

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)



KOREA UNIVERSITY
Business School



NEW ZEALAND ASIA
INSTITUTE



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| Cultural Marketing | Neuromarketing | Fashion Marketing | Consumer Psychology |
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PROGRAM

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

| Nov. 16 th , 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) - 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 (B201 – B307) 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 (B201 – B307) 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/ JGSMS 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 |

PROGRAM IN DETAIL

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

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 |
| | Dayun Jeong | Yonsei University |
| Consumer self-concept, sustainable fashion consumption and wellbeing fashion lifestyle | 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 | Kyungsoo University |
| | Heeju Chae | Kyungsoo 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 Environment Session 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 |
| | Yaeun 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 |
| | Hanah Choi | SungKyunKwan University |
| | Eun-ju Lee | SungKyunKwan University |
| The effect of luxury brands' sustainable fashion communication on purchase intention: a FMRI investigation | 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 |

PROGRAM IN DETAIL

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

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 |
| Study on the acceptance attitude of motion capture users: focusing on the field of dance | 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 | Sun Ju Park | Yonsei University |
| | Ji Hae Choi | Yonsei University |
| Memories and Affective Responses to Organizational Change | Boram Do | Yonsei university |

PROGRAM IN DETAIL

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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 |
| | Min Teah | Curtin University |
| What it means to be "handmade"? | 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)

| 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 |
| | | |

PROGRAM IN DETAIL

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

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 | 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 | overnment 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 (B307)

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 |
| | Honglei Liu | Dalian University of Foreign Languages |
| The effect of reputation of sustainable certification reputation and consumer behavior in cosmetic industry | 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 Pongsakomrungsilp | Walailak University |
| | Pimlapas Pongsakomrungsilp | Walailak University |
| Lifestyles of Muslim tourists in Andaman Coast, Thailand | Theeranuch Pusaksrikit | Chulalongkorn University |
| | Pimlapas Pongsakomrungsilp | Walailak University |
| | Siwarit Pongsakomrungsilp | Walailak University |

PROGRAM IN DETAIL

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.9 Cultural Marketing and Performing Arts II (B307)

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)

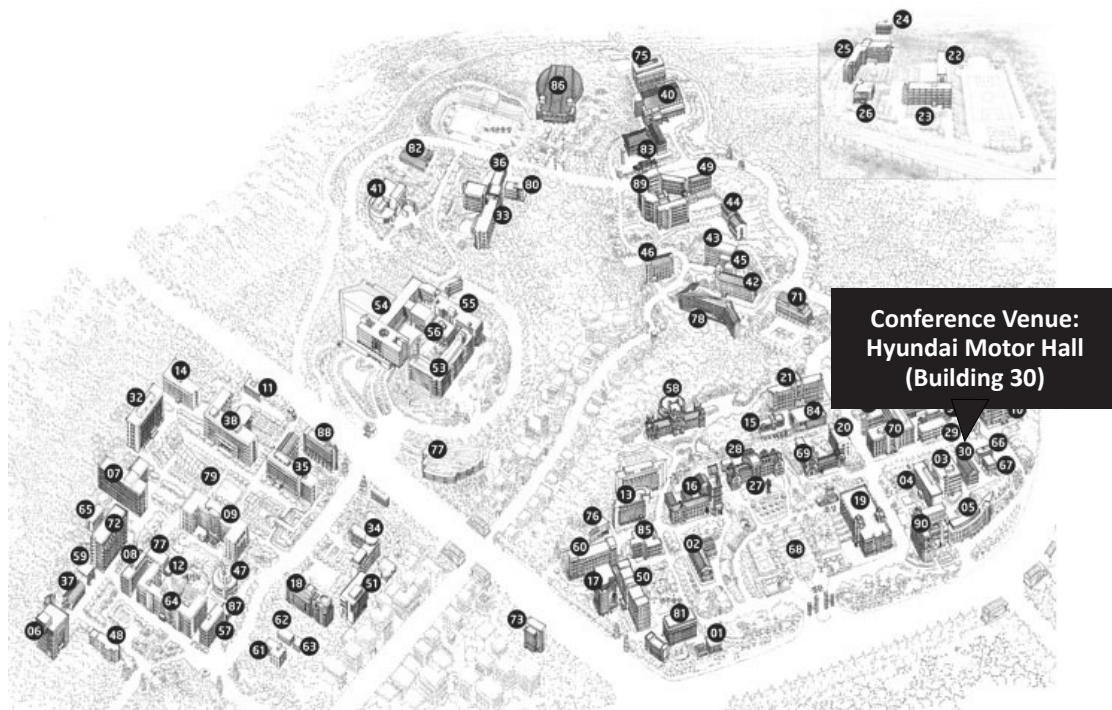
Committee Chair: Shijin Yoo (Korea University Business School)

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 |

CONFERENCE VENUE

2019 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE



<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: Huanzhang (Neo) Wong (Changwon National University)

For More Information:

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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)

Journal of Global Sport Management (JGSM)

Global Marketing Conference (GMC)

Global Fashion Management Conference (GFMC)

GMC CALL FOR PAPERS

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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

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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.

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2. New Marketing & Management in Global Digital World: Selected papers from the submission to **'New Marketing & Management in Global Digital World'** track of '2020 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

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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. Forças Armadas 1649-026 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

GMC CALL FOR PAPERS

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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, kouropalatis@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, Königsworther Platz 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.

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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.

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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.

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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.

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