

**2015 International Conference
on Business and Economics (ICBE2015)**

Seoul, South Korea, July 8-11, 2015

第8回 國際統合學術大會

KODISA

- Theme: *Science, Technology and Humanities for Business and Economic Sustainability*
 - Date: July 08 - 11, 2015.
- Venue: Seoul National University Hoam Faculty House, Seoul, Korea
 - Organizer: Korea Distribution Science Association (KODISA)

**2015 International Conference
on Business and Economics (ICBE2015)
Seoul, South Korea, July 08-11, 2015**

第8回 國際統合學術大會

***Theme: Science, Technology and Humanities for Business and
Economic Sustainability***

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Dong Ho Kim, SUNY Empire State College, USA

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Hee-Joong Hwang, Korea National Open University, Korea



**JULY 08-11, 2015
SEOUL NATIONAL UNIVERSITY, SEOUL, KOREA**

EIGHTH INTERNATIONAL CONFERENCE OF KODISA

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**2015 International Conference
on Business and Economics (ICBE2015)
Seoul, South Korea, July 8-11, 2015**



Theme: *Science, Technology and Humanities for Business and Economic Sustainability*

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CONFERENCE PROGRAM CO-ORGANIZERS

- Scientific Research and Education Center “Green Academy”, Republic of Kazakhstan
- East Asia Business Economics Association, Korea
- Korea Business Activity Society, Korea
- International Convergence Management Association, Korea
- Korea Information Technology Marketing Association, Korea

CONFERENCE SPONSORS



WELCOME MESSAGE



Jung Wan Lee, Ph.D.
[Professor, Boston University, USA]
Conference Chair

On behalf of the conference organizing committee and program committee, I take this opportunity to welcome all of the delegates and the accompanying persons and guests for the 2015 International Conference on Business and Economics (ICBE2015) being held in Seoul, South Korea, July 8-11, 2015. The conference is hosted jointly by the Korea Distribution Science Association (KODISA) and Shandong University of Political Science and Law of China. The conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability, to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference proceedings and affiliated journals.

I am extremely pleased that this year we have a total of 130 presentations of full papers, research-in-progress papers, doctoral symposiums, and special panel discussions from 156 scholars, industry leaders, and public policy makers coming from 15 countries. On July 9, 2015, after the conference opening session, an official reception of the conference will be following for the registered delegates and their spouse or accompanying persons. As part of this conference tradition, we will honor Best Paper Award winners with a scholarship. You will not only meet and greet and network with your colleagues from academics and industry but also engage in stimulating discussions based on academic research papers and business practices.

Finally, I would like to thank our colleagues at KODISA and Shandong University of Political Science and Law of China for hosting the conference, and the National Research Foundation of Korea for sponsoring the conference in many ways. I would also like to thank all the attendees, track and session chairs, reviewers and local organizing directors for their critical role in bringing together the conference.

Sincerely,



Yu Fu Li, Ph.D.

[President, Shandong University of Political Science and Law, China]

Conference Co-chair

I would like express our warmest congratulate to KODISA 2015 International conference (ICBE2015) in Korea, Seoul. The 2015 International conference is hosted jointly by the Korea Distribution Science Association (KODISA) and Shandong University of Political Science and Law (SDUPSL) since 2011.

I think that this mission of the Conference is not just a forum for academic discussion; it is also a good chance to establish networks with outstanding scholars and academic leaders around the world. Under this conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability and to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics.

Finally, I would like to express my sincere wish for the success of the conference. I hope all of us will find new opportunities in this ever-growing realm of Challenges and Opportunities of Management, Business and Economics in Asia.

Sincerely,



Dr. Bakhyt K. Yessekina
[Director, Scientific Research and Education Center “Green Academy”
Republic of Kazakhstan]
Program Co-organizer

Dear Ladies and Gentlemen!

I warmly greet you on behalf of the First Green Think-tank Centre in the CIS countries – Green Academy. This is a Scientific Research and Educational Centre, created by support of the former Ministry of Environment Protection of the Republic of Kazakhstan two years ago. The main mission of Green Academy is to increase the educational and research potential of the Government, academia, business and NGO’s in the field of green economy.

I would like to thank the South Korean Government and the Organizing Committee of the ICBE-2015 for the organization of and invitation to this Conference. We know that Declaration of Green Growth submitted by MCED-5 (Seoul, Korea 2005) has built a good platform for starting the transition to a green economy in the Asia Pacific Region, including the Republic of Kazakhstan.

The Republic of Kazakhstan is a pioneer in the region on development of the Green Concept adopted by the Order of President of the Republic of Kazakhstan HE Nursultan Nazarbayev in June 2013. Presently, the Government implements the Action Plan of the Concept on Transition to Green Economy till 2020 and invites countries over the world to join to EXPO-2017 with title “Energy for Future”.

As you know, this year there will be two UN Global Summits: MDG’s Summit on Sustainable Development and COP21 in Paris. We hope that in the framework of the ICBE Conferences, we will develop new suggestions and tools in the promotion of green economy and climate change mitigation on the global and national levels.

Sincerely,



Jae-Sung Lee, Ph.D.

[Chairman, East Asia Business and Economy Association, Korea]
Program Co-organizer

It is my great pleasure to welcome all of the distinguished professors, researchers and the esteemed personnel and special guests for the summer 2015 International Conference on Business and Economics (ICBE2015). The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Shandong University of Political Science and Law of China and will be held in Seoul, South Korea during July 8-11, 2015.

The KODISA together with EABEA Conference aims to provide a communication platform for scholars, professionals, academics and graduate students not only to present their recent and latest researches but also share their thoughts and discuss the future development in the field of management and social sciences, including communication, culture, economy, education, finance, law, management, politics, psychology, society, and management. Prospective authors from universities or other educational institutes and industry are encouraged to submit abstract and/or full paper to our summer conference. All papers submitted before the deadline will be peer reviewed by independent specialists. Proposals for holding tutorial, workshop, special session, and exhibition are invited from academia and industrial bodies, and should be addressed to the conference secretariat.

The conference organizing committee is currently looking for financial sponsors from industry, academia, and professional bodies. Conference purports to support and encourage researches in the area of international economics, international business and foreign trade practices & laws. Especially, my symposium welcomes theoretical and empirical papers in the broadly-defined international trade as well as Korea trade areas in their scope and/or implications.

I would like to express special thanks to all the participants, session chairs, reviewers and organizing representatives who play major role to organize this brilliant summer conference.

Yours sincerely,



Sang-Youn Lee, Ph.D.
[Chairman, Korea Business Activity Society, Korea]
Program Co-organizer

Welcome! All of the delegates and the accompanying persons and guests for the summer 2015 International Conference on Business and Economics (ICBE2015) being held in Seoul, South Korea, July 8-11, 2015. The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Shandong University of Political Science and Law of China and Korea Business Activity Society.

The conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability, to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference proceedings and affiliated journals.

I am extremely pleased that this year we are offering 6 presentations of full papers, research-in-progress papers, and special panel discussions from international scholars, industry leaders, and public policy makers coming from some 10 countries.

Finally, I would like to thank our colleagues at KODISA and Shandong University of Political Science and Law of China for hosting the conference, and the National Research Foundation of Korea and the Korea Business Activity Society for sponsoring the conference in many ways. I would also like to thank all the attendees, track and session chairs, reviewers and local organizing directors for their critical role in bringing together the conference.

Sincerely,

[CONFERENCE MASTER SCHEDULE]

DATE	DAY	TIME	EVENT & VENUE		
July 08	Wed				
Registration Hotel Check-in, SEOUL TOUR		10:00-20:00 FULL DAY	REGISTRATION AND HOTEL CHECK-IN COMPLEMENTARY SEOUL CITY TOUR* *All expenses paid by the conference organizer (Lunch and Dinner included).		
July 9	Thu		Track 1 [Mugunghwa Hall]	Track 2 [Camellia]	Track 3 [Water Lily]
Academic Paper Presentations	09:00-10:30	Paper Presentations Local Session 1	Paper Presentations Local Session 2	Paper Presentations Local Session 3	
	10:30-12:00	Paper Presentations Local Session 4	Paper Presentations Local Session 5	Paper Presentations Local Session 6	
	12:00-13:30	Lunch Break	Lunch Break	Lunch Break	
	13:30-15:00	Paper Presentations Local Session 7	Paper Presentations Local Session 8	Paper Presentations Local Session 9	
	Opening Ceremonies, Award Ceremonies, Reception	15:00-16:30	Paper Presentations Global Session 1	Paper Presentations Global Session 2	Paper Presentations Global Session 3
		17:00-18:00	CONFERENCE OPENING CEREMONIES [Convention Center]		
		18:00-21:00	CONGRESS AWARD CEREMONY AND RECEPTION [Mugunghwa Hall]		
July 10	Fri		[Mugunghwa Hall]	[Camellia]	[Water Lily]
Academic Paper Presentations	10:00-12:00	Paper Presentations Global Session 4	Paper Presentations Global Session 5	Paper Presentations Global Session 6	
	12:00-13:00	Lunch Break	Lunch Break	Lunch Break	
	13:00-14:00	Paper Presentations Global Session 7	Paper Presentations Global Session 8	Paper Presentations Global Session 9	
	Joint Symposiums	14:00-15:00	Paper Presentations Global Session 10	Paper Presentations Global Session 11	Joint Symposium KODISA – KIMA
		15:00-18:00	Joint Symposium KODISA – EABEA	Joint Symposium KODISA – ICMA	Joint Symposium KODISA – KOBAS
		18:00-20:00	CONGRESS FAREWELL RECEPTION AND DINNER [HOAM HOTEL]		
July 11	Sat		[Mugunghwa Hall]	[Camellia]	[Water Lily]
Academic Paper Presentations	10:00-12:00	Paper Presentations Global Session 12	Paper Presentations Global Session 13	Paper Presentations Global Session 14	
	12:00-13:00	Research Networking			
Close	14:00	CONFERENCE CLOSE			

Day 1 Schedule: Wednesday, July 8, 2015

10:00-20:00 Registration and Hotel Check-in [HOAM Faculty House Hotel]

10:00-20:00 COMPLEMENTARY SEOUL CITY TOUR*

*All expenses paid by the conference organizer (Lunch and Dinner included).

Day 2 Schedule: Thursday, July 9, 2015

Academic Paper Presentations

[Track 1]: Local Session 1 [Mugunghwa Hall]

Session L1: 09:00 – 10:30 Thursday July 9

Session Chair: Chul-Ju Park, Ph.D.
(Sahmyook University, KOREA)

Paper L1: How to Overcome Experiential Regret in Service Failure: The Important Role of Service Justices

Researcher: Hee-Joong Hwang, Korea National Open University, KOREA

Min-Jeong Kang, Mokpo National University, KOREA

Myoung-Kil Youn, Eulji University, KOREA

Discussant: Moon-Jung Kim, Baeksuk Culture University, KOREA

Paper L2: Double Sidedness of Both Intermittent Addiction and Thought Suppression: Effects of College Students' Smart Phone Addiction upon Psychological Wellbeing and Delinquent Behavior

Researcher: Hoe-Chang Yang, Jangan University, KOREA

Young-Ei Kim, Seoul Digital University, KOREA

Discussant: Moon-Jung Kim, Baeksuk Culture University, KOREA

Paper L3: An Analysis on Open Source Software Service Level Evaluation using BSEM

Researcher: Seung-Chang Lee, Small & Medium Business Corporation, KOREA

Hoon-Sung Park, BusinessOn Communication, KOREA

Eung-Kyo Suh, Dankook University, KOREA

Discussant: Min-Jeong Kang, Mokpo National University, KOREA

Paper L4: The Influence of Leadership Style on the Employee's Creativity: Focusing on the Mediating Effect of the Self-Efficacy

Researcher: Ju-Seok Choi, Chungbuk National University, KOREA

Nam-Kyeong Lee, Chungbuk National University, KOREA
Soo-Uk Lee, Kwanwoon University, KOREA
Il-Young Hwang, Kwanwoon University, KOREA
Discussant: Young-Ei Kim, Seoul Digital University, KOREA

Paper L5: A Study on Reconstruction of Seongnam Jungang Market (Public Market)

Researcher: In-seob Shin, Seongnam Jungang Market (Public Market), KOREA
Hui-su Kim, Daejeon University, KOREA
Chang-gwon Yoo, Daejeon University, KOREA
Gi-pyoung Kim, Daejeon University, KOREA
Discussant: Hoe-Chang Yang, Jangan University, KOREA

Academic Paper Presentations
[Track 2]: Local Session 2 [Camellia]
Session L2: 09:00 – 10:30 Thursday July 9
Session Chair: Jang-Hwan Lee, Ph.D.
(Masan University, KOREA)

Paper L6: A Study on the Determinants of Perceived Satisfaction of Strategic Alliances: Focused on the Moderating effects of Alliance Type

Researcher: Seung Nyun Choi, Sahmyook University, KOREA
Discussant: Eun-Hee Kim, Mokwon University, KOREA

Paper L7: A Study on Difference between Korea and Thailand Consumers in Purchase of Bundled Goods

Researcher: Moon-Jung Kim, Baeksuk Culture University, KOREA
Eun-Hee Kim, Mokwon University, KOREA
Discussant: Pan-Jin Kim, Chodang University, KOREA

Paper L8: The impact of Service Quality on Service Satisfaction and Store Loyalty in a CVS

Researcher: Mi-Song Kim, Yuhan University, KOREA
Sang-Cheol Kim, Yuhan University, KOREA
Pan-Jin Kim, Chodang University, KOREA
Discussant: Dong-Hae Lee, Kaya University, KOREA

Paper L9: The Impact of Service Quality on Service Satisfaction and Store Loyalty in a CVS – Focused on the Moderating Service Value

Researcher: Jong-Lak Kim, Jangan University, KOREA
Discussant: Pan-Jin Kim, Chodang University, KOREA

Academic Paper Presentations
[Track 3]: Local Session 3 [Water Lily]
Session L3: 09:00 – 10:30 Thursday July 9
Session Chair: Young-Ei Kim, Ph.D.
(Seoul Digital University, KOREA)

Paper L10: Impact of Gender Differences in DNA on Consumer Buying Behavior

Researcher: Young-Ei Kim, Seoul Digital University, KOREA

Discussant: Mi-Song Kim, Yuhan University, KOREA

Paper L11: Effects of Multi-dimensional Emotional Intelligence on Intrinsic/Extrinsic Motivation and Job Satisfaction: Path Analysis Using Perceived Organizational Support among Laborers

Researcher: Hoe-Chang Yang, Jangan University, KOREA

Won-Dong Lee, Jangan University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L12: A Study on the Food Science and Nutrition Students' Evaluation for Home Meal Replacement (HMR) Quality Using Importance-Performance Analysis

Researcher: Kyung-Sook Park, Jangan University, KOREA

Jong-Baek Kim, Jangan University, KOREA

Hoe-Chang Yang,, Jangan University, KOREA

Discussant: Jong-Lak Kim, Jangan University, KOREA

Academic Paper Presentations
[Track 1]: Local Session 4 [Mugunghwa Hall]
Session L4: 10:30 – 12:00 Thursday July 9
Session Chair: Hoe-Chang Yang, Ph.D.
(Jangan University, KOREA)

Paper L13: Influence of Positive Psychological Capital of Small and Medium Business Workers on Life Satisfaction and Innovative Work Behavior: Mediation effect of LMX and MMX within organizations

Researcher: Hoe-Chang Yang, Jangan University, KOREA

Woo-Ryeong Yang, Korea Polytechnic University, KOREA

Hee-Young Cho, Jangan University, KOREA

Discussant: Keun Eom, Jangan University, KOREA

Paper L14: Effects of Beliefs Perceived by Members in Self, Leader Relationships and Groups on Innovative Work Behaviors: Path Analysis using Multidimensional Job Characteristics

Researcher: Jae-Young Kim Jangan University, KOREA
Woo-Ryeong Yang, Korea Polytechnic University, KOREA
Hoe-Chang Yang, Jangan University, KOREA
Discussant: Yoon-Hwang Ju, Jangan University, KOREA

Paper L15: An Impact of Awareness of Sincere Mind of Leader and Exchange Relationship with Leader on Psychological Ownership and Organizational Commitment: Path Analysis Utilizing Multidimensional Trust

Researcher: Hoe-Chang Yang, Jangan University, KOREA
Discussant: Euong-Gyo Seo, Yonsei University, KOREA

Paper L16: Effects of Job Stress on Self-Esteem, Job Satisfaction and Turnover Intention: The Moderating Effects of Turnover Experience of Call Center Inbound Female Counselors

Researcher: Young-Chul, Lee, Jangan University, KOREA
Yoon-Hwang Ju, Jangan University, KOREA
Hoe-Chang Yang, Jangan University, KOREA
Discussant: Kyu-Chul Han, Sejong Cyber University, KOREA

Academic Paper Presentations
[Track 2]: Local Session 5 [Camellia]
Session L5: 10:30 – 12:00 Thursday July 9
Session Chair: Jong-Ho Lee, Ph.D.
(Kongju National University, KOREA)

Paper L17: A Study on the Effect of Customer Experience on Business Image and Trust by Social-CRM Factors

Researcher: Guo-Shan Jin, Korean Institute of Film Information Company, CHINA
Jongho Lee, Kongju National University, KOREA
Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

Paper L18: A Study on the Sustaining User Intention of OTT Service Video APP Based on Smart TV: Focused on China Market

Researcher: Lin-Lin, Fan, Kongju National University, KOREA
Jongho Lee, Kongju National University, KOREA
Discussant: Young-Sang Cho, KongJu National University, KOREA

Paper L19: A Study on the Effects of O2O Characteristics on Attractiveness, Trust and Users' Intention: Focused on Food Service Industry between Korea and China

Researcher: Zeng-Jun, Sun, Nam Seoul University, KOREA
Jongho Lee, Kongju National University, KOREA
Discussant: Shuo Zhang, Shandong Normal University, CHINA

Paper L20: A Study on the Analysis of Acceptance Intension on Social Curation Service Based on Smart Phone

Researcher: Miao Wang, Kongju National University, KOREA

Jongho Lee, Kongju National University, KOREA

Discussant: Jong-Jin Kim, Korea Global Peace Foundation, KOREA

Paper L21: A Study on the Persistent Using Intention of the Mobile-based Personal Cloud Storage Service -Focused on the China Market

Researcher: Tai-Le Zhang, Heo Chang city, public employer, CHINA

Jongho Lee, Kongju National University, KOREA

Academic Paper Presentations
[Track 3]: Local Session 6 [Water Lily]
Session L6: 10:30 – 12:00 Thursday July 9
Session Chair: Hyeon-Suk Park, Ph.D.
(Seoul Venture University, KOREA)

Paper L22: A Study on Standard Dimensions for Configuration of RRP Loading Pattern in Discount Stores

Researcher: Sung-Tae Jung, Yuhan Kimberly Inc. , KOREA

Kyu-Chul Han, Sejong Cyber University , KOREA

Discussant: Hye-Jin Kim, Chosun University, KOREA

Paper L23: The Study of Brand Equity Toward Purchase Intention In The Fashion Market In China

Researcher: Dong-Hae Lee, Kaya University, KOREA

Young-Ro Choi, Kaya University, KOREA

Discussant: Jang-Whan Lee, Masan University, KOREA

Lunch Break
12:00-13:30

Academic Paper Presentations
[Track 1]: Local Session 7 [Mugunghwa Hall]
Session L7: 13:30 – 15:00 Thursday July 9
Session Chair: Yoon-Yong Hwang, Ph.D.
(Chosun University, KOREA)

Paper L24: The Reinvestigating of Psychological Mechanism in the 'CSR-Customers' Loyalty' Relation

Researcher: Ji-Won Im, Chosun University, KOREA
Eun-Bi Kim, Chosun University, KOREA
Ji-Won Kang, Chosun University, KOREA
Jong-Chul Park, Chosun University, KOREA
Discussant: Hye-Jin Kim, Chosun University, KOREA

Paper L25: Evaluating the Performances of Various Reverse Logistics Networks

Researcher: Y. S. Yun, Chosun University, KOREA
X. Chen, Chosun University, KOREA
C. Anudari Chosun University, KOREA
Discussant: Jang-Whan Lee, Masan University, KOREA

Paper L26:

Researcher:
Discussant:

Paper L27: Exploring the Relationship between Individual Traits and Customer Citizenship Behavior through Social Motives

Researcher: Anesh Sthapit, Chosun University, KOREA
Min Jung Oh, Chosun University, KOREA
Ki-Sang Lee, Chosun University, KOREA
Yoon-Yong Hwang, Chosun University, KOREA
Discussant: Yougsun Chang, Chosun University, KOREA

Paper L28: Effects of human resource management on Older Worker's Employment Rate Human Resource Management

Researcher: Yougsun Chang, Chosun University, KOREA
Mang Zhang, Chosun University, KOREA
Discussant: Jong-Chul Park, Chosun University, KOREA

Paper L29: Measuring systemic risk of Korean stock market in aging society

Researcher: Gabjin OH, Chosun University, KOREA
Ho-yong Kim, Chosun University, KOREA
Ayoung Park, Chosun University, KOREA
Seok-won Ahn Chosun University, KOREA
Discussant: Yoon-Yong Hwang, Chosun University, KOREA

Academic Paper Presentations
[Track 2]: Local Session 8 [Camellia]

Session L8: 13:30 – 15:00 Thursday July 9

Session Chair: Lak-Chae Chung, Ph.D.
(Kong Ju National University, KOREA)

Paper L30: Consumer Perceived Risk in the Korean Mobile Phone Market

Researcher: Lak-Chae Chung, KongJu National University, KOREA

Young-Sang Cho, KongJu National University, KOREA

Hak-Yoel Kim, Shinhan University, KOREA

Discussant: Jong-Ho Park, KongJu National University, KOREA

Paper L31: The Study of Service Quality of Merchant Education for the Revitalization of Traditional Market

Researcher: Jong-Ho Park, KongJu National University, KOREA

Lak-Chae Chung, KongJu National University, KOREA

Discussant: Young-Sang Cho, KongJu National University, KOREA

Academic Paper Presentations
[Track 3]: Local Session 9 [Water Lily]

Session L9: 13:30 – 15:00 Thursday July 9

Session Chair: Soon-Hong Kim, Ph.D.
(Incheon University, KOREA)

Paper L32: Study on Chinese Consumers' Purchase Intention on Cosmetics PPL in Korean (Hallyu) Drama

Researcher: Deng Xiao-Wen, Incheon National University, KOREA

Soon-Hong Kim, Incheon National University, KOREA

Discussant: Kwang-Keun Lee, Kyungdong University, KOREA

Paper L33: A Study on On-line P2P Financial Product Purchase Decision of Chinese by Framing Effect

Researcher: Yu Fei Shang, Incheon National University, KOREA

Na Zhang, Incheon National University, KOREA

Discussant: Chang Soo Suh, Soonchunhyang University, KOREA

Paper L34: Behavioral Economics Research on Cosmetics Brand Awareness

Researcher: Mi-Ae Kim, Incheon National University, KOREA

Song Kyung Sook, Incheon National University, KOREA

Soon-Hong Kim, Incheon National University, KOREA

Discussant: Jong-Ho Park, KongJu National University, KOREA

Academic Paper Presentations
[Track 1]: Global Session 1 [Mugunghwa Hall]

Session G1: 15:00 – 16:30 Thursday July 9

Session Chair: Dr. Bakhyt K. Yessekina

(The Scientific Research and Education Center “Green Academy”
KAZAKHSTAN)

Paper G1: Power Industry in Kazakhstan: At Transition Stage

Researcher: Dr. Rajasekhara Mouly Potluri, Nimra Institute of Science & Technology, India
Ms. Marina D. Abikayeva, Kazakh-British Technical University, Kazakhstan

Paper G2: Problems of Decarbonization of Economy: International Practices and Kazakhstan

Researcher: Dr. Bakhyt K. Yessekina, the Scientific Research and Education Center “Green Academy”,
Kazakhstan

**Paper G3: Adopting Green Practices in Manufacturing and International Trade to Curb Emissions:
Evidence from Asia**

Researcher: Dr. Jung Wan Lee, Boston University, USA

Paper G4: An Analysis of Regulations to Reduce Emissions in the Energy Sector of the United States

Researcher: Dr. Megan Elaine Levanduski, Fulbright- Clinton Fellow, the Scientific Research and
Education Center “Green Academy”, Kazakhstan

**Paper G5: The Impact of the Logistics and Transport Industry on Carbon Emissions and Economic
Growth in Korea**

Researcher: Dr. Jung Wan Lee, Boston University, USA

**Paper G6: Development of Green Economy via Commercialization of Green Technologies:
Experience of Kazakhstan**

Researcher: Dr. Karlygash S. Mukhtarova, Al-Farabi Kazakh National University, Kazakhstan
Ms. Aknur Zhidebekkyzy, Al-Farabi Kazakh National University, Kazakhstan

Academic Paper Presentations
[Track 2]: Global Session 2 [Camellia]

Session G2: 15:00 – 16:30 Thursday July 9

Session Chair: Dr. Shuai Su

(Shandong University of Political Science and Law, CHINA)

**Paper G7: Mutual Understanding between China and South Korea at the Present Stage and its
Future Trends**

Researcher: Xiao Han, Shandong Normal University, CHINA

Paper G8: International Brownfield Investment of Chinese Firms

Researcher: Ruonan Zhang, Chonbuk National University, KOREA

Paper G9: A Comparative Study on the Trade of China and South Korea Tourism Services

Researcher: Jiangli Chen, Shandong Normal University, China, CHINA

Paper G10: Comparative Analysis on Cultural Trade Development between China and South Korea

Researcher: Hang Gao, Shandong University of Political Science and Law, CHINA

Paper G11: Research on Core Competence of Cultural Industry in Korea

Researcher: Hao Li, Shandong Normal University, CHINA

Yu Li, Kyung Hee University, KOREA

Academic Paper Presentations
[Track 3]: Global Session 3 [Water Lily]
Session G3: 15:00 – 16:30 Thursday July 9
Session Chair: Hao Li, Ph.D.
(Shandong Normal University, CHINA)

Paper G12: The Research on Korean Income Distribution Issue

Researcher: shuo Ma, Shandong University of Political Science and Law, CHINA

Paper G13: Study on the Impact of International Trade on Economic Growth in Shandong Province

Researcher: Qiu Zhang, Shandong University of Political Science and Law, CHINA

Paper G14: Product Quality Control System in Chinese Online Shopping

Researcher: Bo Li, Shandong University of Political Science and Law, CHINA

Paper G15: The Development and Present Situation of Forensic Accounting in China

Researcher: Fei Han, Shandong University of Political Science and Law, CHINA

Paper G16: The Development of Korean Culture Industry and Its Enlightenments to China

Researcher: Jie Zhong, Shandong Normal University, CHINA

Day 2 Schedule: Thursday, July 9, 2015

17:00 – 18:00 Thursday, July 9 Opening Ceremonies and Welcoming Addresses [Convention Center]

Master of Ceremony: Young-Ei Kim, Ph.D.
(Seoul Digital University, KOREA)

17:00-17:10 Registration

17:10-17:20 Welcoming Address, President of the Korea Franchise Association, Korea

17:20-17:30 Welcoming Address, President of the Shandong University of Political Science and Law, China

17:30-17:40 Welcoming Address, Conference Chair, Boston University, USA

17:40-17:50 Award Ceremonies for Korea Distribution Science Excellence Awards

17:50-18:00 Photo Time

18:00 – 21:00 Thursday, July 9 Congress Reception and Award Ceremony Dinner [Mugunghwa Hall]

Master of Ceremony: Jung Wan Lee, Ph.D.
(Boston University, USA)

18:00-18:20 BEST PAPER AWARDS CEREMONY

18:20-18:30 SERVICE COMMENDATION AWARDS CEREMONY

18:30-21:00 RECEPTION AND DINNER

Day 3 Schedule: Friday, July 10, 2015

Academic Paper Presentations

[Track 1]: Global Session 4 [Mugunghwa Hall]

Session G4: 10:00 – 12:00 Friday July 10

Session Chair: Dr. Jin-Whan Kim

(Korea Open National University, KOREA)

Paper G17: A Comparative Study on the Usage Intention of Social Network Service (SNS) in Korea and China

Researcher: Fan Zhang, Shandong University of Political Science and Law, China
Shuai Su, Shandong University of Political Science and Law, China

Paper G18: A Structural Compendium on Service Quality and Customer Satisfaction: A Comparative Study between Public and Private Sector Banks in India

Researcher: Dr. Rajasekhara Mouly Potluri, Nimra Institute of Science & Technology, India
Dr. Srinivas Rao Angati, Krishna University, India
Dr. M. Srinivasa Narayana, Narasaraopeta Engineering College, India
Dr. Rizwana Ansari, Nimra College of Business Management, India

Paper G19: Fourfold Pattern of Risk-taking

Researcher: Dr. Mike King-fai Fung, The Hong Kong Polytechnic University, Hong Kong

Paper G20: Does the Rise of the Korean Wave Lead to Cosmetics Export?

Researcher: Mr. Young Seon Park, Chulalongkorn University, Thailand

Paper G21: The Formation of Clusters as Mechanism of Transfer of Innovations at the Periphery in Kazakhstan

Researcher: Dr. Anel A. Kireyeva, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan
Dr. Nailya K. Nurlanova, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan

Academic Paper Presentations

[Track 2]: Global Session 5 [Camellia]

Session G5: 10:00 – 12:00 Friday July 10

Session Chair: Dr. Orazaly Sabden

(Institute of Economy of the Republic of Kazakhstan, KAZAKHSTAN)

Paper G22: Specifics and Prospects of Demographic Development of Kazakhstan in the Context of the Global Trends

Researcher: Dr. Nailya K. Nurlanova, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan

Dr. Marziya K. Meldahanova, Institute of Economics of the Ministry Education and Science of Republic of Kazakhstan, Kazakhstan

Paper G23: A Model of Innovation Development of the National Economy of Kazakhstan

Researcher: Dr. Raushan T. Dulambayeva, Al-Farabi Kazakh National University, Kazakhstan

Paper G24: Agricultural Innovations for Sustainable Development: Analysis of Situation in Kazakhstan and Ways for Improvement

Researcher: Dr. Khalima N. Sansyzbayeva, Al-Farabi Kazakh National University, Kazakhstan

Ms. Aknur Zhidebekkyzy, Al-Farabi Kazakh National University, Kazakhstan

Paper G25: The Strategy of Sustainable Mankind's Development in 21 century

Researcher: Dr. Orazaly Sabden, the Center of Industrialization, Competitiveness and Business, Institute of Economy of the Republic of Kazakhstan, Kazakhstan

Paper G26: Evaluation of Government Programs and Policies: Foreign Experience and Kazakhstan

Researcher: Dr. Karlygash S. Mukhtarova, Al-Farabi Kazakh National University, Kazakhstan

Dr. Laura Z. Ashirbekova, Al-Farabi Kazakh National University, Kazakhstan

Academic Paper Presentations
[Track 3]: Global Session 6 [Water Lily]
Session G6: 10:00 – 12:00 Friday July 10
Session Chair: Dr. Rajasekhara Mouly Potluri
(Nimra Institute of Science & Technology, INDIA)

Paper G27: Digital Marketing of Cotton to Generation Y College Students

Researcher: Jay-Sang Ryu, Texas Christian University, USA

Paper G28: Distribution Companies in the Category Strategy: Focusing on Korea and Japan

Researcher: Ki-Hwang Lee, University of Marketing and Distribution Science, JAPAN

Masao Mukoyama, University of Marketing and Distribution Science, JAPAN

Mi-Song Kim, Yuhan University, KOREA

Paper G29: Kazakhstan's Gender Policy: Problems and Prospects

Researcher: Dr. Rajasekhara Mouly Potluri, Nimra Institute of Science & Technology, India

Ms. Marina D. Abikayeva, Kazakh-British Technical University, Kazakhstan

Dr. Ol'ga A. Yanovskaya, JSC "Financial Academy" under the Ministry of Finance of the Republic of Kazakhstan, Kazakhstan

Paper G30: Innovative Mechanisms in the Procurement Logistics of the Republic of Kazakhstan

Researcher: Dr. Erzhan B. Zhatkanbaev, Al-Farabi Kazakh National University, Kazakhstan

Mr. Ernur S. Mukhtar, Al-Farabi Kazakh National University, Kazakhstan

Ms. Maiya M. Suyunchaliyeva, Al-Farabi Kazakh National University, Kazakhstan

Paper G31: Innovative Development of Kazakhstan: Problems and Perspectives

Researcher: Dr. Karlygash S. Mukhtarova, Al-Farabi Kazakh National University, Kazakhstan

Dr. Saule T. Kupeshova, Al-Farabi Kazakh National University, Kazakhstan

**Lunch Break
12:00-13:00**

Academic Paper Presentations

[Track 1]: Global Session 7 [Mugunghwa Hall]

Session G7: 13:00 – 14:00 Friday July 10

Session Chair: Choon-Sup Hwang, Ph.D.

(Kyung Hee University, KOREA)

Paper G32: Local Fashion Branding of Small Businesses to Promote Fashion Diversity: U.S. and Hong Kong Case Studies

Researcher: Sojin Jung, The Hong Kong Polytechnic University, HONG KONG

Choon-Sup Hwang, Kyung Hee University, KOREA

Discussant: Jong-Ho Park, KongJu National University, KOREA

Paper G33: Chinese and Korean College Students' Value Perception and Preference for Their Traditional Wedding Costumes and Purchase Intention for Imported Fashion Products

Researcher: Liang Ge, Kyung Hee University, KOREA

Choon-Sup Hwang, Kyung Hee University, KOREA

Kornthip Watcharapanyawong Techametheekul, Kasetsart University, THAILAND

Discussant: Jong-Ho Park, KongJu National University, KOREA

Paper G34: Pursuing Justice against the Abuse of the Rich through Social Media: A Case Study

Researcher: Dong-Ho Kim, SUNY Empire State College, USA

Myoung-Kil Youn, Eulji University, KOREA

Discussant: Jong-Ho Park, KongJu National University, KOREA

Academic Paper Presentations
[Track 2]: Global Session 8 [Camellia]
Session G8: 13:00 – 14:00 Friday July 10
Session Chair: Dr. Karlygash S. Mukhtarova
(Al-Farabi Kazakh National University, KAZAKHSTAN)

Paper G35: The Study of Entrepreneur's Motivation for Innovation in Thailand

Researcher: Dr. Jarunee Wonglimpiyarat, Thammasat University, Thailand

Paper G36: Asymmetric Information Spillovers between Trading Volume and Price Changes in Malaysian Market

Researcher: Dr. You-How Go, Universiti Tunku Abdul Rahman (UTAR), Malaysia
Dr. Wee-Yeap Lau, University of Malaya, Malaysia

Paper G37: Customers Trust on Islamic Banks in Indonesia

Researcher: Dr. Hardius Usman, University of Indonesia, Indonesia

Paper G38: Non-Banking Activities of Banks under Financial Deregulation in Developing Countries

Researcher: Dr. Yasushi Suzuki, Ritsumeikan Asia Pacific University, Japan

Paper G39: A Model for Collaborative Development in the South China Sea

Researcher: Dr. Virginia A. Greiman, Boston University, USA

Academic Paper Presentations
[Track 3]: Global Session 9 [Water Lily]
Session G9: 13:00 – 14:00 Friday July 10
Session Chair: Dr. Michael Kwag
(Boston University, USA)

Paper G40: The Influence of e-Marketing on Higher Level Marketing Capability and Marketing Performance in the SME Sector in South Africa

Researcher: Dr. Richard Chinomona, University of the Witwatersrand, South Africa

Paper G41: The Process of Globalization and Modern Agriculture: Sociological and Economic Aspects of Serbia

Researcher: Dr. Dragan Momirovic, Institute of Agricultural Economics, Belgrade, Serbia

Paper G42: Selecting Investments in Start-ups in Spain

Researcher: Dr. Montserrat Casanovas, Universitat de Barcelona, Barcelona – Spain
Dr. Jordi Pla, Universitat de Barcelona, Barcelona – Spain

Paper G43: Antecedents of Acceptance of Social Networking Sites in Retail Franchise and Restaurant Businesses

Researcher: Dr. Michael Kwag, Boston University, USA

Paper G44: The Study of Entrepreneur's Motivation for Innovation in Taiwan

Researcher: Dr. Barry Unger, Boston University, USA

Academic Paper Presentations
[Track 1]: Global Session 10 [Mugunghwa Hall]
Session G10: 14:00 – 15:00 Friday July 10
Session Chair: Dr. Neeraj Kumari
(Manav Rachna International University, INDIA)

Paper G45: A Comparative Study on Investment Horizons and Volatility: in Indian Market

Researcher: Dr. Katta Ashok Kumar, Saveetha University, Chennai, India

Paper G46: Preferred Parameters Affecting the Quality of Education: Faculty Perspectives in India

Researcher: Dr. Neeraj Kumari, Manav Rachna International University, India

Paper G47: Do Analyst Practices and Broker Resources Affect Target Price Accuracy? An Empirical Study in India

Researcher: Dr. Samie Ahmed Sayed, International Management Institute, New Delhi, India

Paper G48: The Relationship Between Financial and Productivity Indicators of Economic Units in Iran

Researcher: Mr. Shaban Mohammad, Hakim Nezami University of Quchan, Iran

Paper G49: SWOT Analysis for National Innovation System of Iran

Researcher: Dr. Seyedreza Haghi, Ferdows Higher Education Institute, Iran

Academic Paper Presentations
[Track 2]: Global Session 11 [Camellia]
Session G11: 14:00 – 15:00 Friday July 10
Session Chair: Dr. Muhammad Ayub Siddiqui
(Bahria University, Islamabad, PAKISTAN)

Paper G50: Disclosure Quality and Economic Value Added Evidence from Iran

Researcher: Dr. Seyed Javad Habibzadeh Baygi, Islamic Azad University of Mashhad, Iran
Dr. Parisa Javadi, Islamic Azad University of Mashhad, Iran

Paper G51: The Impact of Global Financial Crisis 2008 on Amman Stock Exchange, Jordan

Researcher: Dr. Moh'd Mahmoud Ajlouni, Arab Open University, Jordan
Dr. Waleed Hmedat, Oman College of Management and Technology, Sultanate of Oman

Paper G52: Macroeconomic Dynamics of Standard of Living in South Asia

Researcher: Dr. Muhammad Ayub Siddiqui, Bahria University, Islamabad, Pakistan

Paper G53: Mergers and Acquisitions as Vital Instruments of Corporate Strategy: In Pakistan Markets

Researcher: Dr. M. Jibran Sheikh, COMSATS Institute of Information Technology, Islamabad, Pakistan
Dr. Mah-a-Mobeen Ahmed, COMSATS Institute of Information Technology, Pakistan

Paper G54: Financial Development and Economic Growth: A Bidirectional Relationship in Pakistan

Researcher: Dr. Muhammad Irfan Javaid Attari, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Islamabad, Pakistan
Dr. Saba Aslam, Air University, Islamabad (Multan Campus), Pakistan

**Academic Paper Presentations
[Track 3]: Joint Symposium Session 1 [Water Lily]**

Session J1: 14:00 – 15:00 Friday July 10

2014 KODISA – KIMA Symposium

Theme: Convergence of IT and marketing

Organizer: Korea Information Technology & Marketing Association

Session Chair: Myoung-Kil Youn, Ph.D.

(Eulji University, KOREA)

Paper J14: A Study on User-centered Service Design Process Model to Increase Competitive Advantage of Traditional Markets

Researcher: Jang-Whan Lee, Masan University, KOREA

Discussant: Hye-Jin Kim, Chosun University, KOREA

Academic Paper Presentations
[Track 1]: Joint Symposium Session 2 [Mugunghwa Hall]

Session J2: 15:00 – 18:00 Friday July 10
2014 KODISA – EABEA Symposium
Theme: Asian Business and Economy
Organizer: East Asia Business Economics Association
Session Chair: Jae-Sung Lee, Ph.D.
(Donguei University, KOREA)

15:00-15:30 Registration
15:30-15:40 Chairman's greeting
15:40-16:00 Coffee Break
16:00-18:00 Session Presentations

Paper J7: Analysis of Trade Structure in Car Industry between Korea and China

Researcher: Jae-Sung Lee, Dongui University, KOREA
Discussant: Doruk Iris, Sogang University, TURKEY.

Paper J8: Repeated Games with Asymptotically Finite Horizon and Imperfect Public Monitoring

Researcher: Yves Gueron, Sogang University, FRANCE.
Discussant: Jae-Sung Lee, Dongui University, KOREA.

Paper J9: Economic Targets and Loss Aversion in International Environmental Cooperation

Researcher: Doruk Iris, Sogang University, TURKEY
Discussant: Pidong Huang, Korea University, CHINA

Paper J10: Coordination on Use of Non-deferred Electronic Payment Instruments

Researcher: Pidong Huang, Korea University, KOREA
Manjong Lee, Korea University, KOREA
Discussant: Yves Gueron, Sogang University, FRANCE.

Academic Paper Presentations
[Track 2]: Joint Symposium Session 3 [Camellia]

Session J3: 15:00 – 18:00 Friday July 10
2014 KODISA – ICMA Symposium
Theme: Business and Economic Convergence
Organizer: International Convergence Management Association
Session Chair: Kyu-Yeol Shim, Ph.D.
(Kumi University, KOREA)

15:00-15:30 Registration
15:30-15:40 Chairman's greeting
15:40-16:00 Coffee Break
16:00-18:00 Session Presentations

Paper J11: An Impact of Perceived Employment Instability on Psychological Well-being and Job Satisfaction: Mediating Effect of Employees' Resilience and Character Strength

Researcher: Hoe-Chang Yang, Jangan University, KOREA
Il-Suck Sun, Jangan University, KOREA
Soo-Hong Park, Jangan University, KOREA
Discussant: Hee-Jin Yang, Gumi University, KOREA

Paper J12: An Empirical Study on Factors Affecting Customer Adoption of Virtual Store in Extended Technology Acceptance Model : Focusing on the role of Trust and Playfulness

Researcher: Gyu-Yeol Shim, Gumi University, Korea
Sang-Hyun Oh, Gumi University, Korea

Paper J13: The Influence of Job Characteristics of Organization Members on Leadership Awareness of Superiors and Organizational Citizenship Behavior: Mediation Effect of Motivation Potential Score

Researcher: Beet-Na Choi, Jangan University, KOREA
Hoe-Chang Yang, Jangan University, KOREA
Discussant: Myoung-Kil Youn, Eulji University, KOREA

Academic Paper Presentations
[Track 3]: Joint Symposium Session 4 [Water Lily]

Session J4: 15:00 – 18:00 Friday July 10
2014 KODISA – KOBAS Symposium
Theme: Sale Convergence and Distribution
Organizer: Korea Business Activity Society
Session Chair: Sang-Youn Lee, Ph.D.
(Gachon University, KOREA)

15:00-15:30 Registration
15:30-15:40 Chairman's greeting
15:40-16:00 Coffee Break
16:00-18:00 Session Presentations

Paper J1: The Effects of Relationship Value, Alternative Attractiveness and Investment Size on Commitment Using Investment Model

Researcher: Jeong-Seok, Yang, Yonsei University, KOREA

Sang-Youn Lee, Gachon University, KOREA
Kyu-Chul Han, Sejong Cyber University, KOREA

Paper J2: The Study on the Service Quality and Customer Satisfaction of Franchise Coffee Chain

Researcher: Choung-sub Shin, Sangmyung University, KOREA
Kyu-Sam Hwang, Sangmyung University, KOREA
Hey-Won Lee, Sangmyung University, KOREA

Paper J3: The Study on the Role Play Training Factors Had Significantly Positive Influence upon Training Satisfaction, and Customer Service Orientation

Researcher: Choung-sub Shin, Sangmyung University, KOREA
Jae-Cheul Nam, Sangmyung University, KOREA
Hey-Sook Kim, Sangmyung University, KOREA
Sun-Rae Cho, Sangmyung University, KOREA

Paper J4: A Study on Factors Influencing Successful Glocalization Strategy of Global Franchise Enterprise: Focused on Caffè Bene

Researcher: Kyu-Chul Han, Sejong Cyber University, KOREA
Dae-Sun An, Manager, Global Business Division of Caffè Bene, KOREA
Jeong-Seok Yang, Yonsei University, Seoul, KOREA

Paper J5: A Study on the Changes of the Trade Environment of the Chinese Market and the Korean Enterprises' Strategies of Export to China

Researcher: Ki-Soo Ham, Myongji University, Seoul, KOREA
Sang-Youn Lee, Gachon University, Seoul, KOREA

Paper J6: The Study on the Research and Analysis of Start-up Success-Failure Factors to Small Firms, Micro-enterprise

Researcher: Sang-Youn Lee, Gachon University, Seoul, KOREA
Se-Jin, Kim, Director, KOBAS, KOREA

18:00 – 20:00 Friday, July 10, 2015 Farewell Reception

Session Chair: Jung Wan Lee, Ph.D. (Boston University, USA)

Place: to be named

International Delegates, Editors, Chairs, Directors, and Executives of KODISA Journals

Day 4 Schedule: Saturday, July 11, 2015

Academic Paper Presentations

[Track 1]: Global Session 12 [Mugunghwa Hall]

Session G12: 10:00 – 12:00 Saturday July 11

Session Chair: Dr. Dong Ho Kim

(SUNY Empire State College, Ithaca Unit, USA)

Paper G55: Using an Evaluative Criteria Software of Optimal Solution for Enterprise Products Sale

Researcher: Dr. Shih-Chung Liao, Technology of Taoyuan Innovation Institute, Taoyuan, Taiwan

Bing-Yi Lin, Technology of Taoyuan Innovation Institute, Taoyuan, Taiwan

Bing-Yi Lin, Chung Yuan Christian University, Taoyuan, Taiwan

Paper G56: Modeling Customer-Based Brand Equity and Perceived Price in Coffee Chain Stores in Taiwan

Researcher: Dr. Chen-Tsang (Simon) Tsai, Tainan University of Technology, Taiwan

Paper G57: Country Analysis: Kazakhstan

Researcher: Nailya K.Nurlanova, Ministry of Education and Science of Kazakhstan, Kazakhstan

Madina Khalitova, Ministry of Education and Science of Kazakhstan, Kazakhstan

Paper G58: Country Analysis: Algeria

Researcher: Quafaa Mehyaoul, University of Oran, Algeria

Paper G59: IKEA and Corporate Social Responsibility: A Case Study

Researcher: Yoonah Hahn, SUNY Empire State College, Ithaca Unit, USA

Academic Paper Presentations

[Track 2]: Global Session 13 [Camellia]

Session G13: 10:00 – 12:00 Saturday July 11

Session Chair: Dr. Gulzada S. Baimukhamedova

(Kazakhstan Academy of Transport and Communications KAZAKHSTAN)

Paper G60: Problems and Solutions to Financial Markets in Kazakhstan

Researcher: Ms. Aizhan Baimukhamedova, KIMEP University, Kazakhstan

Paper G61: A Study of Women Consumer Behavior in Kazakhstan

Researcher: Dr. Olga A. Yanovskaya, Kazakh-British Technical University, Kazakhstan

Paper G62: Perspectives on Regional Sustainable Development in Kazakhstan

Researcher: Dr. Gulzada S. Baimukhamedova, Kazakhstan Academy of Transport and Communications, Kazakhstan

Dr. Sharzada Akhmetova, KIMEP University, Kazakhstan

Paper G63: Features of Corporate Governance in Kazakhstan

Researcher: Ms. Malika S. Sayatova, Al-Farabi Kazakh National University, Kazakhstan

Paper G64: The Contribution of Innovation Activity to the Output Growth of Emerging Economies: A Case of Kazakhstan

Researcher: Dr. Saltanat B. Mukasheva, Al-Farabi Kazakh-National University, Kazakhstan

Academic Paper Presentations
[Track 3]: Global Session 14 [Water Lily]
Session G14: 10:00 – 12:00 Saturday July 11
Session Chair: Dr. Tan Kwang En
(Universitas Surabaya (UBAYA), INDONESIA)

Paper G65: Reidentification of Cooperative's Main Problems in Indonesia: Empirical Study in Cimahi City

Researcher: Dr. Lidya Agustina Kho, Universitas Surabaya (UBAYA), Indonesia

Dr. Tan Kwang En, Universitas Surabaya (UBAYA), Indonesia

Dr. Mey Liana Oey, Universitas Surabaya (UBAYA), Indonesia

Paper G66: The Analysis of Poverty Pattern in Urban Area of Indonesia (Case Study in Kertamulya Village, West Bandung Regency)

Researcher: Dr. Tan Kwang En, Universitas Surabaya (UBAYA), Indonesia

Dr. Lidya Agustina Kho, Universitas Surabaya (UBAYA), Indonesia

Paper G67: The Role of Business Feasibility Study for the Growth of SMEs in Indonesia

Researcher: Dr. Mey Liana Oey, Universitas Surabaya (UBAYA), Indonesia

Dr. Tan Kwang En, Universitas Surabaya (UBAYA), Indonesia

Paper G68: Interactive Motivational Concept: A Study of Motivation among Corporate of Bhopal Region in India

Researcher: Dr. Bharti Venkatesh, VNS Institute of Management, Bhopal, India

Dr. Amit Kumar Sharma, Hydrocarbon – Oil & Gas Pipeline Projects, Bhopal, India

Paper G69: The Optimization of Bank Branches Efficiency by Means of Response Surface Method and Data Envelopment Analysis: A Case of Iran

Researcher: Mr. Elham Shadkam, Isfahan University of Technology, Iran

Dr. Mehdi Bijari, Isfahan University of Technology, Iran

Paper G70: The Comparison of Conventional and Islamic Banking Customer in Indonesia

Researcher: Dr. Yudi Sutarso, Perbanas Business and Banking School, Indonesia

12:00-13:00 Saturday, July 11, 2015 Research Networking

14:00 Saturday, July 11, 2015 Conference Close

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2. Manuscripts

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Jang-Hwan Lee, Masan University, KOREA
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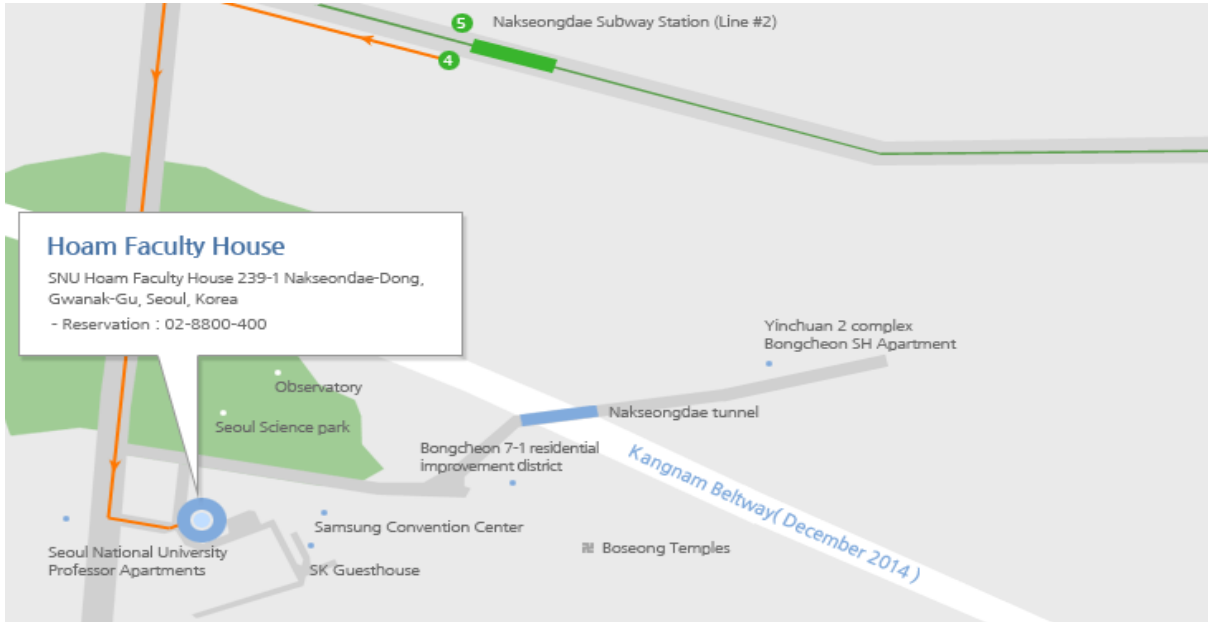
Song Kyung Sook, Incheon National University, KOREA
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Woo-Hyun Kim, Gumi University, KOREA
Woo-Ryeong Yang, Korea Polytechnic University, KOREA
Yeong-Min Park, ILHWA Co. Ltd., KOREA
Yong-Man Kim, Kyungnam University, KOREA
Yoo Chang-gwon, Daejeon University, KOREA
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HOW TO GET TO CONVENTION CENTER, SEOUL NATIONAL UNIVERSITY HOAM FACULTY HOUSE



Convention Center

Home > Convention > **Convention Center**

2nd floor

2F Floor Plan



Mugunghwa Hall

392.04 m² (118.8 py)

Gallery

Seat

1st Floor

1F Floor Plan



Magnolia

172.24 m² (52.2 py)

Gallery

Seat



Water lily

87.12 m² (26.4 py)

Gallery

Seat



Camellia

75.24 m² (22.8 py)

Gallery

Seat

HOW TO GET TO HOAM HOTEL, SEOUL NATIONAL UNIVERSITY HOAM FACULTY HOUSE

Address: 239-1 Nakseondae-Dong, Gwanak-Gu, Seoul, Korea 151-057

Questions go to front@hoam.ac.kr

Tel: +82-2-871-4053 / Fax. +82-2-871-4056

Homepage: http://www.hoam.ac.kr/eng/hoamHotel/contact_us.php


Group Code: "KODISA"


- Airport Express Subway (It takes about 60 minutes):

Incheon International Airport (Airport Express Subway) → Kimpo International Airport (Subway Line 9) → Dangshan (Subway Line 9, Transfer to Line 2) → Nakseondae (Subway Line 2), Exit #5 → 15 minutes on foot to HOAM Faculty House

*The subway fare is about **4,000 Korean won** by cash.

- Airport Limousine (It takes about 60 minutes)

From Incheon International Airport to HOAM  6017 Airport limousine bus Timetable



INCHEON INTERNATIONAL AIRPORT

Airport Bus #6017

Hoan Faculty House (Seoul National University)

1. Take a "**#6017 Airport Limousine Bus**" at GATE 6B or 13B.
2. Get off at the last stop "HOAM Faculty House"
3. The bus fare is **15,000 Korean won** by cash.

- By Taxi (It takes about 60 minutes)

1. Take a taxi from Incheon International Airport to HOAM Faculty House
2. The Taxi fare is about **70,000 Korean won** by cash.
3. The fare could be changeable upon traffic situation.