

Overall Program Schedule for ICEC 2015

Monday, August 3

Room & Time	Moonshine Secret Garden, Itaewon A Bus starts from Novotel Ambassador at 5 PM
18:00 - 21:00	Welcome Reception

Tuesday, August 4

Place	The Korea Science and Technology Center					
Room & Time	Session A	Session B	Session C	Session D	Session E	Session F
	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	B1	C1	D1	E1	F1
	Korean E-Commerce I (in Korean)	Managing E-Commerce	Mobile Business	Social Media & Platform (in Korean)	Knowledge Sharing & ICT Business Value (in Korean)	ICT Security & Policy (in Korean)
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	B2	C2	D2	E2	F2
	Korean E-Commerce II (in Korean)	Panel: Bright ICT	Social Media	e-Commerce & Social Commerce (in Korean)	Mobile Service & Game (in Korean)	IoT Convergence NIA (in Korean)
14:30 - 14:45	Coffee Break					
14:45 - 16:05	A3	B3	C3	D3	E3	F3
	Korean E-Commerce III (in Korean)	Advances in E-Commerce Research	Research Mechanism	IS Adoption & Resistance (in Korean)	Tutorial I (in Korean)	Professor Presentation I (in Korean)
16:05 - 16:20	Coffee Break					
16:20 - 17:40	A4	B4	C4	D4	E4	F4
	Korean E-Commerce IV (in Korean)	Behavioral and Organizational Aspect I	Behavioral and Organizational Aspect II	Big Data & Text Mining (in Korean)	Tutorial II (in Korean)	Professor Presentation II (in Korean)
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)					

Wednesday, August 5

Place	The Korea Science and Technology Center					
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 ICT Security	B5 Design Science	C5 General Issue I
10:20 - 10:40	Coffee Break					
10:40 - 11:40	Special Session Impacts of Government Policies on Software Industry Eco-Systems (by Ho Geun Lee, President of KMIS) (In Korean)	No Session	No Session	A6 ICT Convergence	B6 Technology Issue in IT	C6 General Issue II
11:40 - 12:00	Intro to ICEC 2016					

- Main Auditorium
- Auditorium 1
- Auditorium 2
- Seminar Rooms 2
- Seminar Rooms 3
- Seminar Rooms 4

- ⦿ ICEC Best Paper Award Nominee
- ◆ KMIS Best Paper

ICEC 2015 Session Information

TUESDAY, AUGUST 4

- Main Auditorium
- Auditorium 1
- Auditorium 2
- Seminar Rooms 2
- Seminar Rooms 3
- Seminar Rooms 4
- ICEC Best Paper Award Nominee
- ◆ KMIS Best Paper

- 09:00 - 10:20 **Korean E-Commerce I (in Korean)** Main Auditorium
A1
Session Chair: Miri Heo (International Center for Electronic Commerce)
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** Auditorium 1
B1
Session Chair: Kunsoo Han (McGill University)
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** Auditorium 2
C1
Session Chair: Seongmin Jeon (Gachon University)
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)** Seminar Rooms 2
D1
Session Chair: Jae Yun Moon (Korea University)
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)** Seminar Rooms 3
E1 **Session Chair: Chulmo Koo (Kyung Hee University)**
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)** Seminar Rooms 4
F1 **Session Chair: Hong Joo Lee (Catholic University of Korea)**
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** Main Auditorium
- 11:10 - 11:40 **Keynote Speech I** Main Auditorium
Session Chair: Byungjoon Yoo (Seoul National University)
Extracting Value from Big Data
 Sudha Ram (Professor of University of Arizona)
- 11:40 - 12:10 **Keynote Speech II** Main Auditorium
Session Chair: Byungjoon Yoo (Seoul National University)
Mobile Commerce Strategy of Daum Kakao
 Sirgoo Lee (CEO, Daum Kakao)

- 13:10 - 14:30 **Korean E-Commerce II (in Korean)** Main Auditorium
A2
Session Chair: Miri Heo (International Center for Electronic Commerce)
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** Auditorium 1
B2
Moderator: Jungwoo Lee (Yonsei University)
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** Auditorium 2
C2
Session Chair: Jae Yun Moon (Korea University)
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)** Seminar Rooms 2
D2
Session Chair: Seung Hyun Kim (Yonsei University)
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)** Seminar Rooms 3
E2 **Session Chair: Gun-woong Lee (Nanyang Technological University)**
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)** Seminar Rooms 4
F2 **Session Chair: Tae-Sung Kim (Chungbuk National University)**
Introducing IoT Convergence Projects in Korea
 Byung Joo Jeong (National Information Society Agency (NIA))
The Demonstration Project for Smart Grid Cyber Security
 Dong Myung Shin (Korea Smart Grid Institute (KSGI))
The Demonstration Project for Open Platform Based on Smart Home Products and Services
 Ho-Jin Park (Electronics and Telecommunications Research Institute (ETRI))
Basic research for Usage-Based Insurance with real driving data
 HanLim Kim (KT)
- 14:45 - 16:05 **Korean E-Commerce III (in Korean)** Main Auditorium
A3 **Session Chair: Miri Heo (International Center for Electronic Commerce)**
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** Auditorium 1
B3 **Session Chair: Byungjoon Yoo (Seoul National University)**
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** Auditorium 2
C3
Session Chair: Wooje Cho (University of Seoul)
- **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)** Seminar Rooms 2
D3
Session Chair: Hwansoo Lee (Dankook University)
- 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)** Seminar Rooms 3
E3
Session Chair: Kyoo-Sung Noh (Sun Moon University)
- Activation Program of Education about 'Big Data Analytics for Business'**
 Kyoo-Sung Noh (Sunmoon University)
- 14:45 - 16:05 **Professor Presentation I (in Korean)** Seminar Rooms 4
F3
Session Chair: Sung-Byung Yang (Ajou University)
- 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)** Main Auditorium
A4
Session Chair: Miri Heo (International Center for Electronic Commerce)
- 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** Auditorium 1
B4 **Session Chair: Young-Chan Lee (Dongguk University)**
- **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** Auditorium 2
C4 **Session Chair: Chulmo Koo (Kyung Hee University)**
- 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, Jack Shih-Chieh Hsu (National Sun Yat-Sen University)
- 16:20 - 17:40 **Big Data & Text Mining (in Korean)** Seminar Rooms 2
D4 **Session Chair: Hee-Woong Kim (Yonsei University)**
- 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)** Seminar Rooms 3
E4 **Session Chair: Cheolho Yoon (Mokpo National University)**
- 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) Seminar Rooms 4

F4

Session Chair: Wooje Cho (University of Seoul)

How Do EHRs and a Meaningful Use Initiative Affect Breaches of Patient Information?

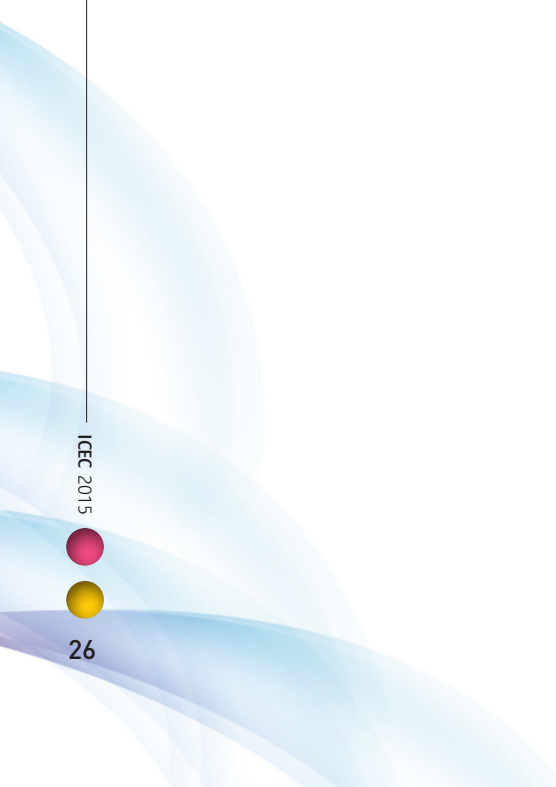
Seung Hyun Kim (Yonsei University)

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)



ICEC 2015 Session Information

WEDNESDAY, AUGUST 5

- Main Auditorium
- Auditorium 1
- Auditorium 2
- Seminar Rooms 2
- Seminar Rooms 3
- Seminar Rooms 4
- ICEC Best Paper Award Nominee
- ◆ KMIS Best Paper

- 09:00 - 10:20 **ICT Security** Seminar Rooms 2
A5
Session Chair: Jungduk Kim (Chung-Ang University)
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** Seminar Rooms 3
B5
Session Chair: Chun-Chi Chen (National Kaohsiung First University of Science and Technology)
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** Seminar Rooms 4
C5
Session Chair: JaeHong Park (Kyung Hee University)
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**..... Seminar Rooms 2

A6 **Session Chair: Hangbae Chang (Chung-Ang University)**

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**..... Seminar Rooms 3

B6 **Session Chair: Jan Ondrus (ESSEC Business School)**

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**..... Seminar Rooms 4

C6 **Session Chair: JaeHong Park (Kyung Hee University)**

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)