



Monday, August 3	Moonshine Secret Garden, Itaewon
Room & Time	A Bus starts from Novotel Ambassador at 5 PM
18:00 - 20:00	Welcome Reception

Place The Korea Science and Technology Center

Tuesday, August 4	Session A	Session B	Session C	Session D	Session E	Session F
Room & Time	Main Auditorium	Auditorium 1	Auditorium 2	Seminar Rooms 2	Seminar Rooms 3	Seminar Rooms 4
08:30 - 09:00	Registration					
09:00 - 10:20	A1 Korean E-Commerce I (in Korean)	B1 Managing E-Commerce	C1 Mobile Business	D1 Social Media & Platform (in Korean)	E1 Knowledge Sharing & ICT Business Value (in Korean)	F1 ICT Security & Policy (in Korean)
	Coffee Break					
10:20 - 10:30	Coffee Break					
10:30 - 11:10	Opening Ceremony			Main Auditorium		
11:10 - 11:40	Keynote Speech I					
11:40 - 12:10	Keynote Speech II					
12:10 - 13:10	Lunch					
13:10 - 14:30	A2 Korean E-Commerce II (in Korean)	B2 Panel: Bright ICT	C2 Social Media	D2 e-Commerce & Social Commerce (in Korean)	E2 Mobile Service & Game (in Korean)	F2 IoT Convergence NIA (in Korean)
	Coffee Break					
14:30 - 14:45	Coffee Break					
14:45 - 16:05	A3 Korean E-Commerce III (in Korean)	B3 Advances in E-Commerce Research	C3 Research Mechanism	D3 IS Adoption & Resistance (in Korean)	E3 Tutorial I (in Korean)	F3 Professor Presentation I (in Korean)
	Coffee Break					
16:05 - 16:20	Coffee Break					
16:20 - 17:40	A4 Korean E-Commerce IV (in Korean)	B4 Behavioral and Organizational Aspect I	C4 Behavioral and Organizational Aspect II	D4 Big Data & Text Mining (in Korean)	E4 Tutorial II (in Korean)	F4 Professor Presentation II (in Korean)
	Closing Remark (At Session A room)					
17:40 - 18:00	Closing Remark (At Session A room)					
18:00 - 20:00	Conference Dinner Event (inc. Best Paper Award Ceremony) with Special Music Performance - Venue (12th Anais Hall)					



Place The Korea Science and Technology Center

Wednesday, August 5					Session A	Session B	Session C
Room & Time	Main Auditorium	Auditorium 1	Auditorium 2		Seminar Rooms 2	Seminar Rooms 3	Seminar Rooms 4
08:30 - 09:00	Registration						
09:00 - 10:20	No Session	No Session	No Session		A5	B5	C5
					ICT Security	Design Science	General Issue I
10:20 - 10:40	Coffee Break						
10:40 - 11:40	Special Session				A6	B6	C6
	Impacts of Government Policies on Software Industry Eco-Systems (By Ho Geun Lee, President of KMIS) (In Korean)	No Session	No Session		ICT Convergence	Technology itself	General Issue II
11:40 - 12:00	Intro to ICEC 2016						

Tuesday, August 4

09:00 - 10:20	Korean E-Commerce I (in Korean)	Session Chair: Miri Heo (International Center for Electronic Commerce)
A1	Sharing of IoT and O2O Execution Knowledge and Experience	
	Kyoung Jun Lee (Professor of Kyung Hee University)	
	Digital Performance Advertising in Big Data Age	
	Si Na Ko (CEO, Criteo Korea)	
09:00 - 10:20	Managing E-Commerce	Session Chair: Kunsoo Han (McGill University)
B1	Applying Reinforcement Theory to Implementing a Retargeting Advertising in the Electronic Commerce Website	
	Keng-Chieh Yang (Hwa Hsia University of Technology), Chia-Hui Huang (National Taipei University of Business), Chen-Wei Tsai (Hwa Hsia University of Technology)	
	Leveraging Technology to Improve Intent to Purchase	
	Hayden Wimmer (Georgia Southern University), Victoria Yoon (Virginia Commonwealth University)	
	The Impact of Mobile Channel Adoption on Purchase Time Dispersion in E-Commerce	
	Youngsok Bang (Chinese University of Hong Kong, McGill University), Dong-Joo Lee (Hansung University), Kunsoo Han (McGill University)	
09:00 - 10:20	Mobile Business	Session Chair: Seongmin Jeon (Gachon University)
C1	Design of Contextual Local Expert Support Mechanism	
	Jyh-Hwa Liou (Hsin Sheng College of Medical Care and Management), Yung-Ming Li (National Chiao Tung University)	
	Mobile Payments in the Light of Money Theories - Means to Accelerate Mobile Payment Service Acceptance?	
	Tomi Dahlberg (Åbo Akademi University)	
	Will Insta-Business be the Electronic Contemporary Bazaar?: An Exploratory Analysis on Electronic Commerce in Kuwait	
	Omer Abdelhamid Ibrahim Gibreel (Seoul National University), Dhari A. Alotaibi (Pukyong National University), Seongmin Jeon (Gachon University), Byungjoon Yoo (Seoul National University)	
09:00 - 10:20	Social Media & Platform (in Korean)	Session Chair: Jae Yun Moon (Korea University)
D1	Relationships between Socialization, Customer Participation, and Ownership in Business Ecosystems : Facebook Ecosystem	
	Azizbek Marakhimov, Jaehun Joo (Dongguk University)	
	Understanding the Internet of Things (IoT) through Analysis of News and Online Media	
	Ji Hye Park, Jae Yun Moon (Korea University)	
	A Study on Media-Using and Interpersonal-Trust-Building Process in Virtual Teams by Structured Coding	
	Nam-Jae Cho, Jinwouk D. Oh (Hanyang University)	
	Delineating Experience of the Closed SNS using Theoretical Concepts: A Comparison Study with Open SNS	
	Chaerin IM, Sunhwa Lee, Youngsoo Shin, Jinwoo Kim (Yonsei University)	
	Effect of Enjoyment, Social Ties, and Social Intelligence from Closed-Type SNS Use on Soldiers' Belongingness and Organizational Citizenship Behavior	
	Woo Young Kwon, Seung Nyoung Baek (Korea National Defense University)	
	Influencing Factors on Freelancer Performance in an Online Outsourcing Platform	
	Sun-Ho Jeon, Jay-Ick Lim, Sung-Byung Yang (Ajou University)	

09:00 - 10:20	Knowledge Sharing & ICT Business Value (in Korean)	Session Chair: Chulmo Koo (Kyung Hee University)
E1	The Determinants of Knowledge Contribution Intention to MND's Knowledge Sharing System Byoung Soo Kim, Seung Nyoung Baek (National Defense University)	
	Examining a Travel Information Sharing of Moderating Effects of Travel Product and Message types: Regulatory Focus Theory Perspective Chulmo Koo, Kyoungimin Lee, Namho Chung (Kyung Hee University)	
	The Relationship Between On-Tour Experience and Tourist Happiness - Mediating Effect of Connected Statement - Chulmo Koo, Jimin Lee, Namho Chung (Kyung Hee University)	
	A Multi-Vendor Approach in IT Outsourcing: Single-Versus Multi-Vendor Dominant Model Yunmo Koo, Juyeon Ham, Jae-Nam Lee (Korea University)	
	An Integrated Model of the Contribution of IT to Firm Performance Geuna Kim, Sanghyun Kim (Kyungpook National University)	
	Business Value of IT: The Complementarities between IT Investment and R&D Investment Inyong Jeong (Hanyang University), Woojin Jung (Yonsei University), Sang-Yong Tom Lee (Hanyang University)	
09:00 - 10:20	ICT Security & Policy (in Korean)	Session Chair: Hong Joo Lee (Catholic University of Korea)
F1	Research Trends in Information Security Economics: Focused on IS Journals Mi-Hwa Kang (A3SECURITY), Hyo-Jung Jun, Tae-Sung Kim (Chungbuk National University)	
	A Study on the Influence of Security Investment on Firm's Performance Kangbaek Lee, Taehwan Kim, Sang-Yong Tom Lee (Hanyang University)	
	The Introduction of "Do Not Track" Regulation for Behavioral Information Protection SoYeon Baek, Hwansoo Lee (Dankook University)	
	Policy Analysis for Expansion and Trend of Cloud Computing Market Yongjun Kim, Myeong-Cheol Park (KAIST)	
	Opening the Nation: Leveraging Open Data to Create New Business and Provide Services Ruth Angelie B. Cruz, Hong Joo Lee (Catholic University of Korea)	
	Analyzing Factors Affecting the Number of ccTLDs: An Industrial Organization Approach So-Ra Kim, Hyo-Jung Jun, Tae-Sung Kim (Chungbuk National University)	
10:30 - 11:10	Opening Ceremony	
11:10 - 11:40	Keynote Speech I	Session Chair: Byungjoon Yoo (Seoul National University)
	Extracting Value from Big Data <i>Sudha Ram (Professor of University of Arizona)</i>	
11:40 - 12:10	Keynote Speech II	Session Chair: Byungjoon Yoo (Seoul National University)
	Mobile Commerce Strategy of Daum Kakao <i>Sirgoo Lee (CEO, Daum Kakao)</i>	

13:10 - 14:30	Korean E-Commerce II (in Korean)	Session Chair: Miri Heo (International Center for Electronic Commerce)
A2	Advanced Analytics for Offline Stores via Wireless Signals: Walk Insights	
	Josh Jaehong Kim (Executive Vice President, ZOYI)	
	New O2O Culture Channel Service: Benple G	
	Sun Young Koong (CCO, Benple)	
13:10 - 14:30	Panel: Bright ICT	Moderator: Jungwoo Lee (Yonsei University)
B2	Jae Kyu Lee (President, AIS) - 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) - Privacy Invasion - Anonymous Insults	
13:10 - 14:30	Social Media	Session Chair: Jae Yun Moon (Korea University)
C2	Examining the Effect of Social Media Marketing in Tourism	
	Hsin-Lu Chang, Dai-Yu Wu (National Chengchi University)	
	Reconceptualization of SNS Use in Organizations	
	Yoon A Kim, Jae Yun Moon, Ji Hye Park (Korea University)	
	The Business Value of Firms' Social Media Efforts: Evidence from Facebook	
	Sunghun Chung (University of Queensland), Animesh Animesh, Kunsoo Han, Alain Pinsonneault (McGill University)	
13:10 - 14:30	E-Commerce & Social Commerce (in Korean)	Session Chair: Seung Hyun Kim (Yonsei University)
D2	What Determines the Survival of Small and Medium-Sized Firms in the Korean E-commerce Industry?: An Exploratory Study	
	Sho Yun Park, Seung Hoon Nam, Seung Hyun Kim (Yonsei University)	
	A Longitudinal Study on Consumer Purchasing Attitude and Purchase Intention in Electronic Commerce	
	Bolormaa Amarsaikhan, Seong-Hoon Hwang (Huree University of ICT, Mongolia)	
	Effects of Shopping Value and Social Commerce Satisfaction on Purchase Intention: The Moderating Role of Impulsiveness and Innovativeness	
	Namho Chung, Hyo Geun Song, ChumImo Koo (Kyunghee University)	
	Study on Improvement of Social Commerce and Food Delivery Mobile App using AHP and IPA	
	Jae-won Nam, Sun-nam Kim, Hwansoo Lee (Dankook University)	
	Antecedents of Cross-Channel Free-Riding Intention: The Moderating Effect of Product Categories Using Push-Pull-Mooring Framework	
	Eunhye Kim, Myeong-Cheol Park (KAIST)	

13:10 - 14:30	Mobile Service & Game (in Korean)	Session Chair: Gun-woong Lee (Nanyang Technological University)
E2	Mobile App Success when Popularity Meets Effort	
	Gun-woong Lee (Nanyang Technological University), T.S. Raghu (Arizona State University)	
	UX Study on Collective Spatial Intelligence Based Urban App Services : Influences of Ecological HCI Experience Factors to Empathetic Behaviors	
	Heejung Kwon (Yonsei University)	
	A Study on the Use Contexts of Digital Services Using Correspondence Analysis	
	Jimin Kim (KAIST), Younghoon Chang (Sunway University), Myeong-Cheol Park (KAIST)	
	Effects of Mobile Casual Game in User Flow, Satisfaction and Loyalty	
	Youngsuk Baek, Sungho Park, Donguk Kim (Yonsei University)	
	Factors Affecting the Intention to Purchase Probability-Based Item in Mobile Social Network Game (MSNG)	
	Jaeyoung Lee, Euiho Suh, Hooyoung Park (POSTECH)	
13:10 - 14:30	IoT Convergence - NIA (in Korean)	Session Chair: Sang-Hyun Park (National Information Society Agency)
F2	Introducing IoT Convergence Projects in Korea	
	Jung, Byung Joo (National Information Society Agency(NIA))	
	The Demonstration Project for Smart Grid Cyber Security	
	Shin, Dong Myung (Korea Smart Grid Institute(kSGI))	
	The Demonstration Project for Open Platform based on Smart Home Products and Services	
	Park, Ho-Jin (Electronics and Telecommunications Research Institute(ETRI))	
	The Demonstration Project for Smart Car Services	
	Kwag, Su-Jin (Korea Automotive Technology Institute(KATECH))	
14:45 - 16:05	Korean E-Commerce III (in Korean)	Session Chair: Miri Heo (International Center for Electronic Commerce)
A3	User Centric Payment Service: UB pay	
	Kyung Yang Park (CEO, HAREX InfoTech)	
	Global Patent Based Group Auction: Allwin.Bid	
	Jung Gab Lee (CEO, Allwinware)	
14:45 - 16:05	Advances in E-Commerce Research	Session Chair: Byungjoon Yoo (Seoul National University)
B3	Why People Want to Continuously Use Mobile IM Service: The Moderating Role of Perceived Value	
	Weiyi Luo, Young-Chan Lee (Dongguk University)	
	Business Analytics in Action: The Case of Asset Pricing for a Rent-a-Car Company	
	Seongmin Jeon (Gachon University), Chang Hee Han, Sangchun Shim (Hanyang University), Byungjoon Yoo (Seoul National University)	
	A Study on a Methodology for Solving Social Problems Through Literature Review	
	Hong Joo Lee (Kyonggi University)	

14:45 - 16:05	Research Mechanism	Session Chair: Wooje Cho (University of Seoul)
C3	Selective Domain Information Acquisition to Improve Segmentation Quality	
	Yinghui Yang (University of California), Zijie Qi (Microsoft Corporation), Hongyan Liu (Tsinghua University)	
	Discrimination of Zombie Fans on Weibo based on Features Extraction and Business-Driven Analysis	
	Hongxun Jiang, Yibo Wang, Mengjun Zhu (Renmin University of China)	
	A Strategic Analysis of Digital Publishing Provision	
	Bih-Huang Jin (Tunghai University), Yung-Ming Li (National Chiao Tung University)	

14:45 - 16:05	IS Adoption & Resistance (in Korean)	Session Chair: Hwansoo Lee (Dankook University)
D3	A Longitudinal Study on Consumer Satisfaction and Reusing Intention of University Administrative Service in Mongolia	
	Nergui Irekh-Ireedui, Seong-Hoon Hwang (Huree University of ICT, Mongolia)	
	Effect of Logistics Flow Visibility, System Extensibility and System Self-Efficacy on LIS(Logistics Information System) Appropriation and Individual Performance	
	Do Heum Jeon, Seung Nyoung Baek (Korea National Defense University)	
	An Analysis of Adaptation IS Success Model to Software Development Project	
	Park, In Geun, Han, Kyung Suk (Soongsil University)	
	The Impact of Perceived Risk on Intention to Use of Mobile Wallet Service	
	Lida Ha, Hwansoo Lee (Dankook University)	
	A Study on the Resistance Behavior of Taxi Application User	
	Younghoon Chang (Sunway University), Young Wook Ha (ETRI), Jimin Kim (KAIST)	

14:45 - 16:05	Tutorial I (in Korean)	Session Chair: Kyoo-Sung Noh (Sun Moon University)
E3	Activation Program of Education about 'Big Data Analytics for Business'	
	Kyoo-Sung Noh (Sunmoon University)	

14:45 - 16:05	Professor Presentation I (in Korean)	Session Chair: Sung-Byung Yang (Ajou University)
F3	Effects of Cognitive Fitness in Crowdfunding: Information Quality and Investment Cause	
	Taekyung Kim (University of Suwon)	
	The Perceived Accuracy and Social Perceptions on User Satisfaction: Mobile Recommender Systems Perspective	
	Jaewon Choi (Soonchunhyang University)	
	Online Consumers' Reactions to Price Decreases: Amazon's Kindle 2 Case	
	Sung-Byung Yang (Ajou University)	

16:20 - 17:40	Korean E-Commerce IV (in Korean)	Session Chair: Miri Heo (International Center for Electronic Commerce)
A4	Amazon, Alibaba, & Coupang: The Vertical O2O Integrator	
	Joo Yong Jung (Business Columnist)	
	Fashion Crowd Challenge	
	Kwangsu Cho (Professor of Yonsei University)	

16:20 - 17:40	Behavioral and Organizational Aspect I	Session Chair: Young-Chan Lee (Dongguk University)
B4	User Satisfaction of the Website for National Center for Health Communication and Education in Vietnam: An Application of IS Success Model	
	Ming-Hsiung Hsiao (Shu-Te University), Tran Quang Mai (Shu-Te University, National Center for Health Communication and Education), Nguyen Thi My Loc (Vietnam National University), Yung-Ting Lee (Chung-Ho Memorial Hospital, Kaohsiung Medical University)	
	Big Data Applications: Adaptive User Interfaces to Enhance Managerial Decision Making	
	Swee Lan See (Institute for Infocomm Research (I2R))	
	A Comparative Study on User Loyalty of Mobile-Instant Messaging Services: Korea and Vietnam (Research in Progress)	
	Nguyen-Hanh Tang, Young-Chan Lee (Dongguk University)	
16:20 - 17:40	Behavioral and Organizational Aspect II	Session Chair: Chulmo Koo (Kyung Hee University)
C4	Game Addiction from Psychosocial Health Perspective	
	Eui Jun Jeong (Konkuk University), Dan J. Kim (University of North Texas), Dong Min Lee (Konkuk University)	
	Moderating Effects of Distrust and Social Influence on Aesthetic Experience of Augmented Reality: Motivation–Opportunity–Ability Model Perspective	
	Hyunae Lee, Namho Chung, Chulmo Koo (Kyung Hee University)	
	Understanding the Role of Gender on Perceived Value to the Smartphone Users' Switching Behavior	
	Kuei-Ling Yen, and Jack Shih-Chieh Hsu (National Sun Yat-Sen University)	
16:20 - 17:40	Big Data & Text Mining (in Korean)	Session Chair: Hee-Woong Kim (Yonsei University)
D4	Bankruptcy Prediction Modeling Using Market Sentiment Derived from Big Data Analytics	
	Nam-Ok Jo, Kyung-Shik Shin (Ewha Womans University)	
	An Online Review Mining Approach to a Recommendation System	
	Seung Yean Cho (NICS Tech), Jee-Eun Choi, Kyu-Hyun Lee, Hee-Woong Kim (Yonsei University)	
	A Study on Exploration of Overseas Potential Technology Demand Using Text-Mining	
	Sangtae Ji, Yongtae Shin (Soongsil University)	
	A Brand Reputation Management through the Analysis of Customer Review Online	
	KyungBae Park, Sung-Ho Ha (Kyungpook National University)	
	Sentimental Analysis of eWOM for Movie Performance Prediction	
	Jing Cui, JongWoo Kim (Hanyang University)	
16:20 - 17:40	Tutorial II (in Korean)	Session Chair: Cheolho Yoon (Mokpo National University)
E4	A Research Methodology using the Social Science Research Automation System based on Cloud	
	Cheolho Yoon (Mokpo National University)	
16:20 - 17:40	Professor Presentation II (in Korean)	Session Chair: Wooje Cho (University of Seoul)
F4	How Do EHRs and a Meaningful Use Initiative Affect Breaches of Patient Information?	
	Seung Hyun Kim (Yonsei University)	
	Alternative Regulatory Frameworks for Securing Customer Data	
	Wooje Cho (University of Seoul)	
	Informational Roles of Internet Searches in Stock Markets: An Empirical Analysis for IT firms	
Young Bong Chang (Sungkyunkwan University)		

Wednesday, August 5

09:00 - 10:20	ICT Security	Session Chair: Jungduk Kim (Chung-Ang University)
A5	A Study on Developing Framework for Information Privacy Protection	
	Jinwoo Jung, Jungduk Kim (Chung-Ang University)	
	A Role of Information Security Committee based on Competing Values Framework	
	Kunwoo Kim, Jungduk Kim (Chung-Ang University)	
	An Analysis Study on Security Activity Changes by Security Accident	
	Hyojik Lee, Onechul Na, Soyoung Sung, Hangbae Chang (Chung-Ang University)	
09:00 - 10:20	Design Science	Session Chair: Chun-Chi Chen (National Kaohsiung First University of Science and Technology)
B5	The Relationship between Internal Marketing Orientation, Employee Commitment, Charismatic Leadership and Performance	
	Wan-I Lee, Chun-Chi Chen, Chien-Cheng Lee (National Kaohsiung First University of Science and Technology)	
	Minimizing Seed Selection for Disseminating News with Probabilistic Coverage Guarantee	
	Zhuo Qi Lee, Wen-Jing Hsu (Nanyang Technological University)	
	A Reputation Revision Mechanism to Mitigate the Negative Effects of Misreported Ratings	
	Siyuan Liu, Chunyan Miao, Yuan Liu (Joint NTU-UBC Research Centre of Excellence in Active Living for the Elderly), Hui Fang (Nanyang Technological University), Han Yu (Joint NTU-UBC Research Centre of Excellence in Active Living for the Elderly), Jie Zhang (Nanyang Technological University), Yueting Chai (Tsinghua University), Cyril Leung (Joint NTU-UBC Research Centre of Excellence in Active Living for the Elderly, The University of British Columbia)	
09:00 - 10:20	General Issue I	Session Chair: JaeHong Park (Kyung Hee University)
C5	Influence of Transportation Cost on Combinatorial Auctions	
	Fu-Shiung Hsieh, Ko-Hsuan Wu (Chaoyang University of Technology)	
	The Examination of Relationship between Contents Traits and Perceived Usefulness of Tourism Online Reviews based on Construal-level Theory	
	Seunghun Shin, Chulmo Koo, Namho Chung (Kyunghee University)	
	The Impact of Past Performance on Information Valuation in Virtual Communities: Empirical Study in Online Stock Message Board	
	HyunMo Kim, JaeHong Park (Kyung Hee University)	

10:40 - 11:40	ICT Convergence	Session Chair: Hangbae Chang (Chung-Ang University)
A6	A Case Study on ICT Collaboration Performance in Automobile Business	
	Soyoung Sung, Onechul Na, Hyojik Lee, Hangbae Chang (Chung-Ang University)	
	Recommendation Using Analysis of Semantic Social Network in Social Network Services	
	Sangun Park (Kyonggi University), Juyoung Kang (Ajou University)	
	A Study on the Information Technology Security Review Process in Finance	
	Youngran Hong, Dongsoo Kim (Soongsil University)	
10:40 - 11:40	Technical Issue in IT	Session Chair: Jan Ondrus (ESSEC Business School)
B6	Performance Analysis of IEEE 802.21 MIH as a function of Vertical Handover Using PMIPv6 and F-HMIPv6	
	Gandeva Bayu Satrya, T. Brotoharsono, S. Wiranandi (Telkom University)	
	The Detection of 8 Type Malware Botnet using Hybrid Malware Analysis in Executable File Windows Operating Systems	
	Gandeva B. Satrya, Niken D.W. Cahyani, Ritchie F. Andreta (Telkom University)	
	Clashing over the NFC Secure Element for Platform Leadership in the Mobile Payment Ecosystem	
	Jan Ondrus (ESSEC Business School)	
10:40 - 11:40	General Issue II	Session Chair: JaeHong Park (Kyung Hee University)
C6	The Impact of the Entropy of Review Text Sentiments on Movie Box Office Sales	
	Jonghyup Lee, Jaehong Park, Sunho Jung (Kyung Hee University)	
	Measuring the Effects of Regulation Policy on Online Game: A Vector Autoregressive (VAR) Approach	
	Moonkyoung Jang (Seoul National University), Seongmin Jeon (Gachon University), Byungjoon Yoo, Jongil Kim (Seoul National University)	
	Connected IT Usage and Trade Show Effectiveness: Developing to Smart Trade Show	
	Sunyoung Hlee, Namho Chung, Chulmo Koo (Kyung Hee University)	