

2018 Korean Scholars of Marketing Science International Conference

Theme: Searching for the New Roles of Marketing in Challenging Business World

Venue: Jeong Hasang Hall, Sogang University, Seoul, Republic of Korea

Date: November 10th – 11th, 2018

Conference Chair: Jaihak Chung (Sogang University)

Organizers: Sogang Business School, Sogang University

Korean Scholars of Marketing Science

Global Alliance of Marketing & Management Associations

Partners: Australian & New Zealand Marketing Academy

Keio University

New Zealand Asia Institute of the University of Auckland

National Research Foundation of Korea

Korea Economy & Management Development Institute

LOD: Life on DNA

Sponsoring Journals: Industrial Marketing Management

Journal of Consumer Affairs

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. 10 th , 2018	PROGRAM (Room)	
09:00-11:30	2018 Doctoral Dissertation Competition (Room 309)	
	2018 Global Business Review Competition: Case and Research (Room 311)	
11:00~12:00	Editorial Board Meeting: Journal of Global Scholars of Marketing Science	Room 307
	Editorial Board Meeting: Journal of Global Fashion Marketing	
	Editorial Board Meeting: Journal of Global Sport Management	
	KSMS Board Meeting	
12:00~12:30	Lunch (Room 313)	
12:00~15:45	Registration	
12:30~13:50	Opening Ceremony (Room 302) Presider: Tony Garrett (Korea University) - Welcoming Speeches: Jaihak Chung (SogangUniversity), Conference Chair Yung Kyun Choi (Dongguk University), President of KSMS - Keynote Speeches: Macromarketing and the Korean Wave - Mark Peterson (University of Wyoming), Editor, Journal of Macromarketing Economic Tremors and Earthquakes: Sharing, The Sharing Economy, Crowdfunding, Cryptocurrencies, and DAOs - Russell Belk (York University), Kraft Foods Canada Chair in Marketing	
13:50~14:00	Coffee Break (Room 313)	
14:00~15:30	Academic Sessions Part I and Symposia 1.1 2018 B2B Innovative Digital Marketing Symposium I (307) 1.2 2018 ANZMAC-KSMS Joint Symposium in Seoul (309) 1.3 New Roles of Research Method in Management and Marketing I (325) 1.4 Consumer Wellbeing in Transforming Asia I(327) 1.5 2018 NZAI-GAMMA Joint Symposium (311) 1.6 Consumer Involvement in Marketing Activities (315) 1.7 Neuromarketing and Big Data Network in Sustainable Business Environment (317) 1.8 Digital Marketing (319) 1.9 Strategic Perspectives in Product Design Management (321)	
15:30~15:45	Coffee Break (Room 313)	
15:45~17:15	Academic Sessions Part II and Symposia 2.1 2018 B2B Innovative Digital Marketing Symposium II (307) 2.2 2018 Global Culture Market Equity Symposium (309) 2.3 New Roles of Research Method in Management and Marketing II (325) 2.4 Consumer Wellbeing in Transforming Asia II (327) 2.5 Marketing Culture Products / Marketing Management in the Global Environment (311) 2.6 Emerging Issues in Sport Management (315) 2.7 Digital and Technology Driven Marketing (317) 2.8 Culture and Sustainable Advertising (319) 2.9 Fashion Marketing and Research (321) 2.10 Cultural Marketing and Performing Arts (323)	
17:30~18:00	Reception (Room 313) - Award Ceremony: JGSMS Best Paper Award 2018 / JGFM Best Paper Award 2018/ JGSM Best Paper Award 2018 Best Conference Paper Award / KSMS Excellent Service Award KSMS Doctoral Dissertation Competition Award 2018 Global Business Review Competition Award 2018	
Nov. 11 th , 2018	PROGRAM	
09:00~11:00	2018 Keio University-GAMMA Joint Symposium (B110, Samsung Hall, Yonsei University)	

Keynote Speeches (302) 12:30-13:50, Nov. 10, 2018

Macromarketing and the Korean Wave

Mark Peterson (University of Wyoming)

Editor, Journal of Macromarketing

Economic Tremors and Earthquakes: Sharing, The Sharing Economy, Crowdfunding, Cryptocurrencies, and DAOs

Russell Belk (York University)

Kraft Foods Canada Chair in Marketing

Academic Session I (14:00-15:30, Nov. 10, 2018)

Session 1.1 2018 B2B Innovative Digital Marketing Symposium I (307) 14:00-15:30, Nov. 10, 2018

Symposium Co-Chairs: Youngchan Kim (Yonsei University)
Hakil Moon (East Michigan University)

Outsourced projects and online B2B platforms for SMEs	Yeolim Yoon	Yonsei University
	Yeohong Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
	Yerim Chung	Yonsei University
Content match-making in B2B markets: Application of neural content modeling	Bikesh Raj Upreti	Aalto University
	Juho-Petteri Huhtala	Aalto University
	Henrikki Tikkanen	Aalto University
	Pekka Malo	Aalto University
	Neda Marvasti	Aalto University
	Samuel Kaski	Aalto University
	Iiro Vaniala	Aalto University
	Pekka Mattila	Aalto University
The roles of business reference contents in B2B marketing communication	Changmo Jung	Hyundai Mobis
	Hangeun Lee	Chosun University
	Youngchan Kim	Yonsei University

Session 1.2 2018 ANZMAC - KSMS Joint Symposium in Seoul (309)
14:00-15:30, Nov. 10, 2018

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

The tourist experience: A coherent investigation amid tourist experience and satisfaction with subsequent destination loyalty	Justin Kitin	Curtin University Australia
	Isaac Cheah	Curtin University Australia
	Sean Lee	Curtin University Australia
Innovative service design for sales of airline tickets using the concept of variable opaque product	Young Dae Ko	Sejong University
Relation between early e-WOM and average TV viewership	Giwoong Bae	KAIST
	Hye-jin Kim	KAIST
The impact of explorative innovation orientation on financial performance: moderating effect of customer participation in the innovation	Hyeyeon Yuk	Korea University
	Tony C. Garrett	Korea University
Why do individualistic consumers in China buy Japanese brands?	C. Min Han	Hanyang University
	Hyojin Nam	Hanyang University
	Xiao Wang	Hanyang University

Session 1.3 New Roles of Research Method in Management and Marketing

Session Chairs: Yang Sun (Zhejiang SCI-TECH University)
Isaac Cheah (Curtin University)

Combination classification method for customer relationship management	Zhe Zhang	Fudan University
From product innovation to consumer innovation: exploring the importance of sustainable marketing based on time perspective	Chen Weng	Zhejiang SCI-TECH University
	Yang Sun	Zhejiang SCI-TECH University
Value elements of luxury brands and their effects on generation y consumers' cognitive, affective, and conative evaluations: Identification of heterogeneity using the fimix-pls	Hey Duk Cho	Sejong University
	Sally Kim	Shenandoah University
	Jongwon Lee	FSKorea
	Yong-Ki Lee	Sejong University
Winning box office with the right movie synopsis	Yu-chen Hung	School of Business, Singapore University of Social Sciences
	Chong Guan	School of Business, Singapore University of Social Sciences
Mood management effect of digital shopping platforms	Joonheui Bae	Kyungpook National University
	Dong-Mo Koo	Kyungpook National University

Session 1.4 Consumer Wellbeing in Transforming Asia I (327)

14:00-15:30, Nov. 10, 2018

Session Chair: Russell Belk (York University)

Co-creation and well-being outcomes in healthcare	Juliana French	Monash University
	Sharon, G.M. Koh	Monash University
	Ewilly, J.Y. Liew	Monash University
The effect of the perceived benefits of organic consumption on purchasing intentions	Jianan He	Ewha Womans University
	Seong-Yeon Park	Ewha Womans University
The influence of the sharing platform socialization on the consumers' intention to participate -- trust as an mediator	Peng Zou	Harbin Institute of Technology
	Di Huo	Harbin Institute of Technology
	Yixin Li	Harbin Institute of Technology
The differential ambiguity in happiness for experiential purchases versus material purchases	Seungji Lee	Ulsan National Institute of Science and Technology (UNIST)
	Jacob C. Lee	Ulsan National Institute of Science and Technology (UNIST)

Session 1.5 2018 NZAI - GAMMA Joint Symposium (311)
14:00-15:30, Nov. 10, 2018

Session Chair: Yuri Seo (University of Auckland)

Consumer mindsets and luxury advertising in tourism	Yuri Seo	University of Auckland
	Dongwoo Ko	HUFS
	Jungkeun Kim	Auckland University of Technology
The power of beauty? The interactive effects of awe and online reviews on purchase intentions	Felix Septianto	University of Auckland
	Jane Choi	University of Auckland
Tourist satisfaction with m-commerce	JungKook Lee	Indiana University Purdue University Columbus
	Juline Mills	University of New Haven
The effects of belief in justice on the purchase of luxury products	Hye Suk Kim	Hankuk University of Foreign Studies
	Dong Woo Ko	Hankuk University of Foreign Studies
Influences of multi-brand retail stores on repeat purchase for firm-owned digital channels	Hyeasinn Song	Yonsei University
	Jeeyeon Kim	Yonsei University
	Jeonghye Choi	Yonsei University

Session 1.6 Customer Involvement in Marketing Activities (315)

14:00-15:30, Nov. 10, 2018

Session Chair: Yeolib Kim (UNIST)

Discussant Leader: Han-Mo Oh (Chunbuk National University)

Identifying the factors driving ticket redemption	Yeolim Yoon	Yonsei University
	Jooyoung Lim	Yonsei University
	Yeohong Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
Certification labeling traceability and consumer knowledge and consumer attitude	Eung Jin Lee	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National University
The role of safety climate on job satisfaction	Hee Sock Woo	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
The introduction of “care” into digital marketing	Sanghwa Kim	Yonsei University
	Jeonghye Choi	Yonsei University
	Seung Hyun Kim	Yonsei University

Session 1.7 Neuromarketing and Big Data Network in Sustainable Business Environment (317) 14:00-15:30, Nov. 10, 2018

Session Chair: Eun-Ju Lee (Sungkyunkwan University)

Moral conflict while facing business moral dilemmas: A neuromarketing study	Jin Ho Yun	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
Nudge your brain with a green logo: An fMRI investigation of consumer preference for sustainable fashion products	Eun-Ju Lee	Sungkyunkwan University
	Han Ah Choi	Sungkyunkwan University
	Jinghe Han	Yonsei University
	Dong Hyun Kim	Sungkyunkwan University
	Eunju Ko	Yonsei University
	Kyung Hoon Kim	Changwon National University
Brain potential correlates of celebrity ad repetition effects in social media marketing	Jing Zhang	Sungkyunkwan University
	Jin Ho Yun	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University

Session 1.8 Digital Marketing (319) 14:00-15:30, Nov. 10, 2018

Session Chair: Alex Jiyoung Kim (Sungkyunkwan University)

A double-edged offer: game players' opposite responds to game updates	Jihyeon Hyeong	Yonsei University
	Kangjun Choi	Yonsei University
	Jaeyoung Lee	Yonsei University
	Taehyung Pyo	University of Idaho
Can browsing data help to measure online advertising effect on purchase probability?	Keunwoo Kim	Solbridge International School of Business
The multi impact variable on repurchase consumer: Demand smartphone case in Indonesia	Sahid B.	Dong A University
	Rianmahardhika	
	Joo Hwan Seo	Dong A University
Impact of utilitarian value and hedonic value on purchase in online store in Indonesia	Narariya Dita Handani	Dong A University
	Joo Hwan Seo	Dong A University

Session 1.9 Strategic Perspectives in Product Design Management (321)

14:00-15:30, Nov. 10, 2018

Session Chair: Hakil Moon (East Michigan University)

Jilting effect in customization systems caused by mass confusion	Akinori Ono	Keio University
	Yusuke Iwama	Keio University
	Ryohei Kitazawa	Keio University
	Haruka Sekiguchi	Keio University
	Akane Takahashi	Keio University
	Suzu Tsuchiya	Keio University
	Shimpei Yanagihara	Keio University
The effects of consumer motivations on healthcare demands: A moderating role of product designs	Gimun Bae	Yonsei University
	Sanghwa Kim	Yonsei University
	Jeonghye Choi	Yonsei University
Measuring servitization experience: Exploring service-dominant logic for value-in-use	Kyeong Kook Jang	Changwon National University
	Kyung Hoon Kim	Changwon National University
	Joonheui Bae	Kyungpook National University
My own design is better? A co-creation perspective on the online user design in fashion industry	Hao Zhang	Northeastern University
	Zhiqi Dong	Northeastern University

Academic Session II (15:45-17:15, Nov. 10, 2018)

Session 2.1 2018 B2B Innovative Digital Marketing Symposium (307) 15:45-17:15, Nov. 10, 2018

Symposium Co-Chairs: Youngchan Kim (Yonsei University)
Hakil Moon (East Michigan University)

Does corporate social responsibility matter even in B2B market? : Effect of CSR on customer trust	Jong Won Lee	Kimpo University
	Sang-Lin Han	Hanyang University
Study on the influencing of parasocial relationship on repeat purchase intention in the B2B online shopping environment: An empirical study of Chinese B2B shopping store	Chunlin Yuan	Henan University
	Kyunghoon Kim	Changwon National University
	Shuman Wang	Henan University
How firm innovation affects business performance of manufacturing company	Jaesu Kim	Changwon National University
	Han-Sik Yu	Changwon National University
	Sin-Geun Song	Changwon National University

Session 2.2 2018 Global Culture Market Equity Symposium (309)
15:45-17:15, Nov. 10, 2018

Symposium Chair: Arch Woodside (Coastal Carolina University)

Discussants: Mark Peterson (University of Wyoming)

Russell Belk (York University)

Charles R. Taylor (Villanova University)

Configurations equifinalities reversals: Complex whole theory and research in cross-cultural, sustainable fashion, consumer behavior	Hyun Min Kong	Yonsei University
	Arch Woodside	Coastal Carolina University
	Eunju Ko	Yonsei University
Perceived customer culture experience on VR fashion show and customer equity	Jaesuk Jung	Yonsei University
	Eunju Ko	Yonsei University
Exploring audience perceived value in web series industry	Huanzhang Wang	Changwon National University
	Kyung Hoon Kim	Changwon National University
Understanding the relationship between mobile AR service and consumer perceptions in the beauty industry	Yining Wang	Yonsei University
	Yeonjung Won	Yonsei University
	Hakil Moon	East Michigan University
	Eunju Ko	Yonsei University
UGC about brand culture experience and brand attitude	Jihye Yu	Yonsei University
	Eunju Ko	Yonsei University
Trend analysis on Korean contemporary culture for marketing implications	Juhyun Kim	Yonsei University
	Eunju Ko	Yonsei University
Trend Analysis of Chinese Culture	Honglei Liu	Dalian University of Foreign Languages
	Kyung Hoon Kim	Changwon National University

Session 2.3 New Roles of Research Methods in Management and Marketing II (325) 15:45-17:15, Nov. 10, 2018

Session Chairs: Yang Sun (Zhejiang SCI-TECH University)
Isaac Cheah (Curtin University)

Congruity and processing fluency: An analysis on the effectiveness of embedded online video advertising	Jiang Zhiying	School of Business, Singapore University of Social Sciences
	Guan Chong	School of Business, Singapore University of Social Sciences
	Ivo.L.de Haaij	Erasmus School of Law, Erasmus University Rotterdam
Co-creating destination branding through mixed method research	Siwarit Pongsakornrungrsilp	Walailak University
	Pimlapas Pongsakornrungrsilp	Walailak University
Worth every penny: A meta-analytic review of experiential and material purchases	Jacob C. Lee	Ulsan National Institute of Science and Technology (UNIST)
	Maxine Zhang Schaefer	University of Southern California
	Wendy Wood	University of Southern California
Measuring self-congruence: critical review and new insights	Magdalena Kolanska	University of Zielona Gora
	Oleg Gorbaniuk	The John Paul II Catholic University of Lublin
The impact of uncertainty and entrepreneurship on corporate sustainability management	Honglei Liu	Dalian University of Foreign Languages
	Sang Jin Kim	Changwon National University
	Huanzhang Wang	Changwon National University

Session 2.4 Consumer Wellbeing in Transforming Asia II (327)

15:45-17:15, Nov. 10, 2018

Session Chair: Mark Peterson (University of Wyoming)

Price dispersion and perceived price fairness in online group buying: An empirical study in china	Zhe Zhang	Fudan University
	Yue Dai	Fudan University
Excessive spending on private education in South Korea: motivation, uniqueness and implications on consumer well-being	Sujin Song	Korea University
The relationship between food traceability system and purchase intention: A case study of food safety consumer behavior in China	Chunlin Yuan	Henan University
	Kyung Hoon Kim	Changwon National University
	Xiaolei Yu	Henan University
The relationship between smartphone use and psychological well-being	Jeeyeon Kim	Yonsei University
	Yeolib Kim	Ulsan National Institute of Science and Technology
	Youshin Kwak	Yonsei University
	Jeonghye Choi	Yonsei University

Session 2.5 Marketing Cultural Products / Marketing Management in the Global Environment (311) 15:45-17:15, Nov. 10, 2018

Session Chairs: Jong-Kuk Shin (Pusan National University)
 MI-Ok Oh (Pusan National University)
 Yong-Ki Lee (Sejong University)

The Effect of small and medium enterprises' product satisfaction on shopping value and salesperson commitment: focusing on adaptive selling tactics	Jong-Kuk Shin	Pusan National University
	JaeHun Kim	Pusan National University
A Study of marketing in the overseas promotion of Chinese Culture	Yuehong Huo	Dalian University of Foreign Languages
	Ying Wang	Dalian Neusoft University of Information
The training of the students' business abilities in MTI teaching	Ying Zhao	Dalian University of Foreign Languages

Session 2.6 Emerging Issues in Sport Management (315)

15:45-17:15, Nov. 10, 2018

Session Chair: Kihan Kim (Seoul National University)

Equity of access to sport facilities in Seoul: A GIS Analysis	Yoonji Ryu	Seoul National University
	Kihan Kim	Seoul National University
Uncovering the structural underpinnings of sport contents discussion networks on social media of 2018 PyeongChang Winter Olympic Games	Yeayoung Noh	Seoul National University
	Kihan Kim	Seoul National University
Effects of Mega-sport event on social communication: a big data Analysis of 2016 Rio Olympics	Jongho Kim	Seoul National University
	Yeayoung Noh	Seoul National University
	Yoonji Ryu	Seoul National University
	Kihan Kim	Seoul National University
Designing a collaborative governance model to support student athlete career transition in Korea	Borami Lee	Korean Olympic Committee
	Kihan Kim	Seoul National University

Session 2.7 Digital and Technology Driven Marketing (317)
15:45-17:15, Nov. 10, 2018

Session Chair: Juran Kim (Jeonju University)

How Mobile payment service works for Chinese Consumers	Luo Yalan	Jeonju University
	Gyoung Ran	Future Academy
	Juran Kim	Jeonju University
E-Flipped learning in marketing courses and outcomes	Seungmook Kang	Jeonju University
Consumer misbehavior in sharing economy	Joonheui Bae	Kyungpook National University
	DongMo Koo	Kyungpook National University

Session 2.8 Culture and Sustainable Advertising (319)

15:45-17:15, Nov. 10, 2018

Session Chairs: Yeonshin Kim (Myungji University)
Yung Kyun Choi (Dongguk University)

The effects of message framing and perceived efficacy on green product advertising	Yeonshin Kim	Myongji University
	Dongwon Choi	Kookmin University
The effect of product discounts and message assertiveness on sustainability persuasion: a cross-cultural comparison among Americans and Koreans	Hyejin Bang	University of Kansas
	Yeonshin Kim	Myongji University
	Tae Hyun Baek	University of Kentucky
	Sukki Yoon	Bryant University
	Tae Hyun Baek	University of Kentucky
My guilt versus our shame: The effect of culture-relevant emotion on advertising concreteness effect in sustainability persuasion	Sukki Yoon	Bryant University
	Yeonshin Kim	Myongji University
	Seeun Kim	Auburn University
	Yung Kyun Choi	Dongguk University

Session 2.9 Fashion Marketing and Research (321)

15:45-17:15, Nov. 10, 2018

Session Chairs: Jeeseun Park (Incheon University)
Heeju Chae (Kyungsung University)

Research on sustainable fashion knowledge and perceived value on behavior intention: Using fsQCA	Jinghe Han	Beijing Institute of Fashion Technology
	Arch Woodside	Curtin University
	Eunju Ko	Yonsei University
Korean seniors' online shopping behavior for fashion items	MiYoung Lee	Inha University
	Hyojung Cho	Texas State University
E-learning platform on sustainable fashion and its behavioral intention	Eunha Chun	Dong-A University
	Heerim Joung	Yonsei University
	Eunju Ko	Yonsei University

Session 2.10 Cultural Marketing and Performing Arts (323)

15:45-17:15 Nov. 10, 2018

Session Chairs: Joonmo Lee (Chonbuk National University)
Hye Jeon Hong (Seowon University)

Perceiving types of hobby-holic on attractions of dance Mira Jeon Sejong University

Discussant: Haewon Lee (Chonbuk National University) / Ha-Yeon Kim(Hanyang University)

Social psychological study on expressiveness of dancer Min-Ji Kim Sookmyung Women's University

Discussant: Jaewon Oh(Chonbuk National University) / Jin-Hwa Cho(Sookmyung Women's University)

A study on dance education in the republic of Korea Sumin Jung Hollins University

Discussant: Yang-geun Kim(Soongeui women's college) / Mira Jeon(Sejong University)

The influence of self-leadership of dance major students on career decision self-efficacy and job preparation ability Ha-Yeon Kim Hanyang University

Discussant: Yuseon Han(Chonbuk National University) / Min-Ji Kim(Sookmyung Women's University)

Research on the career preparation behavior of dance major students Jin-Hwa Cho Sookmyung Women's University

Discussant: Yuseon Han(Chonbuk National University) / Min-Ji Kim(Sookmyung Women's University)

**Session 3.1 2018 Keio University-GAMMA Joint Symposium
(B110, Samsung Hall, Yonsei University) 09:00-11:00, Nov. 11th, 2018**

Symposium Co-Chairs: Ikuo Takahashi (Keio University)
Charles R. Taylor (Villanova University)
Discussants: Arch Woodside (Coastal Carolina University)
Mark Peterson (University of Wyoming)
Russell Belk (York University)
Ian Phau (Curtin University)
Yuri Seo (University of Auckland)

Social commerce the influence of posts on consumer decision-making	Yuri Furumoto	Keio University
	Sachika Katsumata	Keio University
	Sayuri Yamada	Keio University
	Sungkyung Kim	Keio University
	Tomoki Setoguchi	Keio University
	Tsuyoshi Kbayashi	Keio University
	Yoka Tei	Keio University
	Ikuo Takahashi	Keio University
Role of Parasocial Relationship in Teleshopping	Alex Witmaier	Ludwig-Maximilians-Universität München
	Ji Eun Lee	Yonsei University
The effects of visual complexity on consumer response to the cluster of Ads	Keito Kowata	Keio University
	Lisa Kitajima	Keio University
	Akane Hatta	Keio University
	Harue Hiram	Keio University
	Akinori Ono	Keio University
Innovation of the EV Charging Industry	Seung Woo 'Patrick' Choi	Yonsei University
	Yurim Kim	Yonsei University
	Juyeon Han	Yonsei University
	Sanggu Kang	Yonsei University
	YoungHa Kwon	Yonsei University
The impact of Instagram posts on consumer behavior	Sayaka Aida	Keio University
	Yuki Asano	Keio University
	Sana Ishizuka	Keio University
	Tomohide Nagasawa	Keio University
	Sakiko Yashiro	Keio University
	Akira Shimizu	Keio University

2018 KSMS Doctoral Dissertation Competition (309)
09:00-11:30, Nov. 10th, 2018

Committee Chair: Jeonghye Choi (Yonsei University)

Choosing for a different reason: random regret minimization discrete choice model in marketing	Jooyoung Lim	KAIST College of Business
Connected markets: digital retailing in offline world	Jeeyeon Kim	School of Business, Yonsei University
Virtual brand experience in digital reality advertising: its conceptualization and measurement	Heejun Lee	Yonsei University
Essays on value creation in experiential marketplaces	Elina Koivisto	Aalto University School of Business
Charismatic selling: nonverbal behaviors in personal selling	Sandra Pauser	University of Vienna
The impacts of health claim regulatory systems on consumer evaluation of food products in Japan	Makoto Ono	Chuo University
Coopetition effect on new product development performance: a focus on focal firm's capabilities	Sungkyu Lee	Korea University Business School
The drivers and impacts of social media influencers: the role of mimicry	Chung-wha (Chloe) Ki	The Hong Kong Polytechnic University
The effect of creative dance program on psychological factors and mobility in people with cerebral palsy	Heejoung Joung	Seoul National University

Committee Member: Jaesu Kim (Volvo Group, Korea)

2018 Global Business Review Competition: Case and Research (311)
09:00-11:30, Nov. 10th, 2018

Committee Chairs: Heeju Chae (Kyung Sung University)
 Jeeyeon Kim (Yonsei University)

GRAB -The little giant	Thi Yen Xuan Nguyen	Sogang University
	Thi Thuy Huong Nguyen	University of Seoul
How did big data change the role of marketing?	Yvon Margaux	Sogang University
	Nicolas Trautwein	Sogang University
	Duric Milica	Sogang University
	Koudji Salao	Sogang University
The day after gap's struggle: an enhanced use of artificial intelligence & big data in the apparels market	Alessandra MARSON	ESSEC Business School
	Aishwarya PATHARE	ESSEC Business School
	Chloe BAROUD	ESSEC Business School
	Leticia TATEMOTO	ESSEC Business School
How to promote ticket redemption: evidence from a field experiment	Yeolim Yoon	Yonsei School of Business
Multi-brand retail stores and firm-owned digital channels: empirical evidence from repeat purchase	Hyeasinn Song	Yonsei School of Business
Have you ever heard of ASMR marketing?	Minjung Baek	Kyung Sung University
	Hyeonju Jang	Kyung Sung University
Impact of marketing of limited edition footwear focused on the scarcity message frequency	Kyoung Hye Park	Kyung Sung University
	Seung Gwan Kim	Kyung Sung University
	Jung Guk Lee	Kyung Sung University



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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)

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Global Marketing Conference (GMC)

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