KSMS

ISSN 1738-7809

2019 Korean Scholars of Marketing Science International Conference

Theme: New Marketing in Turbulent Environment
Venue: Hyundai Motor Hall, Korea University, Seoul, Republic of Korea
Date: November 16th, 2019
Conference Organizing Committee Chair:
Jae Wook Kim (Dean, Korea University Business School)
Conference Co-Chairs: Weon Sang Yoo (Korea University Business School)
Tony Garrett (Korea University Business School)
Local Arrangement Committee Chair:
Jong-Ho Lee (Korea University Business School)
Co-Host: Korea University Business School
Korean Scholars of Marketing Science
Organizer: Global Alliance of Marketing & Management Associations
Partners: Australian & New Zealand Marketing Academy
New Zealand Asia Institute of the University of Auckland
National Research Foundation of Korea
Campus Town Team, Sungshin Women's University
Korea Economy & Management Development Institute
Sponsoring Journals: Asia Pacific Journal of Marketing and Logistics
Journal of Global Scholars of Marketing Science
Journal of Global Fashion Marketing
Journal of Global Sport Management
Proceedings Editor: Yerim Chung (Yonsei University)

2019 KSMS Leadership

President

Jaihak Chung
Sogang University

KSMS Fellows

Yong Man Kim
Kyungnam University

Arch Woodside
Curtin University

Advisor to the President

Junyean Moon
Hanyang University, ERICA

Eunju Ko
Yonsei University

Seong-Yeon Park
Ewah Womans University

Yung Kyun Choi
Dongguk University

Vice President

Global Relationship
Roland T. Rust
University of Mayland

Publication
Charles R. Taylor
Villanova University

Membership
Jong-Kuk Shin
Pusan National University

Conference
Tony Garrett
Korea University

Auditor

Juran Kim
Jeonju University

Special Interest Group Chair

Cultural Marketing
Joonmo Lee
Chonbuk National University

Neuromarketing
Eun-Ju Lee
Sungkyunkwan University

Fashion Marketing
Mi Young Lee
Inha University

Consumer Psychology
Dong-Mo Koo
Kyungpook National University

Marketing Communication
Sukki Yoon
Bryant University

Marketing Research
Seigyoung Auh
Arizona State University

European Marketing
Udo Wagner
University of Vienna

Japan Marketing
Ikuo Takahashi
Keio University

China Marketing
Hao Zhang
Northeastern University

Oceania Marketing
Ian Phau
Curtin University

Executive Board of Directors

Jong Ho Lee
Korea University

Kihan Kim
Seoul National University

Sang-Lin Han
Hanyang University

Yong-Ki Lee
Sejong University

Jeonghye Choi
Yonsei University

Honglei Liu
Dalian University of Foreign Languages

Jina Kang
Seoul National University

Ralf Schellhase
University of Applied Sciences, Darmstadt

Yuri Seo
University of Auckland

Board of Directors

Alex Jiyoung Kim
Sungkyunkwan University

Hyun Sook Shim
Baewha Women's University

Jooeun Sung
Yonsei University

Han-Mo Oh
Chonbuk National University

Yongjun Sung
Korea University

Heeju Chae
Kyungsung University

Eunha Chun
Dong A University

Sujin Song
Korea University

Jee-Sun Park
Incheon National University

Yerim Chung
Yonsei University

Juhyun Kim
Sungshin Women's University

Hakil Moon
Eastern Michigan University

Benjamin Voyer
ESCP Europe

Guofeng Li
Harbin Institute of Technology

Jinghe Han
Beijing Institute of Fashion Technology

Yang Sun
Zhejiang SCI-TECH University

Jeeyeon Kim
National Sun Yet-sen University

Changju Kim
Ritsumeikan University

Jaesu Kim
Volvo Group Korea

Wonbae Bang
Galleria Department Store

Ulf Ausprung
Han Sung Motor Korea

Manfred Schwaiger
Ludwig-Maximilian University of Munich

Raffaele Donvito
University of Florence

Editor-in-Chief of Journal of Global Scholars of Marketing Science
Arch Woodside (Curtin University)

Editor-in-Chief of Journal of Global Fashion Marketing
Eunju Ko (Yonsei University)

Editor-in-Chief of Journal of Global Sport Management
Kihan Kim
Seoul National University

Legal Advisor
Kyung Jin (Christine) Kim
Hyundai Motor Company

Central Office

Executive Secretary
Kyung Hoon Kim
Changwon National University

Associate Executive Secretary
Huanzhang Wang
Changwon National University

2019 Korean Scholars of Marketing Science International Conference

Theme: New Marketing in Turbulent Environment

Venue: Hyundai Motor Hall, Korea University, Seoul, Republic of Korea

Date: November 16th, 2019

Conference Organizing Committee Chair:

Jae Wook Kim (Dean, Korea University Business School)

Conference Co-Chairs: Weon Sang Yoo (Korea University Business School)

Tony Garrett (Korea University Business School)

Local Arrangement Committee Chair:

Jong-Ho Lee (Korea University Business School)

Co-Host: Korea University Business School

Korean Scholars of Marketing Science

Organizer: Global Alliance of Marketing & Management Associations

Partners: Australian & New Zealand Marketing Academy

New Zealand Asia Institute of the University of Auckland

National Research Foundation of Korea

Campus Town Team, Sungshin Women's University

Korea Economy & Management Development Institute

Sponsoring Journals: Asia Pacific Journal of Marketing and Logistics

Journal of Global Scholars of Marketing Science

Journal of Global Fashion Marketing

Journal of Global Sport Management

Proceedings Editor: Yerim Chung (Yonsei University)

Nov. 16th, 2019	PROGRAM	
09:00-11:00	**2019 Doctoral Dissertation Competition (B307)**	
11:00~12:00	**Editorial Board Meeting: Journal of Global Scholars of Marketing Science**	**B307**
	Editorial Board Meeting: Journal of Global Fashion Marketing	
	Editorial Board Meeting: Journal of Global Sport Management	
	KSMS Board Meeting	
12:00~13:00	**Lunch (B308)**	
12:00~15:45	**Registration (B3 Lobby)**	
13:00~13:50	**Opening Ceremony (SUPEX Hall, LG-POSCO Building)** **- Welcoming Speeches:** Jaewook Kim, Dean, Korea University Business School The Conference Organizing Committee Chair of 2019 KSMS International Conference Jaihak Chung (Sogang University), President of Korean Scholars of Marketing Science **- Progress Report:** 2020 Global Marketing Conference at Seoul Eunju Ko (Yonsei University), the Conference Organizing Committee Chair of 2020 GMC **- Keynote Speech:** "The Emergence of Product Innovation as a Mature, Multidisciplinary Academic Discipline" C. Anthony Di Benedetto (Temple University) Co-Editor of Industrial Marketing Management	
14:00~15:30	**Academic Sessions Part I and Symposia** Session 1.1 2019 ANZMAC-KSMS Joint Symposium at Seoul I (H303) Session 1.2 2019 NZAI-GAMMA Joint Symposium (B201) Session 1.3 Sustainable and Well-being Fashion Symposium (B202) Session 1.4 Product Innovation and Consumer Behaviors I (B204) Session 1.5 Neuromarketing and Big Data Network in Sustainable Business Environment (B205) Session 1.6 Digital Marketing (B206) Session 1.7 Digital and Technology Driven Marketing (B301) Session 1.8 Emerging Issues in Sport Management (B306) Session 1.9 Cultural Marketing and Performing Arts I (B308) Session 1.10 Strategic Market Management (B307)	
15:30-15:45	**Coffee Break (B3 Lobby)**	
15:45~17:15	**Academic Sessions Part II and Symposia** Session 2.1 2019 ANZMAC-KSMS Joint Symposium at Seoul II (H303) Session 2.2 2019 Global Culture Market Equity Symposium: Measurement and System (B201) Session 2.3 AI in Digital Marketing (B202) Session 2.4 Product Innovation and Consumer Behaviors II (B204) Session 2.5 Digital Business Strategy (B205) Session 2.6 Marketing in General (B206) Session 2.7 Fashion Marketing and Research (B301) Session 2.8 Future of Brands and Consumer Behavior / Culture and Sustainable Advertising (B306) Session 2.9 Cultural Marketing and Performing Arts II (B308)	
17:30~18:00	**Reception (B3 Lobby)** - Award Ceremony: JGSMS Best Paper Award 2019 / JGFM Best Paper Award 2019/ JGSM Best Paper Award 2019 Best Conference Paper Award / KSMS Excellent Service Award 2019 KSMS Doctoral Dissertation Competition Award	

Keynote Speech (SUPEX Hall) 13:00-13:50, Nov. 16th, 2019

Keynote Speaker: C. Anthony Di Benedetto (Temple University)

TITLE	NAME	AFFILIATION
The emergence of product innovation as a mature, multidisciplinary academic discipline	C. Anthony Di Benedetto (Temple University)	Co-Editor of Industrial Marketing Management

Academic Session I (14:00-15:30, Nov. 16, 2019)

Session 1.1 2019 ANZMAC-KSMS Joint Symposium at Seoul I (H303)

Symposium Co-chairs: Ian Phau (Curtin University)
Tony Garrett (Korea University Business School)

TITLE	NAME	AFFILIATION
Conspicuous consumption in digital games	Daniel Lim	University of Sussex
	Alexandra Poliakova	University of Sussex
	Ian Phau	Curtin University
Research on the impact of the use of WeChat mini program by luxury brands on SOR model	Qianhui Rao	Yonsei University
	Eunju Ko	Yonsei University
Determinants of green product buying decision among young consumers in Australia	Isaac Cheah	Curtin University
	Anwar Sadat Shimul	Curtin University
	Michael Lwin	Western Sydney University
A study on the application of blockchain technology from consumer perspective: focusing on fashion industry	Heerim Joung	Astera Inc
	Eunju Ko	Yonsei University

Session 1.2 2019 NZAI - GAMMA Joint Symposium (B201)

Session Chair: Yuri Seo (University of Auckland)

TITLE	NAME	AFFILIATION
The influence of mindfulness and evolutionary psychology towards impulsive consumer choices	Amy Errmann	University of Auckland
	Yuri Seo	University of Auckland
	Felix Septianto	University of Auckland
The impact of self-concept on inconspicuous luxury consumption: the role of self-construal	Minyoung Lee	Kyungpook National University
	Dong Mo Koo	Kyungpook National University
	Joonheui Bae	Kyungpook National University
Global identity goal pursuits and country-of-origin celebrity endorsement effects in emerging markets	Yuri Seo	University of Auckland
	Felix Septianto	University of Auckland
	Angela Gracia B. Cruz	Monash University
Unintended psychological consequences of luxury brand customization on consumer life satisfaction	Dayeon Choi	Yonsei University
	Yuri Seo	University of Auckland
	Eunju Ko	Yonsei University

Session 1.3 2019 Sustainable and Well-being Fashion Symposium (B202)

Session Chair: Hao Zhang (Northeastern University)
Discussant: Sujin Song (Korea University)

TITLE	NAME	AFFILIATION
A study on consumer segmentation of sustainable fashion according to fashion orientation	Jiyoung Kim	Yonsei University
	Eunju Ko	Yonsei University
Exploring the impact of customer value co-creation on sustainable product design	Honglei Liu	Dalian University of Foreign Languages
	Qi Jiang	Dalian University of Foreign Languages
Consumer self-concept, sustainable fashion consumption and wellbeing fashion lifestyle	Dayun Jeong	Yonsei University
	Hyesu Yun	Yonsei University
	Sanghoon Lee	Yonsei University
	Eunju Ko	Yonsei University
Conceptualization of fashion crowdfunding as a sustainable fashion business model	Jisu Ko	Yonsei University
	Eunju Ko	Yonsei University
Is value co-creation always effective? The mediating role of marketing capability, innovation capability and sustainable capability	Chenyue Qi	Northeastern University
	Hao Zhang	Northeastern University

Session 1.4 Product Innovation and Consumer Behaviors I (B204)

Session Chairs: Yang Sun (Zhejiang SCI-TECH University)
Hakil Moon (Eastern Michigan University)

Discussant: C. Anthony Di Benedetto (Temple University)

TITLE	NAME	AFFILIATION
The impact of different type of product innovation and customer participation on consumers' brand evaluation	Hyeyeon Yuk	Korea University Business School
	Tony Garrett	Korea University Business School
	Jong-Ho Lee	Korea University Business School
New customer approach in sustainable fashion industry	Henny Puspita	Kyungsung University
	Heeju Chae	Kyungsung University
The influence of social media usage on conspicuous online consumption among millennials: the mediating role of self-image congruity and the moderating role of self-esteem	Regina Burnasheva	Sookmyung University
	YongGu Suh	Sookmyung University
The role of corporate social responsibility in the relationship between country-of-origin and brand awareness: a cross-sectional investigation	Yuantao Fang	Shanghai Lixin University of Accounting and Finance
	Han-Mo Oh	Chonbuk National University
The hidden aspect of network effect on a firm innovation outcome	Hakil Moon	Eastern Michigan University

Session 1.5 Neuromarketing and Big Data Network in Sustainable (B205)

Business EnvironmentSession Chair: Eun-Ju Lee (Sungkyunkwan University)

TITLE	NAME	AFFILIATION
Fusion of EEG neural response and deep learning in AI	Jing Zhang	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University
Neuroimaging analyses in neuromarketing or consumer neuroscience	Jin Ho Yun	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University
The influence of affect induced by abstract artworks on decision-making: a multidisciplinary study	Yaeri Kim	Sejong University
	Kiwan Park	Seoul National University
	Yaeeun Kim	Temple University
	Wooyun Yang	Hong Kong University of Science and Technology
	Donguk Han	Hong Kong University of Science and Technology
	Wuon-Shik Kim	Korea Research Institute of Standards and Science
The effect of luxury brands' sustainable fashion communication on purchase intention: a FMRI investigation	Hanah Choi	SungKyunKwan University
	Eun-ju Lee	SungKyunKwan University
	Jinghe Han	Beijing Institute of Fashion Technology
	Eunju Ko	Yonsei University
	Kyung Hoon Kim	Changwon National University

Session 1.6 Digital Marketing (B206)

Session Chair: Alex Jiyoung Kim (Sungkyunkwan University)

TITLE	NAME	AFFILIATION
Stochastic gradient descent estimator for mixed marketing models	Keunwoo Kim	Solbridge International School of Business
Household drugs and convenience stores	Wooyong Jo	Emory University
	Jiyeon Lee	Yonsei University
	Jeonghye Choi	Yonsei University
Entrepreneurial orientation and creating shared value of SMEs on firm performance: a case study in South Korea	Joo Hwan Seo	Dong-A University
	Jiseon Lee	Dong-A University
	Sang-Il Park	Sookmyung Women's University
	Sunggwang Jung	Busan University of Foreign Studies
Investigating the drivers for social commerce in Instagram as a social media platform: importance of trust, social support, and the platform perceived usage in Indonesia	Adilla Anggraeni	Bina Nusantara University
	Derian Felix	Bina Nusantara University

Session 1.7 Digital and Technology Driven Marketing (B301)

Session Chair: Juran Kim (Jeonju University)

TITLE	NAME	AFFILIATION
The effect of mood management on food item preference in native advertising	Joonheui Bae	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University
	Kyung Hoon Kim	Changwon National University
AI speaker driven interactivity: Theory and practice	Juran Kim	Jeonju University
	Seungmook Kang	Jeonju University
The effect of digital celebrity endorser on brand equity in the SNS environment: the moderating role of product type	Chunlin Yuan	Business School of Henan University
	Kyung Hoon Kim	Changwon National University
	Xiaolei Yu	Business School of Henan University
	Shuman Wang	Business School of Henan University
Flipped learning: new insights for marketing education	Seungmook Kang	Jeonju University

Session 1.8 Emerging Issues in Sport Management (B306)

Session Chair: Kihan Kim (Seoul National University)

TITLE	NAME	AFFILIATION
The influences of the broadcasters' game choice on the viewership demand of Korean professional baseball	Kihan Kim	Seoul National University
	Yeyoung Noh	Seoul National University
	Hojun Sung	Incheon National University
Sports event perceived value scale development: the case of the 2018 Pyeongchang winter Olympics	Inae Oh	Seoul National University
	Choonghoon Lim	Seoul National University
The relationship between accessibility to sport facility and participation in sport	Yoonji Ryu	Seoul National University
	Kihan Kim	Seoul National University
A study on the advertising effect of sportswear products according to the type of model and the type of advertising on social media focused on the moderating effect of upward social comparison	Geumjeong Lim	Seoul National University
	Hyunwoo Kim	Seoul National University
	Choonghoon Lim	Seoul National University

Session 1.9 Cultural Marketing and Performing Arts I (B308)

Session Chairs: Joonmo Lee (Chonbuk National University)
Hyun Joo Choi (Sangmyung University)

Discussants: Jae won Oh (Chonbuk National University)
Yu Sun Han (Chonbuk National University)
Hae won Lee (Chonbuk National University)
Da Hye Lee (Sangmyung University / Naver)
Ji Soo Yu (Culture Foundation)

TITLE	NAME	AFFILIATION
A study on the analysis of motivation of museum visits and promotion of tourism through social big data analysis- focused on national museum of Korea -	Sangjun Park	Kyung Hee University
Study on cultural characteristics of Korean 'minhwa(民画민화) 'based on aristocratic ideology	Yongfeng Liang	Zhejiang Normal University
	Seok Hwan Kwon	SangMyung University
A study on data collection and utilization in performing arts	Geun-Hwa Yang	Korea University
	Jong-Heon Kim	Sungsin Women's University
A study on factors influencing digital performance service immersion	Hyun-su Kim	Sangmyung University
	Dong-su Lee	Sangmyung University

Session 1.10 Strategic Market Management (B307)

Session Chairs: Subin Im (Yonsei University)
Yerim Chung (Yonsei University)

TITLE	NAME	AFFILIATION
The impact research of customer engagement in the online market using amazon big data	Seungyong Lee	Yonsei University
	Sunju Park	Yonsei University
	Seungwha (Andy) Chung	Yonsei University
Harnessing topic modeling and neural network for predicting sales volume and WoM effect: electric vehicle perspective	Jaewon Choi	Soonchunhyang University
Analyzing structural dependency in reviewer-product network from amazon.com	Ji Hae Choi	Yonsei University
	Sun Ju Park	Yonsei University
Memories and Affective Responses to Organizational Change	Boram Do	Yonsei university

Academic Session II (15:45-17:15, Nov. 16, 2019)

Session 2.1 2019 ANZMAC-KSMS Joint Symposium at Seoul II (H303)

Symposium Co-chairs: Ian Phau (Curtin University)
Tony Garrett (Korea University Business School)

TITLE	NAME	AFFILIATION
Why shares their closet to strangers? Analysing perceived values for triadic collaborative fashion consumption platform	Min jung Cho	Yonsei University
	Eunju Ko	Yonsei University
Food neophobia: An exploratory study of factors influencing unorthodox food consumption	Min Teah	Curtin University
	Siobhan Hatton-Jones	Curtin University
Understanding consumer perception of luxury vintage fashion in Taiwan and Korea	Tungyun Liu	Yonsei University
What it means to be "handmade"?	Min Teah	Curtin University
	Siobhan Hatton-Jones	Curtin University
	Clara Loi	Curtin University
Achieving sustainable global competitiveness: growth and success of BTS understood through the dynamic capabilities perspective theory	Geonwoo Park	Yonsei University
	Agata Ewa Wrochna	The University of Nottingham Ningbo
	Young-Ryeol Park	Yonsei University
	Hyo Jin Eom	Korea University

Session 2.2 2019 Global Culture Market Equity Symposium: Measurement and System (B201)

Symposium Co-Chair: Eunju Ko (Yonsei University)
C. Anthony Di Benedetto (Temple University)

Discussants: Ian Phau (Curtin University)
Hao Zhang (Northeastern University)

Sponsor: National Research Foundation, Korea

TITLE	NAME	AFFILIATION
The influence of OTT platform characteristics on subscriber's continuance intention	Hakil Moon	Eastern Michigan University
	Huanzhang Wang	Changwon National University
Effect of luxury brand haul content's attributes on consumer behavior	Jihye Yu	Yonsei University
	Charles R. Taylor	Villanova University
	Eunju Ko	Yonsei University
Cultural fit in art infusion effect	Hyejin Jun	Yonsei University
	Yuri Seo	University of Auckland
	Eunju Ko	Yonsei University
The effect of star fandom activity on preference of goods product and purchase intention: focusing on BTS fan club 'army'	Minju Lee	Yonsei University
	Jiwon Yoo	Yonsei University
	Eunju Ko	Yonsei University

Session 2.3 AI in Digital Marketing (B202)

Session Chair: Yongjun Sung (Korea University)

TITLE	NAME	AFFILIATION
Motivations of using AI assistant	Jongmin Lee	Korea University
	Eunji Lee	Korea University
	Yongjun Sung	Korea University
Consequences of anthropomorphism in human-AI interaction	Xinge Li	Korea University
	Yongjun Sung	Korea University
Usability evaluation of personified image and self-disclosure of chatbot	Youjin Song	Korea University
	Sejung Marina Choi	Korea University

Session 2.4 Product Innovation and Consumer Behaviors II (B204)

Session Chairs: Yang Sun (Zhejiang SCI-TECH University)
Hakil Moon (Eastern Michigan University)

Discussant: Jaesu Kim (Volvo Group)

TITLE	NAME	AFFILIATION
Investigation of potential factors affecting of consumer engagement toward autonomous vehicles	Jing Zhang	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University
	Kyung Hoon Kim	Changwon National University
Celebrity-consumer interaction impacts on brand identify and product innovation performance	Xiaolei Yu	Business School of Henan University
	Kyunghoon Kim	Changwon National University
	Chunlin Yuan	Business School of Henan University
	Shuman Wang	Business School of Henan University
Consumer resistance to innovation and customer churn based on fsQCA	Chen Weng	Zhejiang SCI-TECH University
	Yang Sun	Zhejiang SCI-TECH University
The influence of typeface on consumer attitude toward smart appliance products	Hye Jin Ryu	Kyungpook National University
	Dong Mo Koo	Kyungpook National University
	Joonheui Bae	Kyungpook National University
Luxury transformation: is AI-powered luxury retailer perceived to be more innovative?	Jin Ho Yun	SungKyunKwan University
	Mirea Woo	SungKyunKwan University
	Taewan Kim	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University

Session 2.5 Digital Business Strategy (B205)

Session Chairs: Jeonghye Choi (Yonsei University)
Jeeyeon Kim (National Sun Yet-sen University)

TITLE	NAME	AFFILIATION
Mobile payment and mobile purchase behavior	Jaewon Yoo	KAIST
	Yuxin Chen	NYU Shanghai
	Minki Kim	KAIST
	Wonjoon Kim	KAIST
When do add-on services backfire? Evidence from a tertiary healthcare system	Seung Hyun Kim	Yonsei University
From SMS induced awareness to digital retail purchase	Yeohong Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
	Sue Ryung Chang	Yonsei University
The effect of perceived risk on channel selection in agricultural product	Hao Zhang	Northeastern University
	Sang-chul Son	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National University
The effect of digital servitization experience on value-in-use and brand resonance	Yang Sun	Zhejiang SCI-TECH University
	Kyeong Kook Jang	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National University

Session 2.6 Marketing in General (B206)

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

TITLE	NAME	AFFILIATION
Moderating effects of perceived risk on destination attributes, tourist experience quality and destination image relationships	Hardeep Chahal	University of Jammu
	Asha Devi	Government Degree College
	Parul Chhibber	University of Jammu
Impact of cultural values on the effectiveness of emotional appeal in advertising: hope vs. fear	Tamir Oyunbileg	Mongolian University of Science and Technology
	Ariunjargal Sainjargal	Mongolian University of Science and Technology
The hybrid of certain and uncertain incentives: the reinforcing-uncertainty effect revisited	Naoya Mori	Keio University
	Maika Esaki	Keio University
	Misaki Furuhashi	Keio University
	Akira Saigusa	Keio University
	Honoka Obata	Keio University
	Akinori Ono	Keio University
Research on the spreading effect of English translation in movie subtitles: a case study of Wolf Warriors II	Bingyue Si	Dalian University of Foreign Languages
The new 4Ps in English pronunciation teaching: a case study of English pronunciation clinic	Dan Wang	Dalian University of Foreign Languages

Session 2.7 Fashion Marketing and Research (B301)

Session Chairs: Yoon Jung Lee (Korea University)
Jee-Sun Park (Incheon National University)

Discussant: Hongju Woo (Yonsei University)

TITLE	NAME	AFFILIATION
Network analysis on fashion IOT appeared in newspaper articles in Korea	Naan Ju	A lounge
	Jee-Sun Park	Incheon National University
Qualitative analysis of luxury brand charisma	Siobhan Hatton-Jones	Curtin University
Understanding perceptions of sustainable fashion in social network services	Wujun Tang	Konkuk University
	Han Ru	Konkuk University
	Sumin Koo	Konkuk University
Consumer value co-creation behavior through fashion customization service	Young Ju Lim	Yonsei University
	Eunju Ko	Yonsei University
Influencer marketing and mimicry desire's impact towards fashion purchase behavior	Henny Puspita	Kyungsung University
	Youngju Lee	Kyungsung University
	Janghee Shin	Kyungsung University
	Sijun Sung	Pusan National University
	Heeju Chae	Kyungsung University

Session 2.8 Future of Brands and Consumer Behavior / Culture and Sustainable Advertising (B306)

Session Chairs: Yong-Ki Lee (Sejong University)
Yaeri Kim (Sejong University)
Yung Kyun Choi (Dongguk University)

TITLE	NAME	AFFILIATION
How do type of endorsers and amount of product information influence consumers attitude?	Yuumi Ogura	Ritumeikan University
The effect of reputation of sustainable certification reputation and consumer behavior in cosmetic industry	Honglei Liu	Dalian University of Foreign Languages
	Hyun Cheol An	Changwon National University
	Eung Jin Lee	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National University
Social network analysis for perception in tourism destination: a case from Korea	Minsun Yeu	Harbin Institution of Technology
	So Young Bae	Kyung Hee University
Exploring the forms of capital through parenting community	Siwarit Pongsakornrungsilp	Walailak University
	Pimlapas Pongsakornrungsilp	Walailak University
Lifestyles of Muslim tourists in Andaman Coast, Thailand	Theeranuch Pusaksrikit	Chulalongkorn University
	Pimlapas Pongsakornrungsilp	Walailak University
	Siwarit Pongsakornrungsilp	Walailak University

Session 2.9 Cultural Marketing and Performing Arts II (B308)

Session Chairs: Joonmo Lee (Chonbuk National University)
Hyun Joo Choi (Sangmyung University)

Discussants: Jae won Oh (Chonbuk National University)
Yu Sun Han (Chonbuk National University)
Hae won Lee (Chonbuk National University)
Da Hye Lee (Sangmyung University / Naver)
Ji Soo Yu (Culture Foundation)

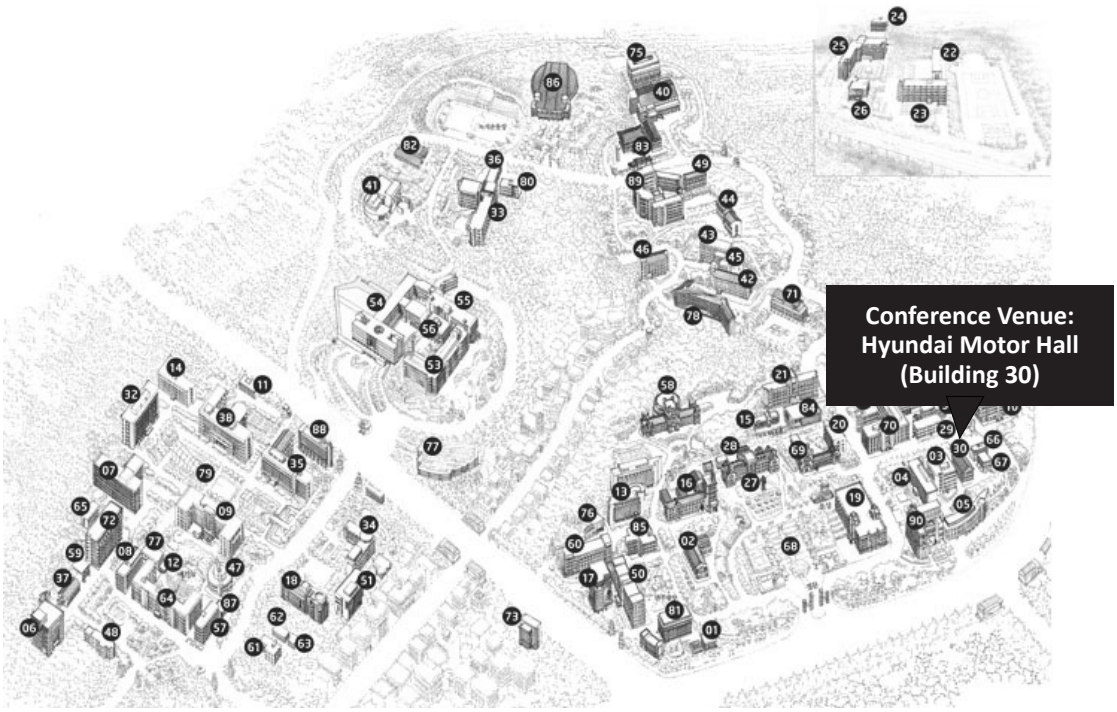
TITLE	NAME	AFFILIATION
A study on present state of welfare policy for country's artist and relevant measures: - focused on the base expansion for project in support of fund for artist's creation of KAWF	Hyeonju Choi	Yonsei University
	Hyunjoo Choi	Sangmyung University
A study on the branding activation of art festival: focus on marketing	Yu-Jeong Min	Sejong University
A study on the dance education industry in the fourth industrial revolution from the perspective of human needs	Seung Hye Jung	Kyung Hee University

2019 KSMS Doctoral Dissertation Competition (9:00-11:00, Nov. 16, 2019, B307)

Committee Chair: Shijin Yoo (Korea University Business School)

Committee Members: Alex Kim (SKKU Business School)
Yerim Chung (Yonsei University)

TITLE	NAME	AFFILIATION
A study on the antecedents and consequences of switching value to the internet primary bank	HagSoo Lee	Pusan National University
Attitude formation process of consumers to explore digital shopping spaces for their mood management: Focus on meta-cognitive experience and mood management heuristics	Joonheui Bae	Kyungpook National University
The effect of servitization experience on commitment and repurchase intention	Kyeong Kook Jang	Changwon National University
Three essays on the positive and negative consequences of corporate social responsibility and irresponsibility	Samuel Stäbler	Tilburg University
The impact of OTT contents characteristics on subscriber engagement and equity	Huanzhang Wang	Changwon National University



<Korea University Map>

Conference Venue: Hyundai Motor Hall, Korea University, 145 Anam-ro, Seongbuk-gu, Seoul, 02841, Republic of Korea

Editor of Proceedings: Yerim Chung (Yonsei University)

Associate Executive Secretary of KSMS: Huanzhang (Neo) Wang (Changwon National University)

For More Information:

Central Office
Korean Scholars of Marketing Science
9 Sarimdong, Changwon, Gyeongnam
Republic of Korea
Tel: +82 55 213 3346; Fax: +82 55 263 9096
e-mail: ksmscentraloffice@gmail.com

Korean Scholars of Marketing Science
Global Alliance of Marketing & Management Associations
Journal of Global Scholars of Marketing Science (JGSMS)
Journal of Global Fashion Marketing (JGFM)
Journal of Global Sport Management (JGSM)
Global Marketing Conference (GMC)
Global Fashion Management Conference (GFMC)

Call for Papers

2020 Global Marketing Conference at Seoul

9th - 12th July, 2020

Submission Deadline: 15th January, 2020

Venue: Seoul, Republic of Korea

Conference Homepage: https://2020gamma.imweb.me

Hosts

American Marketing Association

European Marketing Academy

Australian & New Zealand Marketing Academy

Japan Society of Marketing and Distribution

Korean Scholars of Marketing Science

Sogang University

Organizer

Global Alliance of Marketing & Management Associations

Partners

Association for Consumer Research (USA)

Chinese Marketing Association of Universities (China)

Greek Marketing Academy (Greece)

AEMARK (Spain)

Aalto University Executive Education (Finland)

Aalto University School of Business (Finland)

Harbin Institute of Technology (China)

Korea Advertising Society (Republic of Korea)

Sponsors

Korea Tourism Organization

Seoul Metropolitan Government

Korea Economy & Management Development Institute

CONFERENCE CO-CHAIRS

Prof. Roland T. Rust, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146.

Prof. Udo Wagner, Chair of Marketing, University of Vienna, Oskar Morgenstern Platz 1, 1090 Vienna, Austria, udo.wagner@univie.ac.at, Tel: +43-1-4277-38012, Fax: +43-1-4277-838012.

Prof. Tania Bucic, School of Marketing, the University of South Wales, Sydney NSW 2052, Australia. t.bucic@unsw.edu.au, Tel. +61 2 9385 3315.

Prof. Lin Huang, Graduate School of Business Administration, Kobe University, 2-1, Rokkodai, Nada-ku, Kobe-shi, 657-8501, Japan, koulin@kobe-u.ac.jp, Tel: +81-78-803-6933.

Prof. Jaihak Chung, Sogang Business School, Sogang University, Mapogoo Shinsoodong 1 Sogang University Sogang Business School PA hall, #708, Seoul, Republic of Korea, jaihak@sogang.ac.kr, Tel. +82-10-3361-6521.

CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year's conference is, ***"Bridging Asia and the World: New Marketing and Management in Digitally Connected World"*** This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2020 Global Marketing Conference at Seoul offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participants from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an **ISSN** number (1976-8699).

Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.

1. JOINT SYMPOSIA

2020 EMAC-GAMMA JOINT SYMPOSIUM

The European Marketing Academy (EMAC) and Global Alliance of Marketing & Management Associations

(GAMMA) will jointly hold the 2020 EMAC-GAMMA Joint Symposium on 'Issues of Consumer Behavior from an Asian vs. European perspective' in 2020 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Paulo Rita**, NOVA Information Management School (NOVA IMS), Universidade Nova de

Lisboa, Portugal, prita@isegi.unl.pt. **Prof. Yerim Chung**, School of Business, Yonsei University, Seoul, Korea, yerimchung@yonsei.ac.kr, Tel: +82-2-2123-2504.

2020 ANZMAC-GAMMA JOINT SYMPOSIUM

The Australian & New Zealand Marketing Academy (ANZMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2020 ANZMAC-GAMMA Joint Symposium on 'Emerging Issues in Marketing 2020' in 2020 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, ian.phau@cbs.curtin.edu.au, Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel: +82-2-3290-2833.

2020 JSMD-GAMMA JOINT SYMPOSIUM

Japan Society of Marketing & Distribution (JSMD) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2020 JSMD-GAMMA Joint Symposium' on 'Current Issues in Marketing & Distribution in Japan'. Please submit your paper to the Symposium Chair: **Prof. Tomokazu Kubo**, Chuo University, tomokazukubochuo@gmail.com, Tel: +81-42-674-3643, and **Prof. Akinori Ono**, Keio University, Tel: +81-3-6277-1749.

2020 AALTO UNIVERSITY-GAMMA JOINT SYMPOSIUM

Aalto University School of Business and Global Alliance of Marketing & Management Associations will jointly hold 'the 2020 Aalto University-GAMMA Joint Symposium.

2020 GMA-GAMMA JOINT SYMPOSIUM

Greek Marketing Academy (GMA) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2020 GMA-GAMMA Joint Symposium on 'Brands as guides to the phygital customer experience: Theoretical, practical, and moral challenges'in 2020 GMC at Seoul. Please submit your paper to the Symposium Chair: **Prof. Anna K. Zarkada,** Department of Business Administration, Athens University of Economics and Business, 76, Patission Str. / GR10434 Athens, Greece, Anna_Zarkada@hotmail.com, Tel: +302108203 981 & +306979978952.

2020 AEMARK-GAMMA JOINT SYMPOSIUM

AEMARK (Spain) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2020 AEMARK-GAMMA Joint Symposium' on 'How we are changing: New consumer responses to new technology applications' in 'the 2020 GMC at Seoul'. Please submit your paper to **Symposium Chair: Prof. Carlos Flavian**, University of Zaragoza, Spain. aemark.gmc@gmail.com, Tel: +34-976-762-719.

2020 HIT-GAMMA JOINT SYMPOSIUM

Harbin Institute of Technology and Global Alliance of Marketing & Management Associations will jointly hold 'the 2020 HIT-GAMMA Joint Symposium' on 'Health and Marketing' in 'the 2020 GMC at Seoul'. **Symposium Chair: Prof. Peng Zou,** Marketing Department, School of Management, Harbin Institute of Technology, No 13 Fayuan St., Harbin, China 150001, zoupeng@hit.edu.cn.

2020 ESCP Europe-GAMMA JOINT SYMPOSIUM

ESCP Europe and Global Alliance of Marketing & Management Associations will jointly hold 'the 2020 ESCP Europe-GAMMA Joint Symposium' on 'Human-robot Interactions, Artificial Intelligence and Consumption'. Please submit your paper to Symposium **Co-chairs: Dr. Hector Gonzalez-Jimenez**, ESCP Europe Business School, Calle de Arroyofresno 1, 28035 Madrid, Spain, hegonzalez@escpeurope.eu, Tel: +34 91 335 92 43. **Prof. Benjamin G. Voyer**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, bvoyer@escpeurope.eu, Tel: +44 20 7443 8836.

2020 NZAI-GAMMA JOINT SYMPOSIUM

New Zealand Asia Institute of the University of Auckland and Global Alliance of Marketing & Management Associations jointly hold 'the 2020 NZAI-GAMMA Joint Symposium' on "Frontiers in Asian Consumer Research". Please submit your paper to Symposium **Co-chairs: Dr. Yuri Seo**, The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, y.seo@auckland.ac.nz, Tel: +64-9-923-8277. **Dr. Jungkeun Kim**, Faculty of Business and Law, Auckland University of Technology, Private Bag 92006, Auckland 1142, New Zealand,jungkeun.kim@aut.ac.nz, Tel: +64 9 921 9999 ext 5091. **Dr Jacob C. Lee**, School of Business Administration, UNIST, 50 Unist-gil, Ulsan, Korea 33919, jacoblee@unist.ac.kr, Tel: +82522173168.

2. SPONSORING JOURNALS

JOURNAL OF BUSINESS RESEARCH

Journal of Business Research (SSCI) will publish special issues on following subjects with top papers presented in proper tracks of this conference.

1. **GAMMA President's Choice Awards:** All of papers presented in the 2020 GMC at Seoul are eligible for review toward inclusion in the special issue of JBR. Best of the best papers presented in all of tracks in the 2020 GMC at Seoul will be qualified for this special issue. If you want your paper to be considered for possible publication in JBR, please inform your intention to the **GAMMA President Office** (ejko@yonsei.ac.kr). **Guest Editor: Prof. Eunju Ko** (GAMMA President), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

2. **New Marketing & Management in Global Digital World:** Selected papers from the submission to **'New Marketing & Management in Global Digital World'** track of '202020 Global Marketing Conference at Seoul' will be considered for possible publication in a special issue of Journal of Business Research on 'New Marketing & Management in Global Digital World'. **Guest Editor: Prof. Kyung Hoon Kim**, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will publish a special issue on **'Future of Advertising'** with best papers presented at following tracks in 2020 GMC at Seoul called 'Future of Advertising. Guest Editor: **Prof. Sukki Yoon**, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., syoon@bryant.edu, Tel: +1-401-232-6997, Fax: +1-401-232-6319.

CORNELL HOSPITALITY QUARTERLY

Cornell Hospitality Quarterly (SSCI) will publish a special issue on **'Service Innovation and Emerging Technologies in Tourism and Hospitality'** with best papers presented at the track in 2020 GMC at Seoul called 'Service Innovation and Emerging Technologies in Tourism and Hospitality'. Guest Editors: **Dr. Kevin Kam Fung So,** School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Carolina Coliseum, Room 1011-C, Columbia, South Carolina 29208, USA, kevinso@hrsm.sc.edu, Tel: +001-803-777-7620; Fax: +001-803-777-1224; **Prof. Xiang (Robert) Li,** Department of Tourism and Hospitality Management, Temple University, 370 Speakman Hall, 1810 North 13th Street, Philadelphia, PA 19122, USA, robertli@temple.edu, Tel: +001.215.204.8784 Fax: +001.215.204.8705.

INDUSTRIAL MARKETING MANAGEMENT

Selected papers from the submissions to '**Global Perspectives in Business-to-Business Marketing'** track of '2020 Global Marketing Conference at Seoul' will be considered for possible publication in a regular issue of ***Industrial Marketing Management*** (SSCI). **Track Chair: Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

JOURNAL OF ADVERTISING

Selected papers from submissions to **'The Role of Luxuriousness in High-End Brand Advertising'** track of the '2020 Global Marketing Conference at Seoul' will be considered for possible publication in a special section of the Journal of Advertising (SSCI, Impact Factor 2017: 2.880). This track aims to explore how 'luxuriousness' of high-end brands should be theoretically conceptualized and understood in advertising in the global marketplace. The track chair will select the best papers presented at the 2020 GMC at Seoul and

invite authors to submit their full papers to the JA Special Section on 'The Role of Luxuriousness in High-End Brand Advertising.' All submissions are subject to the formal double-blind review process of the Journal of Advertising. The invitation to submit a full paper to this special section does not guarantee either its conditional acceptance or publication. **Guest Editor: Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS

1. Product Innovation & Consumer Behaviors: The Australasian Marketing Journal will publish a special issue on **'Product Innovation & Consumer Behaviors'**, drawing on the best papers presented at 'Product Innovation & Consumer Behaviors' track of 2020 GMC at Seoul. **Guest Editors: Dr. Yang Sun,** 25-1719, Zhejiang Sci-Tech University, 5 Second Avenue, Xiasha Higher Education Zone, Hangzhou, Zhejiang, 310018, China, Email: sunyang8227@hotmail.com , TEL: +86-571-8684-3734. **Dr. Hakil Moon,** Department of Marketing, College of Business, Eastern Michigan University, Ypsilanti, MI 48197, USA, E-mail: hmoon3@emich.edu, TEL: +1-734- 487-3323

2. Marketing to Aging Consumers: Selected papers from the submissions to 'Marketing to Aging Consumers' track of '2020 Global Marketing Conference at Seoul' will be considered for possible publication in a special issue of Asia Pacific Journal of Marketing and Logistics (SSCI) on **'Marketing to Aging Consumers'** Track. **Guest Editor: Dr. Graham Ferguson**, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, graham.ferguson@cbs.curtin.edu.au, Tel: +61-8-9266-3140. **Brian 't Hart**, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372). **Dr. Saadia Shabnam**, School of Marketing, Curtin University, GPO Box U1987, Perth WA, 6845, Australia. Email: saadia.shabnam@curtin.edu.au.

INTERNATIONAL MARKETING REVIEW

Selected papers from the submissions to **'Decision-Making in International Marketing'** track of '2020 Global Marketing Conference at Seoul' will be considered for possible publication in the Special Issue of International Marketing Review (SSCI) on the topic of 'Decision-Making in International Marketing'. If you want your paper to be considered for possible publication in the special issue, please inform the Track Chairs, **Dr. João S. Oliveira**, School of Business and Economics, Loughborough University, Loughborough LE11 3TU, United Kingdom, J.Oliveira@lboro.ac.uk, Tel +44 (0)1509 228279. **Prof. Paul Hughes**, Leicester Castle Business School, De Montfort University, The Gateway, Leicester LE1 9BH, United Kingdom paul.hughes@dmu.ac.uk, Tel +44 (0) 116 2577031. **Dr. Magnus Hultman**, Leeds University Business School, University of Leeds, Maurice Keyworth Building, Leeds LS2 9JT, m.hultman@leeds.ac.uk, Tel +44 (0) 113 343 8655.

JOURNAL OF MACROMARKETING

Selected papers from submissions to **'Sustainability: Challenges, Frameworks and Insights from Asia'** track of the '2020 Global Marketing Conference at Seoul' will be considered for possible publication in a

special section of Journal of Macromarketing (SSCI) on 'The Sustainability in Asia'. **Guest Editors: Prof. Benjamin Wooliscroft** (Auckland University of Technology), ben.wooliscroft@aut.ac.nz and **Prof. Eunju Ko** (Yonsei University), ejko@yonsei.ac.kr.

EUROPEAN MANAGEMENT JOURNAL

Selected papers from the submissions to **'Innovative Marketing Management'** track of '2020 Global Marketing Conference at Seoul' will be considered for possible publication in the special section of European Management Journal (SSCI) called 'Management Focus on Innovative Marketing Management'. Guest Editors: Benjamin Voyer (ESCP Europe), bvoyer@escpeurope.eu. Eunju Ko (Yonsei University), ejko@yonsei.ac.kr. Kyung Hoon Kim (Changwon National University), stride@changwon.ac.kr.

JOURNAL OF SERVICE MANAGEMENT

Best papers from the submissions to '**Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline' track** will be considered for publication in a dedicated section of the Journal of Service Management. **Guest Editor: Prof. Werner Kunz**, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709.

AUSTRALASIAN MARKETING JOURNAL

The Australasian Marketing Journal will publish a special issue on **'Marketing and Sustainability in the Era of Disruption'**, drawing on the best papers presented at the 2020 ANZMAC-GAMMA Joint Symposium and related tracks**. Guest Editors: Dr. Denni Arli,** Griffith Business School, Griffith University | Nathan | QLD 4111 d.arli@griffith.edu.au, Tel: +61 7 3735 7344. **Dr. Sean Lee**, School of Marketing, Curtin Business School, Curtin University GPO Box U1987, Perth WA, Australia 6845, sean.lee@curtin.edu.au, Tel: +61-8-9266-4014.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (ESCI, SCOPUS, ABDC-B) will publish a special issue on **'Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow'** with best papers presented at following tracks in 2020 GMC at Seoul called 'Fashion and Advertising. Guest Editor: **Prof. Kacy Kim**, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., kkim2@bryant.edu, Tel: +1-401-232-6147. **Prof. Linda Golden**, Department of Marketing, The University of Texas at Austin, 2110 Speedway, Austin, TX, U.S.A., utlindagolden@gmail.com, Tel: +1-512-663-8506.

JOURNAL OF CREATIVE COMMUNICATIONS

Selected papers from the submissions to **'Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions'** track of '2020 GMC at Seoul' will be considered for possible publication in the Special Issue of Journal of Creative Communications (SCOPUS) on **'Creative Communications and**

Interactions among Stakeholders-CCIS'. If you want your paper to be considered for possible publication in the special issue, please inform the Guest Editor: **Prof. Sandra Loureiro**, Marketing, Operations and General Management Department, Lisbon University Institute (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forcas Armadas1649-026 Lisbon, Portugal, sandramloureiro@netcabo.pt, Tel. +351 217 903 004/5; +351 217 903 000 - ext: 291400 Fax: +351 21 796 47 10.

JOURNAL OF INTERACTIVE ADVERTISING

Journal of Interactive Advertising (SCOPUS) will publish a special section on '**Interactive Video Advertising – Trends and Theories'** with the selected papers presented in 'Interactive Video Advertising – Trends and Theories' track of 2020 GMC at Seoul. **Editor-in-Chief : Jooyoung Kim** (University of Georgia), jykim@uga.edu

INTERNATIONAL JOURNAL OF MARKETING & DISTRIBUTION

International Journal of Marketing & Distribution's editorial board will consider excellent papers presented at the 2020 **'Current Issues in Marketing & Distribution in Japan'** JSMD-GAMMA Joint Symposium for inclusion in International Journal of Marketing & Distribution. **Symposium Co-chairs:** Prof. Tomokazu Kubo, Chuo University, tomokazukubochuo@gmail.com, Tel: +81-42-674-3643, and Prof. Akinori Ono, Keio University, Tel: +81-3-6277-1749.

3. AWARDS

GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2020

Eminent marketing practitioner(s) will be recommended for 'GAMMA Global Marketer of the Year Award 2020' who made significant contribution to the advancement of marketing practice.

GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2020

Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for 'GAMMA Global Scholar of the Year Award 2020'.

4. ACADEMIC EXCELLENCE COMMITTEE

Academic Excellence Committee Chair: Prof. Charles R. Taylor (Villanova University), John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, charles.r.taylor@villanova.edu, Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising. Academic Excellence Committee is in charge of the total quality control over the conference management process.

5. WORKSHOP

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop: Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science) Professor of

Marketing, Curtin University, Perth, Australia. arch.woodside@curtin.edu.au.

6. PROGRAM TRACKS & TRACK CHAIRS

Marketing and Entrepreneurship: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, morganre@cardiff.ac.uk, Tel:+44-2920-870-001, Fax:+44-2920-874-419. **Prof. Yiannis Kouropalatis**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, kouropalatisy@cardiff.ac.uk, Tel: +44-29-20-876-845, Fax: +44-2920-874-4419.

Leveraging Big Data to Create Value for Consumers and Firms: Prof. Dr. Manfred Schwaiger, Ludwig-Maximilians-University Munich - Institute for Market-based Management (IMM), Kaulbachstr. 45, D-80539 München, schwaiger@lmu.de, Tel: +49-89-2180-5640, Fax: +49-89-2180-5651.

Marketing to Aging Consumers: Dr. Graham Ferguson, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, graham.ferguson@cbs.curtin.edu.au, Tel: +61-8-9266-3140. **Brian 't Hart**, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372). **Dr. Saadia Shabnam**, School of Marketing, Curtin University, GPO Box U1987, Perth WA, 6845, Australia. Email: saadia.shabnam@curtin.edu.au.

Decision-Making in International Marketing: Dr. João S. Oliveira, School of Business and Economics, Loughborough University, Loughborough LE11 3TU, United Kingdom, J.Oliveira@lboro.ac.uk, Tel +44 (0)1509 228279. **Prof. Paul Hughes**, Leicester Castle Business School, De Montfort University, The Gateway, Leicester LE1 9BH, United Kingdom paul.hughes@dmu.ac.uk, Tel +44 (0) 116 2577031. **Dr. Magnus Hultman**, Leeds University Business School, University of Leeds, Maurice Keyworth Building, Leeds LS2 9JT, m.hultman@leeds.ac.uk, Tel +44 (0) 113 343 8655.

Global Perspectives in Business-to-Business Marketing: Prof. Anthony Di Benedetto, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA, USA, tonyd@temple.edu. +1-215-204-8147.

Technological Change as Challenge to Corporate and Brand Identity: Prof. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, KonigswortherPlatz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

Asian Specialties and Marketing: Prof. Akira Shimizu, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo, Japan, ashimizu@fbc.keio.ac.jp, Tel: +81-3-5427-1168.

Future of Advertising: Prof. Sukki Yoon, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., syoon@bryant.edu, Tel: +1-401-232-6997, Fax: +1-401-232-6319.

Theoretical and Practical Evolution of Retailing: Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahasi@fbc.keio.ac.jp, Tel: +81-3-3453-

4511, Fax: +81-43-462-3652. **Dr. Emi Moriuchi**, Department of MIS, Marketing and Digital Business, Saunders College of Business, Rochester Institute of Technology (RIT), 107 Lomb Memorial Dr., Bldg. 12, Rochester, NY 14623, USA, emoriuchi@saunders.rit.edu, Tel:+1 585-475-6313.

Service Innovation and Emerging Technologies in Tourism and Hospitality: Dr. Kevin Kam Fung So, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Carolina Coliseum, Room 1011-C, Columbia, South Carolina 29208, USA, kevinso@hrsm.sc.edu, Tel: +001-803-777-7620; Fax: +001-803-777-1224; **Prof. Xiang (Robert) Li,** Department of Tourism and Hospitality Management, Temple University, 370 Speakman Hall, 1810 North 13th Street, Philadelphia, PA 19122, USA, robertli@temple.edu, Tel: +001.215.204.8784 Fax: +001.215.204.8705.

Mobile Marketing: Prof. Wolfgang Fritz, Technische Universitaet Braunschweig, Institute of Marketing, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-braunschweig.de, Tel. +49-531-391-3203, Fax +49-531-391-8202. **Dr. Stefanie Sohn**, Institute of Marketing, Technische Universitaet Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, s.sohn@tu-braunschweig.de, Tel: +49-531-391-3202, Fax: +49-531-391-8202.

Sustainability: Challenges, Frameworks and Insights from Asia:: Prof. Benjamin Wooliscroft (Auckland University of Technology), ben.wooliscroft@aut.ac.nz and **Prof. Eunju Ko** (Yonsei University), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. ejko@yonsei.ac.kr.

Advertising and Branding: Prof. Hyokjin Kwak, Dept. of Marketing, Le Bow College of Business, Drexel University, Matheson Hall 502B, 32nd and Market Street, Philadelphia, PA 19104, USA, hkwak@drexel.edu, Tel: +1-215-895-6006, Fax: +1-215-895-6975. Please submit your manuscript online at http://hkdx.i234.me/drexel/conference/gmc/ .

Marketing Education: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, ralf.schellhase@h-da.de, Haardtring 100, 64295 Darmstadt, Germany, Tel: +49-174-1699491.

History and Marketing: Prof. Maria Kniazeva, Professor of Marketing, School of Business, University of San Diego, 5998 Alcala Park, San Diego, CA 92110-2492, USA, kniazeva@sandiego.edu, Tel: +1-619-260-7837, Fax: +1-619-260-4891.

Digital and Technology Driven Marketing: Prof. Juran Kim, Professor of Marking, Dept. of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, jrkim@jj.ac.kr, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Retail Merchandising and Innovation: Prof. Changju Kim, Faculty of Business Administration, Ritsumeikan University, 2-150, Iwakura, Ibaraki, Osaka, 560-8570, Japan, cjkim777@fc.ritsumei.ac.jp, Tel: +81-72-665-2382.

Strategic Market Management: Prof. Jong-Ho Lee, Korea University Business School, 145 Anam-Ro,

Seongbuk-Gu, Seoul, 02841, Republic of Korea, jongholee@korea.ac.kr, Tel: 82.2.3290.2821: Fax. 82.2.922.7220. **Prof. Woojung Chang**, School of Business Administration, University of Seoul, 163 Seoulsiripdaero, Dongdaemun-gu, Seoul, 02504, Republic of Korea, wchang3@uos.ac.kr, Tel: 82.2.6490.2260.

Transformative Service Research: Prof. Mark S. Rosenbaum, Department of Retailing, University of South Carolina, Carolina Coliseum, Columbia, SC 29208, MAROSEN@mailbox.sc.edu, Tel: 803 777 6171.

Marketing Manager's Decision Making: Prof. Eric Shih, Graduate School of Business, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Jongro-gu, Seoul, Republic of Korea, eshih@skku.edu, Tel: +82-2-740-1502, Fax: +82-2-740-1539.

New Marketing & Management in Global Digital World: Prof. Kyung Hoon Kim, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

Wine Marketing and Management: Prof. Benoît LECAT, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University, 1 Grand Ave, Building 11, San Luis Obispo, CA 93407-0861, USA, blecat@calpoly.edu, Tel: +1 (805) 756-2415.

Consumer Decision Making and Consumer Signaling: Asst. Prof. Dr. Alisara Rungnontarat CHARINSARN, Thammasat Business School, Thammasat University, 2 Prachan Rd., Pranakorn, Bangkok 10200, Thailand, alisara@tbs.tu.ac.th, Tel: +668-1836-1154.

Cross Cultural Consumers and Globalization: Dr. Hector Gonzalez-Jimenez, ESCP Europe Business School,

Calle de Arroyofresno 1, 28035 Madrid, Spain, hegonzalez@escpeurope.eu, Tel: +34 91 335 92 43. **Dr. Fernando Fastoso,** The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United

Kingdom, fernando.fastoso@york.ac.uk, Tel:+44 (0) 1904 325056.

Retail Technology & Customer Experience Design: Prof. Hye-Young Kim, College of Design, University of Minnesota, 240 McNeal Hall, Retail Merchandising Program, St. Paul, MN 55108, USA, hykim@umn.edu, Tel: +1-612-624-4904.

Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions: Prof. Sandra Loureiro, Marketing, Operations and General Management Department, Lisbon University Institute (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forcas Armadas1649-026 Lisbon, Portugal, sandramloureiro@netcabo.pt, Tel. +351 217 903 004/5; +351 217 903 000 - ext: 291400 Fax: +351 21 796 47 10.

Omni Channel in the Emerging Countries: Dr. Mustika Sufiati Purwanegara, School of Business and Management, Bandung Institute of Technology (ITB), Ganesha 10, Bandung 40312, Indonesia, mustika@sbm-

itb.ac.id, Tel.+62-22-2531923, Fax.+62-22-2504249.

The Role of Luxuriousness in High-End Brand Advertising: Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax: +82-2-312-8554.

Interactive Marketing Communications: Prof. Morikazu Hirose, Faculty of Business Administration, Tokyo Fuji University, 3-8-1, Takadanobaba, Shinjuku-ku, Tokyo, Japan, morikazu_187@fuji.ac.jp, Tel: +81-3-3368-2154, Fax: +81-3-5386-3456.

Innovative Marketing Management: Prof. Benjamin G. Voyer, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, bvoyer@escpeurope.eu, Tel: +44 20 7443 8836.

Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow: Prof. Kacy Kim, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., kkim2@bryant.edu, Tel: +1-401-232-6147. **Prof. Linda Golden**, Department of Marketing, The University of Texas at Austin, 2110 Speedway, Austin, TX, U.S.A., Linda.golden@mccombs.utexas.edu, Tel: +1-512-663-8506.

New Technologies, Market Understanding and Fashion Marketers' Decision Making: Prof. Simone Guercini, Universita degli Studi di Firenze. Via delle Pandette, 9 - 50127 Firenze, Italy, simone.guercini@unifi.it, Tel: +39 055 27591.

International Marketing at the Crossroads of Globalization 4.0: Prof. Fabian Bartsch, IÉSEG School of Management (LEM-CNRS 9221) 92044 Paris La Défense Cedex, France, f.bartsch@ieseg.fr. **Prof. Timo Mandler**, Toulouse Business School, Department of Marketing & International Business, Sebastopol Building, Room 610, 1 Place Alfonse Jourdain, CS 66810, 31068 Toulouse Cedex 7, France. t.mandler@tbs-education.fr.

Integrated marketing communication: Prof. Prof. George Panigyrakis, Dean of Faculty of Communication and Media Studies Coordinator of the Department of Public Communication of Cyrpus University of Technology, Tel: +357 25 002074, Cyprus University of Technology, 30 Arch. Kyprianos Str., 3036 Limassol, administration@cut.ac.cy, Tel: 2500 2500 2500 2750.

Trend Forecasting and Sustainable Design-Business Practice: Prof. Tracy Cassidy, School of Art, Design and Architecture, The University of Huddersfield, Huddersfield, HD1 3DH, UK, t.d.cassidy@hud.ac.uk, Tel: +44(0)1484 472653.

Humanship Marketing and Social Innovation: Prof. Philip Hong, School of Social Work, Loyola University Chicago, 1 E. Pearson St. Maguire Hall 528, Chicago, IL 60611 USA, phong@luc.edu, Tel: +1-312-915-7447. **Prof. Marat Bakpayev**, Labovitz School of Business and Economics, University of Minnesota Duluth, 385E LSBE,Duluth, MN 55812 USA, mbakpaye@d.umn.edu, Tel: +1-218-726-8483. **Prof. Wansoo Park**, School of Social Work, University of Windsor, 201-D, 167 Ferry Street, Windsor, ON N9A 0C5, Canada, wansoo@uwindsor.ca, Tel: +1-519-253-3000 ext. 3069.

Business Model Innovation for Customer Value and Sustainable Business: **Prof. Jaesu Kim,** College of Business, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, 641-773, Republic of Korea, kjsint@nate.com, Tel:+82 -55-213-3346, Fax: +82-55-263-9096.

Strategy & Innovation in Fashion, Beauty and Luxury: Prof. Jonas Hoffmann, Jonas. HOFFMANN@skema.edu: **Prof. Ivan Coste-Manière**, ivan.costemaniere@skema.edu; SKEMA Business School, 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, Tel: +33 (0)4 93 44 15, Fax: +33 (0)4 93 65 45 24.

Fans and Sport Consumers in the Digital Era: Prof. Kihan Kim, Professor of Sport Management, Seoul National University, Korea, kihan@snu.ac.kr,Tel: +82-2-880-7792.

New Luxury and Innovation: New Fashion Cities, New Consumers and New Brands: Prof. Serena Rovai, BRaND LuxuryLab Chair, La Rochelle Business School, Excelia Group. 102, rue de Coureilles La Rochelle, France. rovais@excelia-group.com.

Neuromarketing and Psychophysiology: Dr. Billy Sung, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, billy.sung@curtin.edu.au, Tel: +61-8-9266-9585. **Prof. Eun-Ju Lee,** Business School, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Myeongnyun 3(sam)ga, Jongno-gu, Seoul, Republic of Korea, elee9@skku.edu.

Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. Best papers will be considered for publication in a dedicated section of the Journal of Service Management.

Global Branding and International Consumers: Prof. Adamantios Diamantopoulos, Department of Business Administration, University of Vienna, Oskar-Morgenstern-Platz 1, 1090 Vienna, Austria, adamantios.diamantopoulos@univie.ac.at, Tel: +43-1-4277-38031, Fax: +43-1-4277-838031. **Dr. Vasileios Davvetas**, Leeds University Business School, University of Leeds, Maurice Keyworth Building, LS6 1AN Leeds, UK, V.Davvetas@leeds,ac.uk, Tel:+44-113-343-0610.

Spatial Analytics in Business and Tourism Research: Dr. Seongsoo (Simon) Jang, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, jangs@cardiff.ac.uk, Tel:+44-292-087-4552. **Dr. Jinwon Kim**, Department of Tourism, Hospitality and Event Management, University of Florida, Florida Gym, PO Box 118208 Gainesville, FL 32611-8208, jinwonkim@ufl.edu, Tel: +1-352-294-1625.

Online Retailing: Dr. Lei Song, Business Programs, The Pennsylvania State University, Abington College, Abington, PA, USA, LeiSong@psu.edu. Tel.: +1 (267) 633-3301.

Product Innovation & Consumer Behaviors: Dr. Yang Sun, 25-1719, Zhejiang Sci-Tech University, 5 Second Avenue, Xiasha Higher Education Zone, Hangzhou, Zhejiang, 310018, China, Email: sunyang8227@hotmail.com, TEL: +86-571-8684-3734. **Dr. Hakil Moon**, Department of Marketing, College of Business, Eastern Michigan University, Ypsilanti, MI 48197, USA, E-mail: hmoon3@emich.edu, TEL: +1-734- 487-3323

Interactive Video Advertising – Trends and Theories: Prof. Jooyoung Kim, Department of Advertising & Public Relations, University of Georgia, Athens, GA 30602, USA, jykim@uga.edu, Tel: +1-706-542-1190.

Public Policy, Legal, and Ethical Issues in Marketing: Prof. Steven W. Kopp, Sam M. Walton College of Business, University of Arkansas, 323 WCOB, Department of Marketing, Fayetteville, AR 72701 USA, skopp@uark.edu, Tel. +1-479-575-3228, Fax +1-479-575-8407.

Marketing in General: Prof. Jong-Kuk Shin, Division of Business Administration, Pusan National University, 30 Jangjeon-Dong, Geumjeong-Gu, Busan 609-735, Republic of Korea, shinjk@pusan.ac.kr, Tel: +82 51 510 2576, Fax: +82 51 581 3144.

8. 2020 GAMMA DOCTORAL COLLOQUIUM

Co-Chairs: Prof. John W. Cadogan, the Editor-in-Chief of Inaternational Marketing Review, School of Business and Economics, Loughborough University, Ashby Road, Loughborough, Leciestershire LE11 3TU, United Kingdom, j.w.cadogan@lboro.ac.uk, Tel: +44 (0) 1509 228846. **Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

9. FOR MORE INFORMATION

GENERAL SECRETARY

Prof. Kyung Hoon Kim, Executive Secretary, Global Alliance of Marketing & Management Associations, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

ASSOCIATE GENERAL SECRETARY

Dr. Neo (Huanzhang) Wong, Associate Executive Secretary, Global Alliance of Marketing & Management Associations, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, gammaneowong@gmail.com, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

EDITOR OF PROCEEDINGS

Prof. Jeonghye Choi, Marketing Area, School of Business, Yonsei University, Seoul, Korea, jeonghye@yonsei.ac.kr, Tel: +82-2-2123-6575, Fax: +82-2-2123-8639.

LOCAL ARRANGEMENT COMMITTEE CHAIR

Prof. Yerim Chung, Management Science Area, School of Business, Yonsei University, Seoul, Korea, yerimchung@yonsei.ac.kr, Tel: +82-2-2123-2504.

GAMMA CENTRAL OFFICE
Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea,
Tel: +82-55-213-3346, Fax: +82-55-263-9096. E-mail: gammacentraloffice@gmail.com

10. SUBMISSION GUIDELINES

The 2020 Global Marketing Conference at Seoul is pleased to have electronic submission for submitting manuscripts. Electronic submission should be submitted through conference submission page: https://2020gamma.imweb.me/22. A word or PDF document containing the manuscript should be submitted through the submission page. An e-mail response will be sent to the contact author once the manuscript has been received by our conference.

Manuscripts must follow ***Manuscript Submission Guidelines: 2020 Global Marketing Conference at Seoul*** *and* ***Reference Style of GAMMA Journals and Proceedings:***

(https://2020gamma.imweb.me/35/?q=YToxOntzOjEyOiJrZXl3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&bmode=view&idx=2118610&t=board). ***Manuscripts should not exceed 5 pages (single spaced) for abstracts or 20 pages for full papers in double space.*** Submissions will be double-blind reviewed. Please do not include any author information in the submission file.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of Global Alliance of Marketing & Management Associations or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Global Alliance of Marketing & Management Associations unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

Copyrightⓒ2019

The 2019 Korean Scholars of Marketing Science International Conference was produced for the Korean Scholars of Marketing Science.

Duplication of its content on print or digital form for the purpose of sharing others is prohibited without permission from the Korean Scholars of Marketing Science.

This work was supported by the NRF(National Research Foundation of Korea) Grant funded by the MOE(Ministry of Education).


gamma
Global Alliance of Marketing
& Management Associations