

ICEC

International Conference on Electronic Commerce (by International Center for Electronic Commerce)

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ICEC 2015

ICEC 2015 FINAL PROGRAM

ICEC 2015 Final Program

© Day 2: August 4th, 2015

Keynote Speech I

Extracting Value from Big Data, Sudha Ram (Professor of University of Arizona)

Keynote Speech II

Mobile Commerce Strategy of Daum Kakao, Sirgoo Lee (CEO, Daum Kakao)

Session A1 – Topic: Korean E-Commerce I

Korean Tutorial # 1

“Sharing of IoT and O2O (Online to Offline) Execution Knowledge and Experience” ([pdf](#))

Kyoung Jun Lee (Professor of Kyung Hee University)

Korean Tutorial # 2

Digital Performance Advertising in Big Data Age ([pdf](#))

Si Na Go (CEO, Criteo Korea)

Session B1 – Topic: Managing E-Commerce

Applying Reinforcement Theory to Implementing a Retargeting Advertising in the Electronic Commerce Website ([pdf](#)), *Keng-Chieh Yang, Chia-Hui Huang, and Chen-Wei Tsai*

Leveraging Technology to Improve Intent to Purchase ([pdf](#)), *Hayden Wimmer, and Victoria Yoon*

The Impact of Mobile Channel Adoption on Purchase Time Dispersion in E-Commerce ([pdf](#)), *Youngsok Bang, Dong-Joo Lee, and Kunsoo Han*

Session C1 – Topic: Mobile Business

Design of Contextual Local Expert Support Mechanism ([pdf](#)), *Jyh-Hwa Liou, and Yung-Ming Li*

Mobile Payments in the Light of Money Theories – Means to Accelerate Mobile Payment Service Acceptance? ([pdf](#)), *Tomi Dahlberg*

Will Insta-Business be the Electronic Contemporary Bazaar?: An Exploratory Analysis on Electronic Commerce in Kuwait ([pdf](#)), *Omer Abdelhamid Ibrahim Gibreel, Dhari A. Alotaibi, Seongmin Jeon, and Byungjoon Yoo*

Session D1 – Topic: Social Media & Platform (in Korean)

Relationships between Socialization, Customer Participation, and Ownership in Business Ecosystems : Facebook Ecosystem ([pdf](#)), *Azizbek Marakhimov, Jaehun Joo*

Understanding the Internet of Things (IoT) through Analysis of News and Online Media ([pdf](#)), *Ji Hye Park, Jae Yun Moon*

A Study on Media-Using and Interpersonal-Trust-Building Process in Virtual Teams by Structured Coding ([pdf](#)), *Nam-Jae Cho, Jinwouk D. Oh*

Delineating Experience of the Closed SNS using Theoretical Concepts: A Comparison Study with Open SNS ([pdf](#)), *Chaerin IM, Sunhwa Lee, Youngsoo Shin, Jinwoo Kim*

Effect of Enjoyment, Social Ties, and Social Intelligence from Closed-Type SNS Use on Soldiers' Belongingness and Organizational Citizenship Behavior ([pdf](#)), *Woo Young Kwon, Seung Nyoung Baek*

Influencing Factors on Freelancer Performance in an Online Outsourcing Platform ([pdf](#)), *Sun-Ho Jeon, Jay-Ick Lim, Sung-Byung Yang*

Session E1 – Topic: Knowledge Sharing & ICT Business Value (in Korean)

The Determinants of Knowledge Contribution Intention to MND's Knowledge Sharing System ([pdf](#)), *Byoung Soo Kim, Seung Nyoung Baek*

Examining a Travel Information Sharing of Moderating Effects of Travel Product and Message types: Regulatory Focus Theory Perspective ([pdf](#)), *Chulmo Koo, Kyoungimin Lee, Namho Chung*

The Relationship Between On-Tour Experience and Tourist Happiness –Mediating Effect of Connected Statement ([pdf](#)), *Chulmo Koo, Jimin Lee, Namho Chung*

A Multi-Vendor Approach in IT Outsourcing: Single-Versus Multi-Vendor Dominant Model ([pdf](#)), *Yunmo Koo, Juyeon Ham, Jae-Nam Lee*

An Integrated Model of the Contribution of IT to Firm Performance ([pdf](#)), *Geuna Kim, Sanghyun Kim*

Business Value of IT: The Complementarities between IT Investment and R&D Investment ([pdf](#)), *Inyong Jeong, Woojin Jung, Sang-Yong Tom Lee*

Session F1 – Topic: ICT Security & Policy (in Korean)

Research Trends in Information Security Economics: Focused on IS Journals ([pdf](#)), *Mi-Hwa Kang, Hyo-Jung Jun, Tae-Sung Kim*

A Study on the Influence of Security Investment on Firm's Performance ([pdf](#)), *Kangbaek Lee, Taehwan Kim, Sang-Yong Tom Lee*

The Introduction of "Do Not Track" Regulation for Behavioral Information Protection ([pdf](#)), *SoYeon Baek, Hwansoo Lee*

Policy Analysis for Expansion and Trend of Cloud Computing Market ([pdf](#)), *Yongjun Kim, Myeong-Cheol Park*

Opening the Nation: Leveraging Open Data to Create New Business and Provide Services ([pdf](#)), *Ruth Angelie B. Cruz, Hong Joo Lee*

Analyzing Factors Affecting the Number of ccTLDs: An Industrial Organization Approach ([pdf](#)), *So-Ra Kim, Hyo-Jung Jun, Tae-Sung Kim*

Session A2 – Topic: Korean E-Commerce II

Korean Tutorial # 3

Advanced Analytics for Offline Stores via Wireless Signals: Walk Insights ([pdf](#))

Josh Jaehong Kim (Executive Vice President, ZOYI)

Korean Tutorial # 4

“New O2O Culture Channel Service: Benple G”

Sun Young Koong (CCO, Benple)

Session B2 – Panel: Bright ICT

(Moderator: Jungwoo Lee)

Panelist:

Jae Kyu Lee, President, Association of Information Systems

- Bright Internet Protocol

- Bright ICT Initiative at AIS

Jun Kyun Choi, Professor, KAIST

- Trust ICT Infrastructure

- Origin and Deliverer Responsibility

Tae-Eon Koo, Attorney, TEK & LAW

- Pirvacy Invasion

- Anonymous Insults

Session C2 – Topic: Social Media

Examining the Effect of Social Media Marketing in Tourism([pdf](#)), *Hsin-Lu Chang, and Dai-Yu Wu*

Reconceptualization of SNS Use in Organizations ([pdf](#)), *Yoon A Kim, Jae Yun Moon, and Ji Hye Park*

The Business Value of Firms' Social Media Efforts: Evidence from Facebook ([pdf](#)), *Sunghun Chung, Animesh Animesh, Kunsoo Han, and Alain Pinsonneault*

Session D2 – Topic: E-Commerce & Social Commerce (in Korean)

What Determines the Survival of Small and Medium-Sized Firms in the Korean E-commerce Industry?: An Exploratory Study ([pdf](#)), *Sho Yun Park, Seung Hoon Nam, Seung Hyun Kim*

A Longitudinal Study on Consumer Purchasing Attitude and Purchase Intention in Electronic Commerce ([pdf](#)), *Bolormaa Amarsaikhan, Seong-Hoon Hwang*

Effects of Shopping Value and Social Commerce Satisfaction on Purchase Intention: The Moderating Role of Impulsiveness and Innovativeness ([pdf](#)), *Namho Chung, Hyo Geun Song, ChumImo Koo*

Study on Improvement of Social Commerce and Food Delivery Mobile App using AHP and IPA ([pdf](#)), *Jae-won Nam, Sun-nam Kim, Hwansoo Lee*

Antecedents of Cross-Channel Free-Riding Intention: The Moderating Effect of Product Categories Using Push-Pull-Mooring Framework ([pdf](#)), *Eunhye Kim, Myeong-Cheol Park*

Session E2 – Topic: Mobile Service & Game (in Korean)

Mobile App Success when Popularity Meets Effort ([pdf](#)), *Gun-woong Lee, T.S. Raghu*

UX Study on Collective Spatial Intelligence Based Urban App Services: Influences of Ecological HCI Experience Factors to Empathetic Behaviors ([pdf](#)), *Heejung Kwon*

A Study on the Use Contexts of Digital Services Using Correspondence Analysis ([pdf](#)), *Jimin Kim, Younghoon Chang, Myeong-Cheol Park*

Effects of Mobile Casual Game in User Flow, Satisfaction and Loyalty ([pdf](#)), *Youngsuk Baek, Sungho Park, Donguk Kim*

Factors Affecting the Intention to Purchase Probability-Based Item in Mobile Social Network Game (MSNG) ([pdf](#)), *Jaeyoung Lee, Euiho Suh, Hooyoung Park*

Session F2 – Topic: IoT Convergence – NIA (in Korean)

Introducing IoT Convergence Projects in Korea ([pdf](#)), *Byung Joo Jeong*

The Demonstration Project for Smart Grid Cyber Security ([pdf](#)), *Dong Myung Shin*

The Demonstration Project for Open Platform based on Smart Home Products and Services ([pdf](#)),
Ho-Jin Park

Basic research for Usage-Based Insurance with real driving data ([pdf](#)), *HanLim Kim*

Session A3 – Topic: Korean E-Commerce III

Korean Tutorial # 5

“User Centric Payment Service: UB pay” ([pdf](#))

Kyung Yang Park (CEO, Harex InfoTech)

Korean Tutorial # 6

“Global Patent Based Group Auction: Allwin.Bid”

Jung Gab Lee (CEO, Allwinware)

Session B3 – Tutorial: Advances in E-Commerce Research

Why People Want to Continuously Use Mobile IM Service: The Moderating Role of Perceived Value
([pdf](#)), *Weiyi Luo, Young-Chan Lee*

Business Analytics in Action: The Case of Asset Pricing for a Rent-a-Car Company
([pdf](#)), *Seongmin Jeon, Chang Hee Han, Sangchun Shim, Byungjoon Yoo*

A Study on a Methodology for Solving Social Problems Through Literature Review ([pdf](#)), *Hong Joo Lee*

Session C3 – Topic: Research Mechanism

Selective Domain Information Acquisition to Improve Segmentation Quality ([pdf](#)), *Yinghui Yang, Zijie Qi, Hongyan Liu*

Discrimination of Zombie Fans on Weibo based on Features Extraction and Business-Driven
Analysis ([pdf](#)), *Hongxun Jiang, Yibo Wang, Mengjun Zhu*

A Strategic Analysis of Digital Publishing Provision ([pdf](#)), *Bih-Huang Jin, Yung-Ming Li*

Session D3 – Topic: IS Adoption & Resistance (in Korean)

A Longitudinal Study on Consumer Satisfaction and Reusing Intention of University Administrative Service in Mongolia ([pdf](#)), *Nergui Irekh-Ireedui, Seong-Hoon Hwang*

Effect of Logistics Flow Visibility, System Extensibility and System Self-Efficacy on LIS(Logistics Information System) Appropriation and Individual Performance ([pdf](#)), *Do Heum Jeon, Seung Nyoun Baek*

An Analysis of Adaptation IS Success Model to Software Development Project ([pdf](#)), *Park, In Geun, Han, Kyung Suk*

The Impact of Perceived Risk on Intention to Use of Mobile Wallet Service ([pdf](#)), *Lida Ha, Hwansoo Lee*

A Study on the Resistance Behavior of Taxi Application User ([pdf](#)), *Younghoon Chang, Young Wook Ha, Jimin Kim*

Session E3 – Topic: Tutorial I (in Korean)

Activation Program of Education about ‘Big Data Analytics for Business’ ([pdf](#)), *Kyoo-Sung Noh*

Session F3 – Topic: Professor Presentation I (in Korean)

Effects of Cognitive Fitness in Crowdfunding: Information Quality and Investment Cause ([pdf](#)), *Taekyung Kim*

The Perceived Accuracy and Social Perceptions on User Satisfaction: Mobile Recommender Systems Perspective ([pdf](#)), *Jaewon Choi*

Online Consumers’ Reactions to Price Decreases: Amazon’s Kindle 2 Case ([pdf](#)), *Sung-Byung Yang*

Session A4 – Topic: Korean E-Commerce IV

Korean Tutorial # 7

“Amazon, Alibaba, & Coupang: The Vertical O2O Integrator” ([pdf](#))

Joo Yong Jung (Business Columnist)

Korean Tutorial # 8

“Fashion Crowd Challenge” ([pdf](#))

Kwangsung Cho (Professor of Yonsei University)

Session B4 – Topic: Behavioral and Organizational Aspect I

User Satisfaction of the Website for National Center for Health Communication and Education in Vietnam: An Application of IS Success Model ([pdf](#)), *Ming-Hsiung Hsiao, Tran Quang Mai, Nguyen Thi MyLoc, Yung-Ting Lee*

Big Data Applications: Adaptive User Interfaces to Enhance Managerial Decision Making ([pdf](#)), *Swee Lan See*

A Comparative Study on User Loyalty of Mobile-Instant Messaging Services: Korea and Vietnam (Research in Progress) ([pdf](#)), *Nguyen-Hanh Tang, Young-Chan Lee*

Session C4 – Topic: Behavioral and Organizational Aspect II

Game Addiction from Psychosocial Health Perspective ([pdf](#)), *Eui Jun Jeong, Dan J. Kim, Dong Min Lee*

Moderating Effects of Distrust and Social Influence on Aesthetic Experience of Augmented Reality: Motivation-Opportunity-Ability Model Perspective ([pdf](#)), *Hyunae Lee, Namho Chung, Chulmo Koo*

Understanding the Role of Gender on Perceived Value to the Smartphone Users' Switching Behavior ([pdf](#)), *Kuei-Ling Yen, and Jack Shih-Chieh Hsu*

Session D4 – Topic: Big Data & Text Mining (in Korean)

Bankruptcy Prediction Modeling Using Market Sentiment Derived from BigData Analytics ([pdf](#)), *Nam-Ok Jo, Kyung-Shik Shin*

An Online Review Mining Approach to a Recommendation System ([pdf](#)), *Seung Yean Cho, Jee-Eun Choi, Kyu-Hyun Lee, Hee-Woong Kim*

A Study on Exploration of Overseas Potential Technology Demand Using Text-Mining ([pdf](#)), *Sangtae Ji, Yongtae Shin*

A Brand Reputation Management through the Analysis of Customer Review Online ([pdf](#)), *KyungBae Park, Sung-Ho Ha*

Sentimental Analysis of eWOM for Movie Performance Prediction ([pdf](#)), *Jing Cui, JongWoo Kim*

Session E4 – Topic: Tutorial II (in Korean)

A Research Methodology using the Social Science Research Automation System based on Cloud ([pdf](#)), *Cheolho Yoon*

Session F4 – Topic: Professor Presentation II (in Korean)

How Do EHRs and a Meaningful Use Initiative Affect Breaches of Patient Information? ([pdf](#)), *Seung Hyun Kim*

Alternative Regulatory Frameworks for Securing Customer Data ([pdf](#)), *Wooje Cho*

Informational Roles of Internet Searches in Stock Markets: An Empirical Analysis for IT firms ([pdf](#)), *Young Bong Chang*

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Session A5 – Topic: ICT Security

A Study on Developing Framework for Information Privacy Protection ([pdf](#)), *Jinwoo Jung, Jungduk Kim*

A Role of Information Security Committee based on Competing Values Framework” ([pdf](#)), *Kunwoo Kim, Jungduk Kim*

An Analysis Study on Security Activity Changes by Security Accident ([pdf](#)), *Hyojik Lee, Onechul Na, Soyoung Sung, Hangbae Chang*

Session B5 – Topic: Design Science

The Relationship between Internal Marketing Orientation, Employee Commitment, Charismatic Leadership and Performance ([pdf](#)), *Wan-I Lee, Chun-Chi Chen, Chien-Cheng Lee*

Minimizing Seed Selection for Disseminating News with Probabilistic Coverage Guarantee ([pdf](#)), *Zhuo Qi Lee, Wen-Jing Hsu*

A Reputation Revision Mechanism to Mitigate the Negative Effects of Misreported Ratings ([pdf](#)), *Siyuan Liu, Chunyan Miao, Yuan Liu, Hui Fang, Han Yu, Jie Zhang, YuetingChai, Cyril Leung*

Session C5 – Topic: General Issue I

Influence of Transportation Cost on Combinatorial Auctions ([pdf](#)), Fu-Shiung Hsieh, Ko-Hsuan Wu

The Examination of Relationship between Contents Traits and Perceived Usefulness of Tourism Online Reviews based on Construal-level Theory ([pdf](#)), *Seunghun Shin, Chulmo Koo, Namho Chung*

The Impact of Past Performance on Information Valuation in Virtual Communities: Empirical Study in Online Stock Message Board ([pdf](#)), *HyunMo Kim, JaeHong Park*

Session A6 – Topic: ICT Convergence

A Case Study on ICT Collaboration Performance in Automobile Business ([pdf](#)), *Soyoung Sung, Onechul Na, Hyojik Lee, Hangbae Chang*

Recommendation Using Analysis of Semantic Social Network in Social Network Services ([pdf](#)), *Sangun Park, Juyoung Kang*

A Study on the Information Technology Security Review Process in Finance ([pdf](#)), *Youngran Hong, Dongsoo Kim*

Session B6 – Technical Issue in IT

Performance Analysis of IEEE 802.21 MIH as a function of Vertical Handover Using PMIPv6 and F-HMIPv6 ([pdf](#)), *Gandeva Bayu Satrya, T. Brotoharsono, S. Wiranandi*

The Detection of 8 Type Malware Botnet using Hybrid Malware Analysis in Executable File Windows Operating Systems ([pdf](#)), *Gandeva B. Satrya, Niken D.W. Cahyani, Ritchie F. Andreta*

Clashing over the NFC Secure Element for Platform Leadership in the Mobile Payment Ecosystem ([pdf](#)), *Jan Ondrus*

Session C6 – Topic: General Issue II

The Impact of the Entropy of Review Text Sentiments on Movie Box Office Sales ([pdf](#)), *Jonghyup Lee, Jaehong Park, Sunho Jung*

Measuring the Effects of Regulation Policy on Online Game: A Vector Autoregressive (VAR) Approach ([pdf](#)), *Moonkyoung Jang, Seongmin Jeon, Byungjoon Yoo, Jongil Kim*

Connected IT Usage and Trade Show Effectiveness: Developing to Smart Trade Show
(pdf), *Sunyoung Hlee, Namho Chung, Chulmo Koo*

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The 17th International Conference on Electronic Commerce ICEC 2015 Free Tutorial Session

1998년 서울을 시작으로 전 세계를 순회하며 개최되어 온 International Conference on Electronic Commerce가 15년 만에 다시 한국으로 돌아왔습니다.

한국경영정보학회와 국제전자상거래연구센터는 15년만에 한국으로 돌아온 국제전자상거래학술대회를 축하하는 의미에서 모든 분들을 초청합니다.

전자상거래 국제 동향, O2O와 사물인터넷에 관한 전문가들의 경험과 새로운 지식, 최신의 온오프라인 마케팅 기법 등에 관한 최고의 발표들을 무료로 들으실 수 있는 기회입니다. 많은 참여 있으시길 바랍니다.

일시: 2015년 8월 4일(화) 오전 9시 - 오후 6시

장소: 서울 강남구 테헤란로 7길 22, 한국과학기술회관 (강남역 12번 출구)

주최: 한국경영정보학회, 한국전자거래학회

주관: 국제전자상거래연구센터

문의: 02-335-0300, miri.icec@gmail.com 국제전자상거래연구센터 허미리 연구원

[무료등록 바로가기 \(https://goo.gl/TQFH9d\)](https://goo.gl/TQFH9d)

09:00~09:40	Tutorial 1	사물인터넷과 O2O 실행 지식과 경험의 공유 이경전 교수 (경희대)
09:40~10:20	Tutorial 2	빅데이터 시대의 디지털 퍼포먼스 광고 고시나 대표 (Criteo Korea)
10:20~10:30	Coffee Break	
10:30~11:10	Opening Ceremony	
11:10~11:40	Keynote Speech I	빅데이터에서의 가치 추출 방안 Sudha Ram 교수 (미 애리조나대)

11:40~12:10	Keynote Speech II	다음카카오의 모바일 커머스 전략 이석우 대표 (다음 카카오)
12:10~13:10	점심식사 (유료)	
13:10~13:50	Tutorial 3	무선신호를 활용한 오프라인 매장들의 고객분석 고도화: 워크인사이트 김재홍 이사 (ZOYI)
13:50~14:30	Tutorial 4	새로운 O2O 문화채널 서비스: Benple G 궁선영 박사/CCO (Benple)
14:30~14:45	Coffee Break	
14:45~15:25	Tutorial 5	사용자 중심의 결제 서비스: UBpay 박경양 대표 (하렉스인포텍)
15:25~16:05	Tutorial 6	글로벌 특허에 기반한 그룹 경매: Allwin.Bid 이정갑 대표 (올원웨어)
16:05~16:20	Coffee Break	
16:20~17:00	Tutorial 7	아마존, 알리바바의 뒤를 잇는 O2O 수직적 통합 사업자 쿠팡 정주용 (경영/투자 칼럼니스트)
17:00~17:40	Tutorial 8	Fashion Crowd Challenge 조광수 교수/FCC 위원회 위원장 (연세대)



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ICEC 2015 – The 17th International Conference on Electronic Commerce Free Tutorial Session

Seoul, Korea, August 4, 2015

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09:00~09:40	Tutorial 1	Sharing of IoT and O2O Execution Knowledge and Experience
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		Kyoung Jun Lee (Professor of Kyung Hee University)
09:40~10:20	Tutorial 2	Digital Performance Advertising in Big Data Age Si Na Ko (CEO, Criteo Korea)
10:20~10:30	Coffee Break	
10:30~11:10	Opening Ceremony	
11:10~11:40	Keynote Speech I	Extracting Value from Big Data Sudha Ram (Professor of Arizona University)
11:40~12:10	Keynote Speech II	Mobile Commerce Strategy of Daum Kakao Sirgoo Lee (CEO, Daum Kakao)
12:10~13:10	Lunch	
13:10~13:50	Tutorial 3	Advanced Analytics for Offline Stores via Wireless Signals: Walk Insights Josh Jaehong Kim (Executive Vice President, ZOYI)
13:50~14:30	Tutorial 4	New O2O Culture Channel Service: Benple G Sun Young Koong (CCO, Benple)
14:30~14:45	Coffee Break	
14:45~15:25	Tutorial 5	User Centric Payment Service: UB pay Kyung Yang Park (CEO, HAREX InfoTech)
15:25~16:05	Tutorial 6	Global Patent Based Group Auction: Allwin.Bid Jung Gab Lee (CEO, Allwinware)
16:05~16:20	Coffee Break	
16:20~17:00	Tutorial 7	Amazon, Alibaba, & Coupang: The Vertical O2O Integrator Joo Yong Jung (Business Columnist)
17:00~17:40	Tutorial 8	Fashion Crowd Challenge Kwangsung Cho (Professor of Yonsei University)

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ICEC 2015 – The 17th International Conference on Electronic Commerce