



Korea University Business School

# The 2<sup>nd</sup> MIS International Symposium 2007

Korea University Business School

Theme: A Bird-eye View of IT Research and Applications

## Registration

- The 2007 International MIS Symposium is open to the public and there is no registration fee. Pre-registration is required, however, to make this symposium more logistically efficient and comfortable.
- For further details of the registration procedure and the symposium, please feel free to contact Dr. Jae-Nam LEE.

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## Institute for Business Research and Education Center for Digital Innovation

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- ◆ Where : Room 530 (5th Floor) at LG-POSCO Building, Korea University Business School
- ◆ When : February 9th, 2007 (Friday) 8:30 - 18:00
- ◆ Hosted by : Institute for Business Research and Education & Center for Digital Innovation
- ◆ Supported by : The Korea Exchange Co., LTD & LG-CNS Co., LTD



MIS International Symposium

KOREA  
UNIVERSITY



## Welcome to Korea University Business School!

Korea University, as one of the country's oldest and most prestigious universities, has played a significant role in shaping Korea since 1905. Now it embraces the challenges of the 21st Century by building new bridges across old boundaries. Korea University is striving ever more to further enhance its competitiveness in research activities while facilitating international academic exchange programs. Korea University is where the Global KU Project is being initiated in order to cultivate talented individuals to become leaders of the global society in the 21st Century.

As part of these activities, Korea University Business School, the first and the most prestigious business school in Korea, holds a **2007 International MIS Symposium**, "A Bird-eye View of IT Research and Applications." Its goal is to build a strong relationship between domestic and overseas scholars, understand the evolving trend and overall picture of MIS research, and incubate research breakthroughs in the field of MIS. We are so glad to have this opportunity to invite world-renowned researchers for this symposium. We extend a very cordial welcome you to this symposium.

Organizing Chair:  
President of Institute for Business Research and Education,  
Director of Center for Digital Innovation  
Professor Jaemin Han

## ◆ MIS International Symposium Program

- |               |  |
|---------------|--|
| 8:30 - 9:30   | <b>Registration</b>  |
| 9:30 - 9:45   | <b>Opening Remarks</b><br>Jaemin Han (President, Institute for Business Research and Education of Korea University)  |
| 9:45 - 10:00  | <b>Congratulatory Address</b><br>Hasung Jang (Dean, Korea University Business School)  |
| 10:00 - 11:30 | <b>"How to Publish in Top MIS Journals,"</b><br>Vallabhajosyula Sambamurthy (ISR Editor-In-Chief, Michigan State University):<br>"Publication Opportunities in the Information Systems Research Journal"<br>Patrick Chau (Database Journal, Editor-In-Chief and AIS Vice President,<br>University of Hong Kong): "Data Base 2.0: An "Old but New" Journal"<br>Bernard Tan (Senior Editor in Journal of AIS, National University of Singapore):<br>"Publishing in JAIS" |
| 11:30 - 11:40 | <b>Coffee/Tea Break</b>  |
| 11:40 - 12:40 | <b>"Knowledge Acquisition by Software Engineers,"</b><br>Bernard Tan (SE in Journal of AIS, National University of Singapore)  |
| 12:40 - 14:00 | <b>Lunch</b> (Multifunction Room, LG-POSCO Hall 6th Floor)   |
| 14:00 - 15:00 | <b>"Does Interpersonal Trust also Matter? Exploring the Role of Trust in Successful IT Outsourcing,"</b><br>Patrick Chau (Database Journal, Editor-In-Chief and AIS Vice President,<br>University of Hong Kong)  |
| 15:00 - 16:00 | <b>"Leveraging Alliances for Building e-Business Resources and Capabilities: Investigating a Firm's Choice of Alliance Form in e-Business,"</b><br>Vallabhajosyula Sambamurthy (ISR Editor-In-Chief, Michigan State University)  |
| 16:00 - 16:10 | <b>Coffee/Tea Break</b>  |
| 16:10 - 17:00 | <b>"One- and High- Pricing Strategy of Hybrid firm,"</b><br>Jung Lee (PhD Candidate, Korea University Business School)   |
| 17:00 - 17:50 | <b>"A Research Proposal on Competitiveness Assessment and Roles of IT in Business Ecosystem,"</b><br>Hyeyoung Kim (PhD Candidate, Korea University Business School)  |
| 17:50 - 18:00 | <b>Closing Remarks</b><br>Jaemin Han (President, Institute for Business Research and Education of Korea University)  |

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