

Past Workshops

- 2017 Workshop: Seoul, Korea – Program Co-Chairs: Sangmi Chai, Seung Hyun Kim, and Sungjune Park
- 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, New Zealand – 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



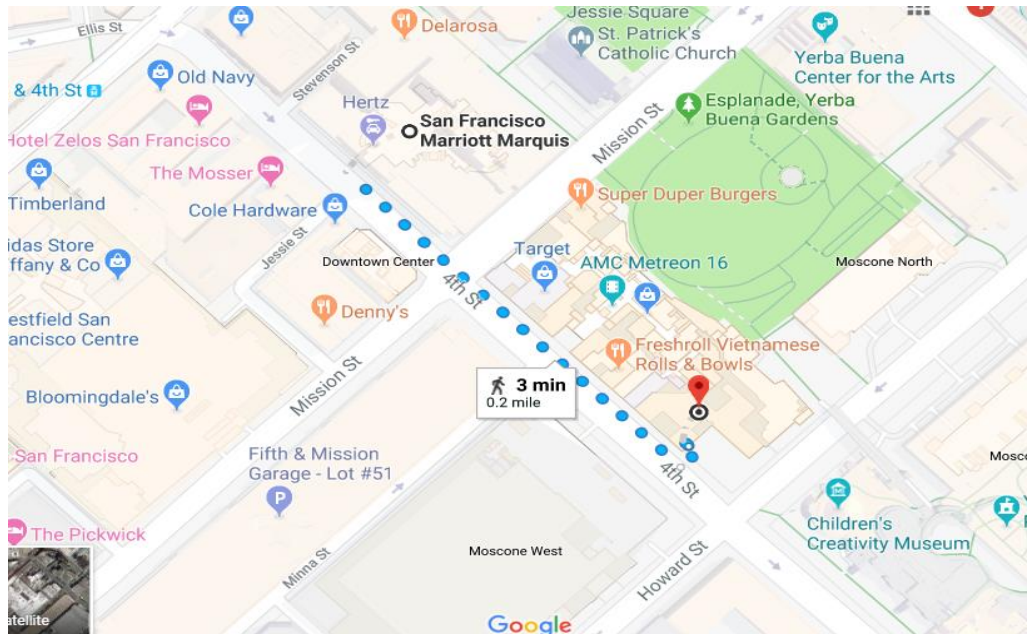
2018 Post-ICIS KrAIS Research Workshop

Sunday December 16, 2018

*Yerba Buena Ballroom Salons 10-12, San Francisco Marriott Marquis
780 Mission St, San Francisco, CA 94103, USA*

Gala Dinner Venue

The KrAIS Gala Dinner will be at Tabletop Tap House. <https://goo.gl/maps/FwBFmGGDELT2>



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

<https://www.facebook.com/groups/KrAIS/>

For More Information

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

From the President of The Korea Society of MIS

On behalf of the organizing committee, I am honored and delighted to welcome you to the KrAIS 2018 Workshop in San Francisco, California, USA. My first memory of ICIS was in 1996 in Cleveland, Ohio, USA. At that time, less than eight Korean professors and doctoral students shared two taxis to go to a Korean restaurant in downtown. Since then, the Korean IS community has continued to grow in quantity and quality, and in 2004, sixteen scholars, including myself, established the first KrAIS meeting. KrAIS has become the premier and largest organization to host the biggest networking opportunities for Korean IS scholars around the world. It now has more than 350 members and the KrAIS Workshop has become one of the largest ICIS ancillary programs. It has not only grown in size but also made tremendous progress in quality. A number of papers presented at our workshops have been published in various top-tier journals. KrAIS has also produced leaders of the AIS community (including the AIS president) and helped hosting and holding ICIS successfully in Seoul last year. These remarkable achievements were not possible without the dedication and voluntary efforts of many competent scholars. I would especially like to express my deep appreciation to the program committee of the KrAIS Workshop and participants who have worked hard to make the workshop a success. The continued success of KrAIS is possible when every member is actively involved with open-mindedness and willingness to help each other. The senior members of KrAIS are always ready to provide support and guidance to our young scholars in mind. I sincerely hope we continue to develop strong partnerships for all of our members.

I look forward to seeing you at the KrAIS 2018 Workshop in San Francisco, California, USA!

Kil-Soo Suh, President of The Korea Society of MIS

From the Workshop Co-chairs:

Welcome to San Francisco for the 9th 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.

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, 32 papers will be presented in 8 parallel paper presentation sessions and in 3 paper development sessions. This year, we have also planned two panel discussion sessions: (1) From job offers to early career development and (2) Opportunities and challenges in data collection and analysis in the era of big data and artificial intelligence. The sessions will help KrAIS members enhance research publication and gain knowledge about early career development as new faculty members.

We thank the program committee members, round table session co-chairs, paper development session faculty mentors, and 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, corporate sponsors and former workshop co-chairs for their wonderful advice and support in preparing this year's workshop. We hope you will enjoy your time in San Francisco at the KrAIS events.

Jinyoung Min, Kyung Young Lee, and Mike Tae-In Eom

KrAIS Co-Presidents:

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

Workshop Program Co-Chairs:

Jinyoung Min, Chosun University
Mike Tae-In Eom, University of Portland
Kyung Young Lee, Dalhousie University

Workshop Program Committee:

Baek, Jiye, Hong Kong U. of Science and Tech.
Bang, Youngsok, Chinese University of Hong Kong
Cha, Kyoung Jin, Kwangwon National University
Chai, Sangmi, Ewha Woman's University
Chang, Youngbong, Sungkyunkwan University
Chang, Younghoon, Beijing Institute of Technology
Cho, Soohyun, Rutgers (SUNJ)
Cho, Wooje, University of Seoul
Choi, Byounggu, Kookmin University
Choi, Jaewon, Soonchunhyang University
Choi, Kyungsob S., Rhode Island College
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Chung, Sunghun, University of Queensland
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Hahn, Jungpil, National University of Singapore
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Han, Sang Pil, Arizona State University
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Hur, Inkyoung, Nova Southeastern University
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Hwang, Yujong, DePaul University
Jeon, Seongmin, Gachon University
Jeong, Bong-Keun, Coastal Carolina University
Jung, Euisung, University of Toledo
Jung, Eun Ju, George Mason University
Jung, Jae-Hwuen, Temple University
Jung, Yoonhyuk, UNIST
Jung, Yusun, Texas A&M International University
Kang, Hyunjeong, Hongik University
Kang, Keumseok, Florida International University
Kang, Minhyung, Ajou University
Kim, Byoungsoo, Young Nam University
Kim, Dan J., University of North Texas
Kim, Donghyun, Delta State University
Kim, Dongmin, Univ. of New Brunswick
Kim, Iljoo, Saint Joseph's University
Kim, Inchan, University of New Hampshire
Kim, Jongwoo Jonathan, UMass Boston
Kim, Keehyung, Chinese University of Hong Kong
Kim, Keongtae, Chinese University of Hong Kong
Kim, Seung Hyun, Yonsei University
Kim, Sung S., University of Wisconsin at Madison
Kim, Taekyung, Suwon University
Kim, Yong Seog, Utah State University

Workshop Advisory Committee:

Ho-Geun Lee, Yonsei University
Jae Kyu Lee, KAIST & Yonsei University
Victoria Yoon, Virginia Commonwealth Univ.

KrAIS Committee:

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Hyunjeong Kang, Treasurer, Hongik University
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Lee, Dongwon, HKUST
Lee, Gabe, Miami University
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Lee, Gun-Woong, Sungkyunkwan University
Lee, Habin, Brunel University London
Lee, Hong Joo, The Catholic University of Korea
Lee, Jae Ung (Jake), Louisiana Tech.
Lee, Jae-Nam, Korea University
Lee, JinKyu, Oklahoma State University
Lee, Jongtae, Seoul Women's University
Lee, Jumin, Kyung Hee Cyber University
Lee, Jung, Hankuk University of Foreign Studies
Lee, Junyeong, U. of Science and Technology of China
Lee, Minwoo, University of Houston
Lee, One-Ki (Daniel), Univ of Mass. Boston
Lee, Sungwon, Dankook University
Lee, Sang-Yong Tom, Hanyang University
Lee, Youngjin, University of Denver
Lim, Sanghee, Johns Hopkins University
Oh, Hyelim, National University of Singapore
Oh, Jeong-ha, Georgia State University
Park, Min-Seok, Temple University
Park, Jaehong, Kyung Hee University
Park, Jaehyun, Tokyo Institute of Technology
Park, Sang Cheol, Daegu University
Park, Sungjune, University of NC Charlotte
Park, YoungKi, George Washington University
Ryu, Sunghan, Shanghai Jiao Tong University
Seo, Dongback, Chungbuk National University
Shim, Sungj. Seton Hall University
Shin, Namchul, Pace University
Shin, Seung Kyoon, University of Rhode Island
Shin, Sooil, University of Wisconsin, Green Bay
Suh, Ayoung, City University of Hong Kong
Suh, Eung-Kyo, Dankook University
Um, SungYong, National University of Singapore
Yang, Kyung Hoon, Univ. of Wisconsin-La Crosse
Yang, Sung-Byung, Kyung Hee University
Yun, Haejung, Ewha Womans University

Workshop Program

13:00-13:20	Registration <i>Yerba Buena Ballroom S. 10-12</i>
13:20-13:30	Opening Remarks (<i>Jahyun Goo, Florida Atlantic Univ.</i>) <i>Yerba Buena Ballroom S. 10-12</i>
13:30-14:20	Panel Discussion I – From Job Offer(s) to Early Career Development <i>Yerba Buena Ballroom S. 10-12</i> <i>Kunsoo Han, McGill University</i> <i>Seung Hyun Kim, Yonsei University</i> <i>Kyung Young Lee, Dalhousie University</i> <i>Gwanhoo Lee, American University</i> <i>Yang W. Lee, Northeastern University</i>
14:20-15:50	Round Table Sessions <i>Yerba Buena Ballroom S. 10-12</i> Session A: Crowdsourcing, Chair: <i>Younghoon Chang (Beijing Institute of Technology)</i> A1. Improving the performance of crowdsourced workers in the software testing industry: An integrative model, <i>Younghoon Chang, Hwansoo Lee, Alain Yee Loong Chong and Jae-Nam Lee</i> A2. Similarity Effect Among Charity Crowdfunding Projects: Empirical Study with Deep Learning Approaches, <i>Seung Hee Ha and Jaehong Park</i> A3. The Effects of Indirect Donation on Direct Donation at Charity Crowdfunding Platforms, <i>Hyeon Jun Choi and Jaehong Park</i> Session B: SNS and Human Behavior, Chair: <i>Dongback Seo, (Chungbuk National University)</i> B1. The Psychological Factors and User Perception Concerning SNS Addiction: An Empirical Study on Korean Adolescents, <i>Seongjae Kim and Dongback Seo</i> B2. Why Consumers Shop on Social Network Services (SNS): Two-Factor Theory and Mixed-Methods Approach, <i>Jaechol Park, Garam Hong, Hyunjin Do and Il Im</i> B3. Motivations and Impacts of Using Nonverbal Cues in the SNS Context, <i>Sodam Kim, Eun-Young Cho and So-Hyun Lee</i> Session C: Blockchain and cryptocurrency, Chair: <i>Dongmin Kim (University of New Brunswick)</i> C1. A Study on the Technology Acceptance of Consumers on Healthcare Blockchain Service, <i>Jooman Kim, Gloria Jina Kim, Nohyoon Seong and Taeyong Yang</i> C2. Discovering success factor of Reverse initial coin offering: compared to ordinary initial coin offering, <i>Hansol Lee and Sangmi Chai</i> C3. Complements Rather than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets, <i>Sunghun Chung and Keongtae Kim</i> Session D: Rating, Reviews, Online Referrals, Chair: <i>Jae-Hyeon Ahn (KAIST)</i> D1. Influence of Zero-rating on Mobile Over-The-Top Media Service Usage Behavior, <i>Takhun Kim, Changhoon Lee and Jae-Hyeon Ahn</i> D2. The Moderating Role of Word-of-Mouth Acceleration on the Effect of Online User Reviews on Movie Box Office Performance, <i>Yang Dong Kwon, Sunho Jung and Jaehong Park</i> D3. An Analysis of Fraud Patterns in Music Streaming Services, <i>Minsung Seok, Byungjoon Yoo and Jaehwan Lee</i> Session E: Digital Platform, Chair: <i>Sung-Byung Yang (Kyung Hee University)</i> E1. Exploring Privacy Paradox on Bike Sharing Platforms: A Psychological Approach, <i>Lin Li, Kyung Young Lee and Sung-Byung Yang</i> E2. Social Hiring: The Right LinkedIn Connection that Helps You Land a Job, <i>Kyungsun Rhee, Elina Hwang and Yong Tan</i> E3. Discussing on Ecosystem for Tax Refund Service Linking with Social Network Services, <i>Taekyung Kim and Sangouk Hong</i> Session F: IoT and Digital Devices, Chair: <i>Taeho Hong (Pusan National University)</i> F1. Factors Related to Psychological Distance to Smart Home in IoT Environment, <i>Ae Ri Lee</i> F2. Understanding Antecedents to Affect Customer Evaluations on HMD VR Devices Using Theory-based Text Mining, <i>Yunho Maeng, Haejung Yun, Jaeyoung An and Choong C Lee</i> F3. Predicting Refractive Surgery Outcomes with Uncertainty and Interpretability of Complex

	Machine Learning Algorithms, <i>Daehwan Ahn, Buomsoo Kim, Changkeun Kim and Byungjoon Yoo</i> Session G: E-commerce and Digital Transformation, Chair: <i>Seongmin Jeon (Gachon University)</i> G1. Attention Economy in Stock Market : Search and IPO Stock Return Predictability, <i>Hyoung-Goo Kang, Kyung Hoon Bae and Seongmin Jeon</i> G2. Paradox of Cross-border E-commerce: Consumer Cunning Behavior Based on the Situational Action Theory, <i>Kyu Min Hwang, Park Kyungbo and Gee-Woo Bock</i> G3. Digital Transformation Theory: A Conceptual Model and Research Propositions, <i>Yong Jin Kim and Bo Seong Yun</i> G4. The influence of Presenting Additional Information on Decision Making -The Moderation Role of Mood ensued by Processing Fluency, <i>Gayoung Park</i> Session H: Knowledge, workgroup, and organization, Chair: <i>JungJoo Jahng (Seoul National Univ)</i> H1. Investigating the influence of security knowledge coordination on workgroup information security effectiveness, <i>Chul Woo Yoo and Jahyun Goo</i> H2. Organizational Service Orientation and Operational Capabilities: Comparison of Manufacturing and Service Firms in Korea, <i>Kangduck Lee and Yongjin Kim</i> H3. Bi-directionality of knowledge flows: Knowledge inflow and outflow across teams with IT support, <i>Junyeong Lee, Jinyoung Min and Chanhee Kwak</i> H4. Management process inefficiency: Focus on Knowledge service firms in Korea, <i>A-Hyun Kim and Yong Jin Kim</i> Paper Development Sessions PDS1: Mentors: <i>Gee-Woo Bock (Sungkyunkwan University), Kil Soo Suh (Yonsei University), & Jungpil Hahn (National University of Singapore)</i> <i>Yerba Buena Ballroom S. 10-12</i> S1. If You Can't Measure It, You Can't Manage It: Assessing Cybersecurity Risk Factors Through Textual Imagification, <i>Arion Cheong, Soohyun Cho, Won Gyun No and Miklos Vasarhelyi</i> S2. The Impact of Information Sharing Legislation on Cybersecurity Industry, <i>Sun-Kyung Yang, Young-Jin Kwon and Sang-Yong Tom Lee</i> PDS2: Mentors: <i>Sang-Yong Lee (Hanyang University), Byungjoon Yoo (Seoul National University), & Yong Jin Kim (Sogang University)</i> <i>Yerba Buena Ballroom S. 10-12</i> S3. Promotion Dynamics of Charity Crowdfunding Projects: An Empirical Study Of The Role of Mid-Period Momentum, <i>Seung Jong Lee, Jaehong Park, Vish Krishnan and Junghee Lee</i> S4. Promoting Health Information Technology for Healthcare Quality: The Spillover Effects in a Hospital Referral Region, <i>Yongjin Park, Youngsok Bang and Juhee Kwon</i> PDS3: Mentors: <i>Jaehong Park (Kyung Hee University), Hee-Woong Kim (Yonsei University), & Dan J. Kim (University of North Texas)</i> <i>Yerba Buena Ballroom S. 10-12</i> S5. Reconceptualization of Competitive Dynamics in Digitized Business Environments: A Configurational Approach, <i>One-Ki Lee, Youngki Park and Inmyung Choi</i> S6. Rethinking Digital Piracy: An Analysis of Digital Piracy Users, Internet Buzz, and TV Viewership, <i>Dongyeon Kim, Kyuhong Park and Youngsok Bang</i>
15:50-16:10	Coffee Break
16:10-17:00	Panel Discussion II – Opportunities and Challenges in data collection and analysis in the era of big data and artificial intelligence <i>Yerba Buena Ballroom S. 10-12</i> <i>Sang Pil Han, Arizona State University</i> <i>Onwook Oh, University of Colorado Denver</i> <i>Minseok Pang, Temple University</i> <i>Wonseok Oh, KAIST</i> <i>Youngjin Yoo, Case Western Reserve University</i>
17:00-18:00	Business Meeting and Closing (<i>Hee-Woong Kim, Yonsei University</i>) <i>Yerba Buena Ballroom S. 10-12</i>
18:30-21:00	Gala Dinner <i>TableTop Tab House</i>