

2017 Post-ICIS KrAIS Research Workshop

<https://sites.google.com/site/kraisweb/2017>

Wednesday December 13, 2017
COEX 318, Convention and Exhibition Center
513 Yeongdong-daero, Gangnam-gu, Seoul, Korea



Past Workshops

2016 Workshop: Dublin, Ireland – Program Co-Chairs: Dongmin Kim, Habin Lee & Jae Yun Moon
2015 Workshop: Fort Worth, TX – Program Co-Chairs: Yongsuk Kim, One-Ki Lee & Dongback Seo
2014 Workshop: Auckland, NZ – Program Co-Chairs: Jungpil Hahn, Ghiyoung Im & Hyunjeong Kang
2013 Workshop: Milan, Italy – Program Co-Chairs: Kunsoo Han, Habin Lee & Byungjoon Yoo
2012 Workshop: Orlando, Florida – Program Co-Chairs: Jahyun Goo & Sang-Yong Tom Lee
2011 Workshop: Shanghai, China – Program Co-Chairs: Dan J. Kim & Gee-Woo Bock
2010 Workshop: St Louis, Missouri – Program Co-Chairs: Hee-Woong Kim & Dong-Gil Ko
2007 Workshop: Montreal, Canada – Program Co-Chairs: J.P. Shim, Youngjin Yoo & Hee-Woong Kim
2005 Workshop: Las Vegas, US – Program Chair: Jae-Nam Lee
2004 KrAIS Founded



Gala Dinner Venue

The KrAIS Gala Dinner will be hosted together with KMIS members at La's Kitchen (라스키친)
<https://store.naver.com/restaurants/detail?id=35244551>



For More Information

WWW: <http://sites.google.com/site/kraisweb> Facebook: <https://www.facebook.com/groups/KrAIS/>

Welcome!

From the Advisory Committee:



Welcome! I am extremely happy to celebrate the KrAIS 2017 Workshop, which has become a premier venue for networking Korean scholars in the information systems discipline. I recall our humble beginning of the workshop in St. Louis during ICIS 2010. Since then, the KrAIS community has continued to grow in quantity and quality. It now has more than 300 members and its post-ICIS workshop program has become the third largest ICIS ancillary program only to WISE and WITS. A number of papers presented at KrAIS workshops have been accepted or published in top-tier journals. KrAIS has also produced leaders of AIS community (including AIS president) and helped to host ICIS

2017 in Seoul this year.

These remarkable accomplishments could not be possible without commitments and substantial voluntary efforts from numerous capable scholars. I would like to thank KrAIS executive committee members (workshop co-chairs, program co-chairs, etc.) who have worked hard to make the KrAIS workshops successful every year.

The future of the KrAIS community depends on the participation of doctoral students and junior scholars in information systems field. The senior members of KrAIS are mindful of our young scholars' needs and are always willing to provide support and guidance to them. Please remember that the KrAIS community always keeps you company when you pursue a professional career. I sincerely hope that we continue our collaboration and further develop this strong coalition for all KrAIS members for many years to come.

Ho Geun Lee, Yonsei University

From the Workshop Co-chairs:



Welcome to Seoul, Korea for the 8th Annual KrAIS Research Workshop! As a chapter of the Association for Information Systems (AIS) serving AIS members with Korean heritage, the Korean Chapter of the Association for Information Systems (KrAIS) aims to promote the scholarship of its

members. The mission of the KrAIS Workshop is to provide a forum where its members can exchange ideas and information and promote possible collaboration among its members.

To celebrate the year ICIS is held in Korea for the first time, this year's workshop is cohosted by KrAIS and KMIS (The Korea Society of Management Information Systems). The KrAIS workshop is expected to be the most attended among all one-day ICIS ancillary meetings thanks to KrAIS members' continuous strong commitment. In the research discussion session, 29 papers will be presented in 9 parallel paper presentation sessions and in 2 paper development sessions. This year, we have also planned two panel discussion sessions: (1) Job market in Korea and (2) How to publish in top journals. The sessions will help KrAIS members enhancing research publication and knowledge about job market in Korea.

We thank the program committee members, round table session co-chairs, paper development session faculty mentors, panelists, who volunteered their time and energy to make this exciting program a wonderful reality. We also want to express our special thanks to the KrAIS co-chairs, workshop advisory members, former workshop co-chairs, and the KMIS executives and office for their wonderful advice and support in preparing this year's workshop. We hope you will enjoy your time in Soeul, Korea at the KrAIS events.

Sangmi Chai, Seung Hyun Kim, and Sungjune Park

We invite KrAIS members and the workshop participants to the opening ceremony of KMIS conference (10:50~12:30, COEX 307)

Workshop Program

13:00-13:20	Registration	COEX 318
13:20-13:30	Opening Remarks (<i>Jahyun Goo, Florida Atlantic University</i>)	COEX 318
13:30-14:10	Panel Discussion – Job market in Korea <i>Hangbae Chang, Chung Ang University</i> <i>Juhee Kwon, KAIST</i> <i>Chul Ho Lee, KAIST</i> <i>Jung Lee, Hankuk University of Foreign Studies</i>	COEX 318
14:10-15:40	<p>Round Table Sessions</p> <p>Session A: Social Impact of IS COEX 318 Chair: <i>Elina Hwang (University of Washington)</i></p> <p>A1. An Inconvenient Truth of Internet: Empirical Analysis of Internet's Impact on Illicit drug use, <i>Nakyung Kyung and Byungtae Lee</i></p> <p>A2. Cyber Bullying Index and Losada Ratio for Identifying Cyber Bullies, <i>Yoon-Jin Choi, Byeong-Jin Jeon and Hee-Woong Kim</i></p> <p>Session B: Ecommerce I COEX 318 Chair: <i>Bo Reum Choi (University of Seoul)</i></p> <p>B1. Coping theory based infusion process of smart grid-related technology, <i>Jaehun Joo</i></p> <p>B2. An influence of online media on a career selection in cyber security industry : an exploratory study, <i>Bomi Choi and Sangmi Chai</i></p> <p>B3. Not All Consumers Follow Suit: Information Choices and Effect of Reviews, <i>Seung C. Lee</i></p> <p>Session C: Information Security & Assurance COEX 318 Chair: <i>Gene Moo Lee (University of British Columbia)</i></p> <p>C1. Bringing Managed Security Services to Internet Service Providers: A Game Theoretic Analysis, <i>Yun-Sik Choi, Jin Hyuk Choi, Gene Moo Lee and Andrew Whinston</i></p> <p>C2. Market reaction to Security Executive Appointment Announcements, <i>Eunkyung Kweon, Minkyun Kim and Sangmi Chai</i></p> <p>C3. The relationship between Employees' Personal Value on Information Security and their Information Security Behaviors, <i>Minjung Park and Sangmi Chai</i></p> <p>Session D: Digital Economy COEX 318 Chair: <i>Keongtae Kim (Chinese University of Hong Kong)</i></p> <p>D1. Is Mobile Inferior in Searching to PC? : Search Cost across Devices, <i>Jinseon Choe, Seung Hyun Kim and Kun Shin Im</i></p> <p>D2. How to Induce Providers of Sharing Economy to Operate Legally?, <i>Soo Kyung Park</i></p> <p>D3. Information Specificity and Energy Related Behavior for Residential Cooling, <i>Gloria Jinakim and Jiyong Eom</i></p> <p>Session E: Social Media and eWOM COEX 318 Chair: <i>Sung-Byung Yang (Kyunghee University)</i></p> <p>E1. Review on Social Media Literature through Juxtaposition of IT Views and IS Phenomena, <i>Inchan Kim and Jama Summers</i></p> <p>E2. The Impact of the Smartwatch's Two-sided Motivation on eWOM Behavior, <i>Woo Chul Cho, Kyung Young Lee, Sung-Byung Yang and Juyoung Kang</i></p> <p>E3. Text Mining Online Consumer Reviews, <i>Q Chung</i></p> <p>Session F: IT Value and Innovation 1 COEX 318 Chair: <i>Kunsoo Han (McGill University)</i></p> <p>F1. IT Capabilities and Inter-firm Value Creation, <i>Ghiyoung Im, Manju Ahuja and Seung Hye Jin</i></p> <p>F2. Are All Faces Created Equal? An Empirical Analysis of Face Disclosure and Facial Expression in Crowdfunding, <i>Jiyong Park, Jongho Kim and Byungtae Lee</i></p> <p>F3. Innovation on a Digital Platform: Modeling the Online Gaming Industry, <i>Bokyung Lee, Seongmin Jeon and Felix TC Tan</i></p> <p>Session G: IT Value and Innovation 2 COEX 318</p>	

	<p><i>Chair: Dongmin Kim (University of New Brunswick)</i></p> <p>G1. Churn Prediction in Mobile Casual Game: A Deep Sequence Classification Approach, <i>Daehwan Ahn and Byungjoon Yoo</i></p> <p>G2. Effects of Captain System in Data Visualization Class: Preliminary Study, <i>Dongmin Kim</i></p> <p>G3. Tools to Monitor or Save?: A Field Experiment of Energy Consumption with Smart Metering Services, <i>Miyeon Jung and Daegon Cho</i></p> <p>Session H: Data Analytics COEX 318</p> <p><i>Chair: Yong Seog Kim (Utah State University)</i></p> <p>H1. Predicting Botnet Flows with Machine Learning, <i>Bongsik Shin, Raihan Sultan, Ricardo Tamborell, Jennifer Adalja, Rohith Raj Kalakuntla, Kumar Shourabh and Anjana Sompur</i></p> <p>H2. Convolution Neural Network for Highly Effective Parallel Processing on GPU, <i>Jung-Hyun Hong</i></p> <p>H3. Profiling Meta-Analysis Students Clusters with Scaffolding Characteristics, <i>Yong Seog Kim, Brian Belland and Nam Ju Kim</i></p> <p>Session I: Cultural Factors in IS COEX 318</p> <p><i>Chair: Yongsuk Kim (HKUST)</i></p> <p>I1. WeChat vs. Facebook: Influence of Culture on Design and Use of Social Media Sites for External Communication, <i>Young Anna Argyris, Aziz Miqqaddam and Aosai Liu</i></p> <p>I2. Developing IS Maturity Evaluation Framework and Indices for Public Agencies in Developing Country: Based on Mongolian Case, <i>Seong Hoon Hwang and Choong C. Lee</i></p> <p>Paper Development Sessions</p> <p>PDS1: COEX 318</p> <p><i>Mentors: Gee-Woo Bock (Sungkyunkwan University), Jungpil Hahn (National University of Singapore), & Sang-Yong Lee (Hanyang University)</i></p> <p>S1. Virtual Currency's Return Volatility and Trading Volume: Evidence from the Bitcoin Market, <i>Yoo Ju Hyun and Juyoung Kang</i></p> <p>S2. Social Capital Cultivation Condition in Social Media: The Role of Capital Sensitivity in Predicting Social Media Usage Patterns, <i>Jung Lee and L.G. Pee</i></p> <p>PDS2: COEX 318</p> <p><i>Mentors: Dan J. Kim (University of North Texas), Jae Yoon Moon (Korea University), & Kil Soo Suh (Yonsei University)</i></p> <p>S3. Inducing Creativity, Embraced by Mobility: The Critical Link between Creativity and Mobility in Group Collaboration, <i>Kyugnsuh Choi and One-Ki Lee</i></p> <p>S4. Determinants of Writing Positive and Negative Electronic Word-of-Mouth: A Two Stage Expectation Confirmation Perspective, <i>Kichan Nam, Jeffery Baker, Norita Ahmad and Jahyun Goo</i></p>
15:40-16:00	Coffee Break
16:00-16:40	<p>Panel Discussion – How to publish in top journals COEX 318</p> <p><i>Jungpil Hahn, National University of Singapore</i></p> <p><i>Hee-Woong Kim, Yonsei University</i></p> <p><i>Jae Yun Moon, Korea University</i></p> <p><i>Wonseok Oh, KAIST</i></p> <p><i>Youngjin Yoo, Case Western Reserve University</i></p>
16:40-17:40	<p>Business Meeting and Closing (<i>Hee-Woong Kim, Yonsei University</i>) COEX 318</p>
17:40-18:00	<p>KMIS Closing Ceremony COEX 307</p>
18:30-20:30	<p>Gala Dinner La's Kitchen</p>

2017 Workshop Committee

KrAIS Co-Presidents:

Jahyun Goo, Florida Atlantic University
Hee-Woong Kim, Yonsei University

Workshop Co-Chairs:

Sangmi Chai, Ewha Womans University
Sungjune Park, UNC Charlotte

Workshop Program Committee:

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Keongtae Kim, Chinese University of Hong Kong
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Taekyung Kim, Suwon University
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Joon Koh, Junnam University

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