira (University of the Algarve)
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Session 2014 Global Business Review Competition: Case and Research (304) 09:00-11:30

Committee Chair: Sangdo Oh (Ulsan National Institute of Technology)
Committee Members: Seung Yun Lee (Konkuk University)
Hyeon-Sook Shim (Baehwa Women's University)

• **Case Studies on Cause-Related Marketing & Corporation Strategy Research combining SNS and Consumer Characteristics**

- Jung Hun Kim, Ha Young Kim, Hwi Young Kim and Hyun Hong Choi (Seoul National University)

• **A Reverse Positioning Strategy**

- Aayush Sawhney, Kaladhar Rachabathuni (Thunderbird School of Global Management),
Sarunyu Thep and Sylvia Imbrock (Thunderbird School of Global Management)

• **Case Study of CNOOC**

- Fan Zhang, Jiameihui Zhu and Ying Qi (Dalian University of Foreign Languages)

• **How Cultural Globalization Shapes the Capability of Dynamic Marketing and Product Innovation for Product Excellence in Indonesia Video Game Industry**

- Siddhiq Amarullah Ramadhani and Mega Mustika (Bandung Institute of technology),
Fathma Anugrah Utami (Bandung Institute of technology)

• **Case Study of "Leafie, a Hen into the Wild" in Terms of Marketing Strategies**

- Jin Ju Choi, Wan Hee Chung, Seung Hee Mok, Ji Min Park and Kyung Ryun Ko (Yonsei University)

• **Solar Roadway a Real Solution**

- Isha Rao, Michael Robinson and Robert Calkins (Thunderbird School of Global Management),
Roger Sequeira and Yuya Ota (Thunderbird School of Global Management)

• **Bebevco: Bebida Beverage Company**

- Tae Rang Choi (University of Texas at Austin),
Jae Heon Shim (Ulsan National Institute of Science and Technology),
Yang Nam Jung (University of Texas at Austin) and Ana Preciado (Elon University)

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- **Case Studies on Network Effect in High Tech Market : Korean Mobile Messenger Market**
- Yichang Kim, Gangmin Park and Eunjun Jung (Seoul National University)
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- **Case Radix Guitar Indonesia: Amplifying Market Strategy Through Collaborative Value Exchange**
- Anton Prayogo, Nebrian Hardika and Muhammad Risyad Tabattala (Bandung Institute of technology),
Anjar Damar Dono (Bandung Institute of technology)
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- **Case Study in the Brand Strategy of Dongdaemun: Incorporating the Revival of Its Hanbok Market**
- Hyo Gyeong Kang, Jungsoo Seo, Jae Young Moon, Ji Hye Chae and Jeong Yoon Kim
(Yonsei University)
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- **LINE, Challenge and Success**
- Yeji Lee, Seunghyang Oh, Hyeonwoong Park and Yoobin Kim (Pusan National University)
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- **Value Chain and Customer Equity in Fast Fashion: A Cross-Cultural Study between Asia and Europe**
- Joonheui Bae (Kyungpook National University)
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- **Adoption of Green Supply Chain Management Practices in China: Case Study in One Mobile Phone Manufacturing Firm**
- Zheng Wang and Huijing Lin (Sungkyunkwan University)
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Performing Art: Ong He Ya!

**(Lobby of the 1st Floor, Ewha-Shinsegae Building,
Ewha Womans University) 17:30-18:00 Nov. 22nd, 2014**

Art Director: Hwa Suk Lee (Chunbuk National University)

• **Performers**

- Kim mi-jung, Hwang su-hyun, Ahn jin-jung, Oh da-hye, Kim yun-hye, Park su-ran, Choi yun-ju, Nam seul-ah, Lee seo-i, Jo su-yun, Hong yu-na, Koo ye-na, Kim su-young and Jung jong-oong (Chonbuk National University)

• **Brief Description:**

- 'Ong He Ya!' is a translation of a Korean folk music into modern performing art. This performance will add happiness and joy to '2014 KSMS International conference'.
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Symposium Co-Chairs: Ikuo Takahashi (Keio University)
Eunju Ko (Yonsei University)

- **The Investigation of New Style WOM from the NETA Consumption**

- Kengo Toda, Mio Shionoiri, Miyuki Yamada, Shunsuke Kunitomo and Akira Shimizu (Keio University)

- **A Study on Impression Formation and Online WOM of Fashion Brand Supporter through Online Review**

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