



**2017 International Conference on Business and Economics  
and 13th KODISA International Conference**

**Incheon National University, Incheon, Korea, December 27-28, 2017**



**第13回 國際統合學術大會**

**THEME: *Science, Technology, Innovation and Humanities for Sustainability of Business,  
Economics and Cultures***

**EDITED BY:**

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Jong-Ho Lee, Kongju National University, Korea  
Hee-Joong Hwang, Korea National Open University, Korea**

## **13<sup>th</sup> INTERNATIONAL CONFERENCE OF KODISA**

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## 2017 International Conference on Business and Economics and 13th KODISA International Conference

Incheon National University, Incheon, Korea, December 27-28, 2017



# 第13回 國際統合學術大會

**THEME:** *Science, Technology, Innovation and Humanities for Sustainability of Business, Economics and Cultures*

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- East Asia Business Economics Association, Korea
- **Korea Social Contribution Association**, Korea
- International Convergence Management Association, Korea
- **Korea Artificial Intelligence Association**, Korea
- **Korea e-Commerce Research Association**, Korea
- Daehan Academy of Management Information System, Korea
- Tourism, Business and Economic Research Institute, Korea

## ■ CONFERENCE SPONSORS ■

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## WELCOMING ADDRESS



Dong-Sung Cho Ph.D.

[President, Incheon National University, KOREA]

Dear the president of KODISA and many domestic & foreign professors!

First of all, I sincerely congratulate on holding the Winter 2017 International Conference on Business and Economics and the 13th KODISA International Conference, and I truly welcome you all as a representative of this school.

Especially, I express my respect to the president Jung Wan Lee and Myoung-Kil Youn of KODISA for such hard work to hold this conference, and I also deeply thank all the domestic/foreign presenters and executives of the association for the valuable presentation for the development of distribution industry. Our university is also concentrating on the major five peaks like bio area and internationalization sector for the future, and also focusing on the matrix-type education connected with companies. Therefore, it is more meaningful to hold the winter international conference of KODISA in Incheon National University.

With the upcoming 4th industrial revolution, the distribution industry is required to have many changes and development. In this period, it would be timely for KODISA that has been continuously grown like the registration in SCOPUS to hold this conference under the theme of 'Science, Technology, Innovation and Humanities for Sustainability of Business' to seek for the future development of distribution industry. Also, it would be contributing to the improvement of academic status in distribution area through diverse researches and application to reality in distribution area.

I hope that this international conference becomes the foundation of academic development of distribution science through active discussions between presenters and participants, as a great chance to draw the institutional direction for the development of distribution industry. Once again, I am pleased to be able to hold this winter international conference of KODISA in this school, and I wish all of you well.

Thank you.

December 27, 2017.

## WELCOMING ADDRESS



Lv Tao, Ph.D.

[President, Shandong University of Political Science and Law, CHINA]

I would like to congratulate very much opening of the 13th term International Conference under supervision of both the Korea Distribution Science Association (KODISA) and Shandong University of Political Science and Law and feel much pleasant to take office of conference Chair of the conference.

As I mentioned before, the international conference allows scholars of both countries to visit the other country and to meet two times every year and to be much valuable and meaningful. Both organizations have made contribution continuously to not only scientific world but also business world in Korea, China, East Asian countries and others at the international Conference. In particular, close cooperation between both countries at China-Korea FTA negotiation shall increase value of the conference.

I hope that scholars of the conference from Korea, China and East Asian countries shall increase scientific knowledge to expand research areas and to help associated industries and to be worldwide scholars.

Finally, I hope that this conference shall publish theses of various kinds of areas from December 27 to December 28 to open it successfully in Incheon National University, and that all of scholars in the conference would have fruitful and valuable time.

Sincerely,

## WELCOMING ADDRESS



Lee, Jung Wan, Ph.D.

[Professor, Boston University, United States]  
Conference Chair

On behalf of the Conference Organizing Committee and Program Committee, I take this opportunity to welcome all of the delegates and the accompanying persons and guests for the Winter 2017 International Conference on Business and Economics (ICBE2017) and the 13th KODISA International Conference will be held in the Incheon National University, Incheon (Songdo), Korea, 26<sup>th</sup>–28<sup>th</sup> of December, 2017. The conference is hosted jointly by the Korea Distribution Science Association (KODISA) in Seoul, Korea and the Incheon National University (INU) in Incheon, Korea.

The conference aims to share scholarships regarding issues of ***Science, Technology, Innovation and Humanities for Sustainability of Business, Economics and Cultures*** to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference Proceedings (Thomson Reuter's Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH) Category indexed) and affiliated KODISA journals (indexed in SCOPUS, Cabell's Directory, Crossref and DOAJ).

I am extremely pleased that this year we have received a total of 85 presentations of full papers, research-in-progress papers, and special panel discussions from 130 scholars, industry leaders, and public policy makers coming from 15 countries. On December 27, 2017, after the conference opening session, an official reception of the conference will be following for the registered delegates and their spouse or accompanying persons. As part of this conference tradition, we will honor Best Paper Award winners. You will not only meet and greet and network with your colleagues from academics and industry but also engage in stimulating discussions based on academic research papers and business practices.

Finally, I would like to thank our colleagues and administrative executives at Incheon National University and Korea Distribution Science Association for jointly hosting the conference, and the National Research Foundation of Korea for sponsoring the conference in many ways. I would also like to thank all the attendees, session chairs, reviewers and local organizing directors for their critical role in achieving success of the conference.

Sincerely,

## WELCOME MESSAGE



Sang Youn Lee, Ph.D.

[Chairman, East Asia Business Economics Association, Korea /Professor, Dean of School of Business Administration, Caroline University, CA, USA.]

Welcome all of the delegates and the accompanying persons and guests for 2017 International Conference on Business and Economics and 13th KODISA International Conference being held in Incheon National University, Incheon, Korea, December 27-28, 2017. The conference is hosted jointly by the Korea Distribution Science Association (KODISA), Shandong University of Political Science and Law of China and East Asia Business Economics Association, Korea

The conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability, to offer an excellent opportunity to meet colleagues from around the world so as to enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference proceedings and affiliated journals.

I am extremely pleased that this year we are offering 5 presentations of full papers, research-in-progress papers, and special panel discussions from international scholars, industry leaders, and public policy makers coming from some 30 countries.

Finally, I would like to thank our colleagues at KODISA and Shandong University of Political Science and Law of China for hosting the conference, and the National Research Foundation of Korea and the Korea Business Activity Society for sponsoring the conference in many ways. I would also like to thank all the attendees, track and session chairs, reviewers and local organizing directors for their critical role in bringing together the conference.

Sincerely,



## WELCOME MESSAGE



Chul-Ju Park, Ph.D.

[Chairman, International Convergence Management Association, KOREA]

We would like to truly welcome all of you who attended the Distribution Science Conference on this good day with our growing dreams as the beautiful fresh green. Also, we truly appreciate all executives of the academic society for their effort into organizing today's event.

The International Convergence Management Association (ICMA) celebrates its 4rd year after its establishment 2013 by Professor Kyu-Yeol Shim(Gumi University), the first president. It has just sowed its seeds, it is still at a premature, young stage. However, we are putting all of our strength and force into it with confidence that the society will have a prosperous future despite its weak start.

We believe we need to do the following three things for the development of this academic society. First, we must aim for 'entrepreneur spirit' to revive the world economy. A person who explores a change, responds to the change, and used the change as an opportunity is called an entrepreneur, and the challenge spirit of turning the opportunity into a business is called entrepreneur spirit. This is why we must aim for 'entrepreneur spirit' to overcome the dark situation of unstable and faltering global economy.

Second, we must aim for 'creative education' that leads the future society. It is said that our future society will be a knowledge-based society, in which it is not an exaggeration to say that a firm's success depends on its ability of changes and innovations. One that will lead changes and innovations is creative individuals. After all, the fruit is generated by creative competent individuals.

Third, we must brighten the era with the 'convergence of knowledge.' The world is changing very fast, and it seems that changes and innovations are even more accelerating as time goes by. In an environment with such intense changes, we believe we should walk the path of exhibiting the synergy of convergence by integrating the knowledge various fields instead of becoming an expert in a certain field.

Even though all of these may seem impossible, we can all realize them, gain victory, and smile in the end as long as we want them. A bell must be hit and hurt more to ring and resound faraway. Let's ring the bell of hope so that our academic society can be deeply rooted into the dry land while encouraging each other in the same will.

With our warmest regards,

## WELCOME MESSAGE



Hwang, Yongcheol. Ph.D.

[Professor & Director, Tourism Business & Economic Research Institute, Jeju National University, South Korea]

I'm very happy to send a "Welcome Message" on behalf of the Tourism Business & Economic Research Institute at Jeju National University, in charge of publishing JTIR (Journal of Tourism & Industry Research), as a conference co-chair of ICBE 2017(International Conference On Business and Economics 2017), at Incheon University, Korea. I'm eagerly hoping that this conference will be successfully in every aspect. The annual international conference of East Asian Studies is led by prominent scholars, researchers, graduate students, business executives, and researchers from around the world. I am convinced that this is an encouraging international conference.

The fact that the diversity of the topics being presented, the quantity and quality of the research papers, and above all, the scholars from all over the world as presenters, moderators, and debaters, are the driving force behind this conference's present and future value.

I would like to express my sincere gratitude to co-president Jung-Wan Lee, Myoung-Kil Youn, past advisors and executives, editorial staffs, and secretariat staffs, who have come to devote all of their enthusiasm to become the largest international academic conference in the field of humanities and social sciences. In December 2018 for the next conference, I hope that Jeju University can host this academic conference.

Once again, I would like to extend my best wishes to all of you who have participated in this event. I hope that in 2018 we will be healthier in the new year and full of happiness in our homes and workplaces. Finally, I would like to thank you for your interest and submission to JTIR, the journal of our institute, along with the academic growth of everyone who attended here. Please refer to the homepage of our institute for further information (<http://tberi.jejunu.ac.kr/>).

Good luck to each and every participant at this conference!

Thank you.

## WELCOME MESSAGE



Jung, Chul-Ho, Ph.D.

[Professor & Chairman, Mokwon University, Korea Electronic Commerce Research Association, Korea]

Dear participants.

I'm greatly honored to give the welcoming Incheon University, Korea, December 27, 2017. Especially, this year the Korea Distribution Science Association (KODISA) thankfully joins us together.

This conference is hosted by KODISA and is held jointly by a number of academic organizations from the business, economics, and culture sectors. I'm honored to be part of this large conference as a collaborative academic organization.

Theme of this conference is "Science, Technology, Innovation and Humanities for Sustainability of Business, Economics and Cultures". I'm delighted to have an opportunity to discuss and interact with experts from diverse field based on this topic.

I would like to thank Professor Jung Wan Lee, Professor Yu Fu Li, and Professor Myung-Kil Youn for organizing this conference.

KECRA is an organization that studies various topics related to e-commerce and management innovation. Therefore, it was highly desirable that interested scientists gather to report new advances, review progresses, discuss conflicting findings and divergent interpretations and make meaningful plans for the future phases and directions for further research.

Finally, I would like to thank all the attendees, track, and session chairs, reviewers and local organizing directors for valuable contributions for this conference. It would be the good fortune of getting to know personality many of the active and experienced researchers in this field.

Thank you.

December 27, 2017

## WELCOME MESSAGE



Kim, Yong-Ho, Ph.D.

[Professor & Chairman, Daehan Academy of management Information Systems , Korea]

Dear Colleagues,

Greetings.

First of all, I would like to thank KODISA for hosting this international conference. It is an honor to meet you at the beautiful campus of Incheon National University. I would also like to thank professor Jung Wan Lee, Professor Yu Fu Li, and professor Myung-Kil Youn for organizing this conference.

I'm thrilled to have a meaning for international conference with a number of academic organizations, and I'm confident that it will also be an opportunity for DAMIS to mature more academically and systematically.

The theme of this conference is "Science, technology, innovation and humanities for sustainability of business, economics and cultures". I think it has a lot of significance in relation to the fourth industrial revolution which is becoming a more important issue lately.

DAMIS is an organization that studies various topics related to management and management information systems. Therefore, it was highly desirable that interested scholars to gather and report new advances, review progresses, discuss conflicting findings, divergent interpretations, and make meaningful plans for the future phases and directions for research.

I would like to thank all those who have attended this international conference. I wish you all the best for academic achievement and personal exchange.

Thank you

December 27, 2017

## ■ WELCOME MESSAGE ■



Wanki Kim, Ph.D.

[Chairman, The Korea Artificial Intelligence Association, KOREA]

Prof. Myoung Kil Youn, Prof. Jung Wan Lee, delegates and attendees to the 2017 International Conference on Business and Economics on Science, Technology and Humanities for Business and Economic Sustainability and guests. I would like to thank the CONFERENCE ORGANIZING COMMITTEE for inviting and welcoming us to co-host this very important conference. It is my personal honour to be amongst you. What a perfect time to hold this conference on the theme for a changing world. I am delighted that more than 30 foreign scholars from 15 countries from around the world have come to 2017 Incheon International Conference. Our KAIA, as well as speakers and panelists also attended in the country like to say thank you. I am particularly happy to receive you on Jeju Island, which is famous, among other things, for its unrivalled beauty and unique cultural heritage which are a product of its mix of both continental and ocean features. I wish all participants a pleasant stay in Korea and an enriching experience, both personally and professionally. I hope that this gathering will provide the opportunity to share the results, facilitate the making of new acquaintances, and strengthen personal friendships among scientists from different parts of the world. And I look forward to an intellectually stimulating during the conference period. I sincerely hope that this conference will bear fruitful results.

Sincerely yours,

## WELCOME MESSAGE



Myung-Hee Jung, Ph.D.

[Professor & Chairman, Jungwon University, Korea Social Contribution Association , Korea]

I would like to truly honored joins this conference by KODISA and is held jointly by a number of academic organizations from the business, economics, and welfare management sectors. I'm honored to be part of this large conference as a collaborative academic organization.

Through the efforts of KODISA members, the Academy has prospered. I would like to be a professor who has excellent talents in the best field of Korea and will be a academic to discuss their research fields. I also hope that the KODISA has the trust and development among the members. Every year I used the KODISA conference to discover global information and research issues. The KODISA conference has made me now and is the same institute as my hometown. I hope KODISA will be proud and continue to grow.

I hope that the development of KODISA and the happiness of our members will always be full.

I sincerely hope to be your pleasure.

Thank you.

## | CONFERENCE MASTER SCHEDULE |

DATE	DAY	TIME	EVENT & VENUE		
		<b>Inchon National University (Songdo campus) College of Economics and Commerce</b>			
<b>December 27</b>	<b>Wednesday</b>		Track 1 [Main Hall]	Track 2 [Hall B]	Track 3 [Hall C]
<b>Academic Paper Presentations</b>  <b>Joint Symposiums</b>  <b>Opening Ceremonies, Award Ceremonies, Reception</b>		08:00-10:00	Paper Presentations Global Session 1	Paper Presentations Global Session 2	Paper Presentations Global Session 3
		10:00-12:00	Paper Presentations Global Session 4	Joint Symposium KODISA – KAIA	Joint Symposium KODISA – KSA
		12:00-13:00	Lunch Break		
		13:00-14:00	Paper Presentations Local Session 4	Paper Presentations Local Session 5	Joint Symposium KODISA – TBERI
		14:00-15:00	Paper Presentations Local Session 1	Paper Presentations Local Session 2	Paper Presentations Local Session 3
		15:00-16:00	Joint Symposium KODISA – KECRA KODISA - DAMIS	Joint Symposium KODISA – EABEA	Joint Symposium KODISA – ICMA
		16:00-17:00	Paper Presentations Global Session 4	Paper Presentations Global Session 5	Paper Presentations Global Session 6
		17:00-18:00	<b>CONFERENCE OPENING CEREMONIES [Main Hall]</b>		
		18:30-21:00	<b>CONGRESS AWARD CEREMONY AND RECEPTION [Conference Hall]</b>		
<b>December 28</b>	<b>Thursday</b>		Track 1 [Main Hall]	Track 2 [Hall 0154]	Track 3 [Hall 0158]
<b>Close</b>		10:00-12:00	Research Networking		
		12:00	Post-Conference Meeting		

## ■ CONFERENCE PROGRAM SCHEDULE ■

### Day 1 Schedule: Wednesday, December 27, 2017

#### Academic Paper Presentations

#### [Track 1]: Global Session 1 [Main Hall]

Session G1: 08:00 – 10:00 Wednesday December 27

**Theme: Economics & Business(JAFEB)**

**Session Chair : Jung Wan Lee, Ph.D.**

(Boston University, USA)

**Paper G1: Spillover Effects of FDI Inflows on the Banking Industry in China**

Researcher: **Jung Wan Lee**, Boston University. Boston, United States.

**Zhen Wang**, Boston University. Boston, United States.

**Paper G2: How Vulnerable is Indonesia's Financial System Stability to External Shock?**

Researcher: **Nika Pranata**, Indonesian Institute of Sciences, Indonesia

**Nurzanah**, Indonesian Institute of Sciences, Indonesia

**Paper G3: Oil Price Fluctuations and Stock Market Movements: An Application in Oman**

Researcher: **Abdelghani Echchabi**, A'Sharqiyah University, Oman

**Dhekra Azouzi**, University of Tunis El-Manar, Tunisia

**Paper G4: Subsidy Rationalisation for General Purpose Flour: Market and Economics Implications**

Researcher: **Fatimah Binti Kari**, University of Malaya, Malaysia

**Muhammad Mehedi Masud**, University of Malaya, Malaysia

**Md. Khaled Saifullah**, University of Malaya, Malaysia

**Paper G5: Evaluation of Economic Potential and Level of Concentration of the Regions of Kazakhstan**

Researcher: **Nailya K. Nurlanova**, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan

**Anel A. Kireyeva**, Institute of Economics of the Ministry of Education and Science of the Republic



of Kazakhstan

**Rashid M. Ruzanov**, Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan

## **Academic Paper Presentations**

### **[Track 2]: Global Session 2 [B Hall]**

**Session G2: 08:00 – 10:00 Wednesday December 27**

**Theme: Economics & Business(JAFEB)**

**Session Chair : Myoung-Kil Youn, Ph.D.**

(Eulji University, KOREA)

**Paper G6: Linkage between Public Policy, Green Technology and Green Products on Environmental Awareness in the Urban Kuala Lumpur, Malaysia**

Researcher: **Md. Khaled Saifullah**, University of Malaya. Malaysia  
**Fatimah Binti Kari**, University of Malaya. Malaysia

**Paper G7: An Exploratory Treatise on Consciousness and Espousal of Halal Supply-Chain: An Indian Perspective**

Researcher: **Rajasekhara Mouly Potluri**, American University of Nigeria, Nigeria  
**Jung Wan Lee**, Boston University. United States.  
**Lohith Sekhar Potluri**, Amrita University. India

**Paper G8: Sustainability Practices as Determinants of Financial Performance: A Case of Malaysian Corporations**

Researcher: **Amacha Bright**, Anglia Ruskin University, United Kingdom  
**Omkar Dastane**, School of Accounting and Business Management, FTMS Global College, Malaysia

**Paper G9: Brands and Competing Factors in Purchasing Hand Phones in the Malaysian Market**

Researcher: **Mahfuzur Rahman**, University of Malaya, Malaysia  
**Yusof Ismail**, University of Malaya, Malaysia  
**Mohamed Albaity**, University of Sharjah, United Arab Emirates  
**Che Ruhana Isa**, University of Malaya, Malaysia

**Paper G10: Top-executives Compensation: The Role of Corporate Ownership Structure in Japan**

Researcher: **Mohammed Mehadi Masud Mazumder**, University of Dhaka, Bangladesh

**Paper G11: The Role of Quality of Relations in Succession Planning of Family Businesses in India**

Researcher: **Parimal Merchant**, Birla Institute of Technology & Science, Pilani, India.  
**Arya Kumar**, Birla Institute of Technology & Science, Pilani, India.  
**Debasis Mallik**, S. P. Jain Institute of Management & Research, India.

**Academic Paper Presentations**

**[Track 3]: Global Session 3 [C Hall]**

**Session G3: 08:00 – 10:00 Wednesday December 27**

**Theme: Economics & Business(JAFEB)**

**Session Chair : Jong-Ho Lee, Ph.D.**

**(Kongju National University, KOREA)**

**Paper G12: CO<sub>2</sub> Emission, Energy Consumption and Economic Development: A Case of Bangladesh**

Researcher: **Md. Zahidul Islam**, Development Alternative Incorporation (DAI). Bangladesh  
**Zaima Ahmed**, Independent University, Bangladesh  
**Md. Khaled Saifullah**, University of Malaya, Malaysia  
**Syed Nayeemul Huda**, Independent University, Bangladesh  
**Shamil M. Al-Islam**, Independent University, Bangladesh

**Paper G13: The Impact of Workers' Remittances on Household Consumption in India: Testing for Consumption Augmentation and Stability**

Researcher: **Harridutt Ramcharran**, The University of Akron, United States

**Paper G14: Organizational Diagnosis: A Case of Infosys, India**

Researcher: **Neeraj Kumari**, Manav Rachna International University, Faridabad, India.

**Paper G15: Triffin Dilemma and International Monetary System: Evidence from Pooled Mean-Group Estimation**

Researcher: **Long-Fei Guan**, University of Malaya, Malaysia  
**Wee-Yeap Lau**, University of Malaya, Malaysia

**Paper G16: Technological Challenges of Vietnamese Enterprises in the International Market**

Researcher: **Nguyen Anh Tuan**, Vietnam National University - Ho Chi Minh City, Vietnam  
**Nguyen Minh Thanh**, Vietnam National University - Ho Chi Minh City, Vietnam  
**Tran Thi Loc**, Vietnam National University - Ho Chi Minh City, Vietnam

**Paper G17: Impact of Value Networks on Business-to-Business Markets in the Engineering Industry**

Researcher: **Arumugam Seetharaman**, SP Jain School of Global Management Dubai, United Arab Emirates  
**Nitin Patwa**, SP Jain School of Global Management Dubai, United Arab Emirates  
**Karthikeyan**, SP Jain School of Global Management Dubai, United Arab Emirates  
**Kirti Khanzode**, SP Jain School of Global Management Dubai, United Arab Emirates

**Academic Paper Presentations**

**[Track 1]: Global Session 4 [Main Hall]**

**Session G4: 10:00 – 12:00 Wednesday, December 27**

**Theme: Economics & Business(JAFEB)**

**Session Chair : Dong-Ho Kim**

(SUNY Empire State College, USA)

**Paper G32: Ikea's Success Case**

Researcher: **Pan-Jin Kim**, Chodang University, Korea  
**Rajasekhara Mouly Potluri**, American University of Nigeria, Nigeria.

**Paper G33: Digital Music in Overseas and Subject**

Researcher: **Narasimha Rao Vajjhala**, American University of Nigeria, Nigeria  
**Key-Young Baik**, Eulji University, Korea

**Paper G34: Costco Wholesale Corporation's Success Case**

Researcher: **Kyuyeol Shim**, Gumi University, Korea  
**Jesús C. Peña-Vinces**, University of Seville-Spain, Spain

## **Academic Paper Presentations**

### **[Track 2]: Joint Symposium Session 4 [B Hall]**

**Session J4: 10:00 – 12:00 Wednesday, December 27**

**2017 KODISA – KAIA Symposium**

**Theme: Artificial intelligence (KAI)**

**Organizer: Korea Artificial Intelligence Association**

**Session Chair: Min-Soo Kang, Ph.D.**

(Eulji University, KOREA)

- 10:00-10:40** Registration
- 10:40-10:50** Chairman's greeting
- 10:50-11:00** Coffee Break
- 11:00-12:00** Session Presentations

#### **Paper J18: A Study on Face Recognition using Convolution Neural Networks**

Researcher: Dayeon Son, Eulji University, Korea  
Minho Lee, Eulji University, Korea  
Discussant: Jae-Sung Park, Sahmyook University, Korea

#### **Paper J14: A Study on the Emoticon Extraction based on Facial Expression Recognition using Artificial Intelligence**

Researcher: Bong-Jae Jeong, Eulji University, Korea  
Min-Soo Kang, Eulji University, Korea  
Discussant: Myoung-Kil Youn, Eulji University, Korea

#### **Paper J15: A Study on the Development of Egg Information System Using IOT based Connected System**

Researcher: Sung-Ha Lee, Eulji University, Korea  
Minho Lee, Eulji University, Korea  
Discussant: Myung-Hee Jung, Jungwon University, Korea

#### **Paper J8: RFID Voice Guide Service for Pharmaceutical Information through Information Construction based on Ontology**

Researcher: Kyung-Min Lee, Eulji University, Korea  
Min-Soo Kang, Eulji University, Korea

Discussant: Wan-Ki Kim, Seogang University, Korea

## **Academic Paper Presentations**

### **[Track 3]: Joint Symposium Session 5 [C Hall]**

**Session J5: 10:00 – 12:00 Wednesday, December 27**

**2017 KODISA – KOSOCA Symposium**

**Theme: Welfare Convergence(KOSOCA)**

**Organizer: Korea Social Contribution Association**

**Session Chair : Myung-Hee Jung, Ph.D.**

**(Jungwon University, KOREA)**

- 10:00-10:40** Registration
- 10:40-10:50** Chairman's greeting
- 10:50-11:00** Coffee Break
- 11:00-12:00** Session Presentations

#### **Paper J19: A Study on the Effects of Distribution Factors on Perception and Purchase of Elderly Goods**

Researcher: Myung-Hee Jung, Jungwon University, Korea

Hong-Sun, Kim, Jungwon University, Korea

Discussant: Sang-Hyun Lee, Sahmyook University, Korea

#### **Paper J16: Research on influence of recognition of income inequality of the elderly to life satisfaction**

Researcher: Jong-Jin Kim, Jungwon University, Korea

Discussant: Myoung-Kil Youn, Eulji University, Korea

### **Lunch Break**

**12:00-14:00**

# Day 1 Schedule: Wednesday, December 27, 2017

## Academic Paper Presentations

### [Track 1]: Local Session 4 [Main Hall]

Session L4: 13:00 – 14:00 Wednesday, December 27

**Theme: Business & Marketing**

**Session Chair : Young-Sang Cho, Ph.D.**

(Kongju National University, KOREA)

**Paper L12: Use Intention of Chauffeured Car Services by O2O and Sharing Economy**

Researcher: Xiu-Fu Tian, Kongju National University, Korea  
Jong-Ho Lee, Kongju National University, Korea  
Discussant: Soon-Hong Kim, Incheon National University, Korea

**Paper L13: The Factors on Relation between Sharing Economy Characteristics and Consumer Traits**

Researcher: Qing-Zhu, LI, Kongju National University, Korea  
Jong-Ho Lee, Kongju National University, Korea  
Discussant: Ji-Bok Chung, Kongju National University, Korea

**Paper L14: The effects of Dessert Cafe Franchise's Experiential value on Lovemarks and Brand loyalty; Focusing on the control variables by structural equation model**

Researcher: Ki-Soo Kim, Kimpo University, Korea.  
Sung-Hun Kim, Korea Tourism College, Korea.  
Sung-Ho Cho, Kimpo University, Korea.  
Discussant: Eung-Kyo Suh, Dankook University, Gyeonggi, Korea.

**Paper L15: An Empirical Study on the Nonlinear Relationship between Product Modularity Strategy and Customer Satisfaction**

Researcher: Sunil Hwang, Yonsei School of Business, Seoul, Korea  
Eung-Kyo Suh, Dankook University, Gyeonggi, Korea.  
Discussant: Ki-Soo Kim, Kimpo University, Korea.  
Hee-Joong Hwang, Korea Open University, Korea

## **[Track 2]: Local Session 5 [B Hall]**

**Session L5: 13:00 – 14:00 Wednesday, December 27**

**Theme: Small Business & Marketing**

**Session Chair : Hoe-Chang Yang, Ph.D.**

(Jangan University, KOREA)

### **Paper L16: Alibaba's e-commerce strategy**

Researcher: Se-JIn Kim, Sweeters Co., Korea.

Discussant: Jung-Hwa Seo, Eulji University, Korea.

### **Paper L17: State and subject of medical devices industry at overseas**

Researcher: Kwang-Keun Lee, Kyung-Dong University, Korea

Jung-Hwa Seo, Eulji University, Korea.

Discussant: Seung-Joo Roh, Eulji University, Korea.

### **Paper L18: Problems of Lotte Omni Channel**

Researcher: Seung-Joo Roh, Eulji University, Korea.

Myoung-Kil Youn, Eulji University, Korea.

Discussant: Se-JIn Kim, Sweeters Co., Korea.

### **Paper L19: State, problems and supplementation of Coupang**

Researcher: Jung-Hwa Seo, Eulji University, Korea.

Myoung-Kil Youn, Eulji University, Korea.

Discussant: Sunil Hwang, Yonsei School of Business, Seoul, Korea

### **Paper L20: State and future strategies of Social Commerce**

Researcher: Moon-Young Hawang, Daejon Institute of Science and Technology University, Korea.

Kyeong-In Cho, Daejon Institute of Science and Technology University, Korea.

Discussant: Sunil Hwang, Yonsei School of Business, Seoul, Korea

### **Paper L21: Does Walmart introduce RFID successfully?**

Researcher: Pan-Jin Kim, Chodang University, Korea.

Jung-Hwa Seo, Eulji University, Korea.

Discussant: Sunil Hwang, Yonsei School of Business, Seoul, Korea

## **Academic Paper Presentations**

### **[Track 3]: Joint Symposium Session 6 [C Hall]**

**Session J6: 13:00 – 14:00 Wednesday, December 27**

**2017 KODISA – TBERI Symposium**

**Theme: Economics & Management (JTRI)**

**Organizer:** Tourism, Business and Economic Research Institute

**Session Chair: Yong-Chul Hwang, Ph.D.**

(Jeju National University, KOREA)

**13:00-13:10** Registration

**13:10-13:20** Chairman's greeting

**13:20-14:00** Session Presentations

**Paper G36: A Conceptual Comparison of Organizational Citizenship Behaviors in the Hotel Industry: Single-level vs Multi-level Approach**

Researcher: Jichul Jang, Kansas State University, USA.  
Jaebeom Suh, Kansas State University, USA.  
Hyejin Kwon, Oklahoma State University, USA.  
Yong-Cheol Hwang, Jeju National University, Korea

Discussant: Jae-Sung Lee, Dongui University, Korea

**Paper J21: Donation Message and Congruence between Framing Message and Facial Expression**

Researcher: Joo-Eon Jeon, Anayang University, Korea  
Miri Kim, Sogang University, Korea  
Yong-Cheol Hwang, Jeju National University, Korea

Discussant: Jichul Jang, Kansas State University, USA.

**Paper J22: when the narcissistic leaders dominate**

Researcher: Hojin Bang, Jeju National University, Korea  
Discussant: Hyoung-Gil Kim, Jeju National University, Korea

**Paper J23: The Influential Relationships Among Celebrity Advertising Model's Characteristics, Brand Attachment and Purchase Intention: Centered On Cosmetics Consumers In China**

Researcher: Ya-Qiong Cui, Jeju National University, Korea  
Hyoung-Gil Kim, Jeju National University, Korea  
Yong-Cheol Hwang, Jeju National University, Korea

Discussant: Hojin Bang, Jeju National University, Korea



## **[Track 1]: Local Session 1 [Main Hall]**

**Session L1: 14:00 – 15:00 Wednesday, December 27**

**Theme: Small business and distribution(JDS)**

**Session Chair : Jong-Ho Lee, Ph.D.**

(Kongju National University, KOREA)

**Paper L1: The Effects of Consumer Value Perception on Product Loyalty and Repurchase Intention for Discount Store Private Brand Products**

Researcher: Hoe-Chang Yang, Jangan University, Korea  
Young-Ei Kim, Seoul Digital University, Korea

Discussant: Jang-Hwan Lee, Masan University, Korea

**Paper L2: Why do Japanese retailers hesitate to open their shops in Korea?**

Researcher: Young-Sang Cho, KongJu National University, Korea  
Ji-Bok Chung, KongJu National University, Korea  
Su-Am Kim, Small Enterprise And Market Service, Korea  
Kwang-Gun Lee, KyungDong University, Korea

Discussant: Young-Ei Kim, Seoul Digital University, Korea  
Jin-Hwan Kim, Korea Open University, Korea

**Paper L3: A study on related legal system for revitalizing traditional Korean market**

Researcher: Dong-Han Jeon, Chung-Ang University, Korea  
Pyoungsoo Lee, Chung-Ang University, Korea  
Yong-Won Seo, Chung-Ang University, Korea

Discussant: Hoe-Chang Yang, Jangan University, Korea

## **Academic Paper Presentations**

### **[Track 2]: Local Session 2 [B Hall]**

**Session L2: 14:00 – 15:00 Wednesday, December 27**

**Theme: Small business and distribution(JDS)**

**Session Chair : Hee-Joong Hwang, Ph.D.**

(Korea National Open University, KOREA)

**Paper L22: The Effects of HMR Selection Attributes on Satisfaction and Repurchase Intention: The Moderating Role of Shopping Channel**

Researcher: Seong-Soo Cha, Eulji University, Korea.  
Jong-Heon Choi, Eulji University, Korea.  
Su-Han Lee, Eulji University, Korea.

Discussant: Jin-Hwan Kim, Korea Open University, Korea

**Paper L5: Analysis of Consumers' Purchasing Choice Factors on PB Products of Retailers**

Researcher: Soon-Hong Kim, Incheon National University, Korea  
Byong-kook Yoo, Incheon National University, Korea

Discussant: Jae-Sung Lee, Dongui University, Korea

**Paper L6: The interaction effects of cultural similarity on Chinese customers for international medical tourism**

Researcher: Jun Zhang, Konkuk University, Korea  
Hoonyoung Lee, Kyunghee University, Korea

Discussant: Myung-Hee Jung, Jungwon University, Korea

**Academic Paper Presentations**

**[Track 3]: Local Session 3 [C Hall]**

**Session L3: 14:00 – 15:00 Wednesday, December 27**

**Theme: Small business and Business (IJDB)**

**Session Chair : Dong-Jin Shin, Ph.D.**

(Paichai University, KOREA)

**Paper L7: Evaluation of Competitiveness in Auto Distribution Industry between Korea and Russia**

Researcher: Jae-Sung Lee, Dong-Eui University, Korea  
Discussant: Byong-kook Yoo, Incheon National University, Korea  
Jin-Hwan Kim, Korea Open University, Korea

**Paper L8: Unemployment, Real Wages, and Aggregate Demand in Europe, Korea and the United States**

Researcher: Donghae Lee, Kaya University, Korea  
Sangki Lee, Kaya University, Korea  
Discussant: Soon-Hong Kim, Incheon National University, Korea

**Paper L9: A Study on Legal Policy and Management Activation Policy for the Improvement of Public Market System**

Researcher: Young-Sik Kwon, KM Management Strategy Institute, Seoul, Korea  
Jang- Sil Mun, Tong Myong University, Korea  
Jong-Wook Lee, KM Management Strategy Institute, Seoul, Korea  
Discussant: Jae-Sung Lee, Dong-Eui University, Korea

**Paper L10: The suggestion for establishment of Korea Maritime Council**

Researcher: Jinhwan Kim, Korea National Open University, Korea

Discussant: Jong-Wook Lee, KM Management Strategy Institute, Seoul, Korea

**Paper L11: A Study on Employment-centric Industries in Incheon**

Researcher: Byong-Kook Yoo, Incheon National University, Korea

Soon-Hong Kim, Incheon National University, Korea

Discussant: Donghae Lee, Kaya University, KOREA

**Academic Paper Presentations**

**[Track 1]: Joint Symposium Session 1 [Main Hall]**

**Session J1(1): 15:00 – 15:40 Wednesday, December 27**

**2017 KODISA – KECRA Symposium**

**Theme : Business and e-Commerce**

**Organizer: Korea e-Commerce Research Association**

**Symposium Chair: Sung-Jun Lee, Ph.D.**

**(Woosong University, KOREA)**

**15:00-15:10** Registration

**15:10-15:20** Chairman's greeting

**15:20-15:40** Session Presentations

**Paper J1: Characteristics of the German innovation policy in the age of the fourth Industrial Revolution: Under special consideration of industry 4.0**

Researcher: Byuk-Kyu Lee, Chungnam National University, Korea

Sang-Bin Lee, Changwon National University, Korea

Eul-Hyun Sung, Chungnam National University, Korea

Discussant: Inhwan Yoon, Land & Housing Institute, Korea

**Paper J2: A Study on the Effect of Online Shopping Mall Characteristics and System Quality on the Reuse Intention in Vietnam**

Researcher: Le Thai-Nam, Woosong University, Korea

Dao Duy-Thang, Woosong University, Korea

Discussant: Yong-Mo Seo, U1 University, Korea

**Paper J3: A Study on the Influence of Satisfaction of MIM Users on the Reuse and Recommendation Intentions -Focus on KakaoTalk in Korea and Zalo in Vietnam-**

Researcher: Mai, Xuan-Thanh, Woosong University, Korea

Won-Bom Kim, Woosong University, Korea

Discussant: Sangchun Lee, Jungwon University, Korea

Hee-Joong Hwang, Korea Open University, Korea

**Academic Paper Presentations**

**[Track 1]: Joint Symposium Session 1 [Main Hall]**

**Session J1(2): 15:40 – 16:00 Wednesday, December 27**

**2017 KODISA – DAMIS Symposium**

**Theme : Business and Management Information Systems**

**Organizer: Daehan Academy of Management Information Systems**

**Symposium Chair: Chul-Ho Jung, Ph.D.**

(Mokwon University, Korea, KOREA)

**Paper J4: Design of forest welfare service model using IOT**

Researcher: Dae-Bum Lee, Mokwon University, Korea

Yong-Seok Seo, Mokwon University, Korea

Discussant: Sang-Bin Lee, Changwon National University, Korea

**Paper J5: A study on the determinants of a next-generation dominant design: focused on the electronic display industry**

Researcher: Inhwan Yoon, Land & Housing Institute, Korea

Chul-Ho Jung, Mokwon University, Korea

Dong-Shin Kwak, Mokwon University, Korea

Discussant: Yong-Seok, Seo, Mokwon University, Korea

**Paper J6: A Study on the Relationship between Port Competitiveness and Logistics Cluster Performance**

Researcher: Sangchun Lee, Jungwon University, Korea

Yongseok Seo, Mokwon University, Korea

Discussant: Yong-Mo Seo, U1 University, Korea

## **Academic Paper Presentations**

**[Track 2]: Joint Symposium Session 2 [B Hall]**

**Session J2: 15:00 – 16:00 Wednesday, December 27**

**2017 KODISA – EABEA Symposium**

**Theme: Small business and distribution(EAJBE)**

**Organizer: East Asia Business Economics Association**

**Session Chair: Sang-Youn Lee, Ph.D.**

**(Caroline University, CA, USA)**

- 15:00-15:10** Registration
- 15:10-15:20** Chairman's greeting
- 15:20-15:30** Coffee Break
- 15:30-16:00** Session Presentations

**Paper G37: A study on the growth mechanism of Burger King based on dynamic models of success and failure of businesses**

Researcher: Sang-Youn Lee, Caroline University, CA, USA

Discussant: Myung-Hee Jung, Jungwon University, Korea

**Paper G38: Analysis of Causal Relationship between Chinese Restaurant Chefs' Work Environment and Burnout: Focused on Moderation Role of Enthusiasm**

Researcher: Sung-Woo Lee, HoNam University, Korea

Choung-Seob Shin, Caroline University, CA, USA

Hun-Jung Jung, ChungWoon University, Korea

Discussant: Jae-Sung Lee, Dongui University, Korea

**Paper J7: The Causality Analysis of the Impact of A Hotel Chief's Competency on Job Satisfaction and Customer Orientation: Focusing on Control Impact of Organization Concentration**

Researcher: Hun-Jung Jung, ChungWoon University, Korea

Hye-Won Lee, Sangmyung University, Korea

Dae- Sub Park, Sangmyung University, Korea

Discussant: Sung-Woo Lee, HoNam University, Korea

Jae-Sung Lee, Dongui University, Korea

**Paper G39: The Effects of Business Startup Education of Restaurant Founder on Transfer Effect in Learning and Entrepreneurial Intentions**

Researcher: Gyu-Sam Hwang, ChungWoon University, Korea  
Hun-Jung Jung, ChungWoon University, Korea  
Choung-Seob Shin, Caroline University, CA, USA  
Discussant: Jae-Sung Lee, Dongui University, Korea

**Academic Paper Presentations**

**[Track 3]: Joint Symposium Session 3 [0158]**

**Session J3(1): 15:00 – 15:40 Wednesday, December 27**

**2017 KODISA – ICMA Symposium**

**Theme: Business and Economic Convergence(JEMM)**

**Organizer: International Convergence Management Association**

**Session Chair: Chang-Ryong Ko, Ph.D.**

(Hannam University, KOREA)

- 15:00-15:10** Registration
- 15:10-15:20** Chairman's greeting
- 15:20-15:40** Session Presentations

**Paper J10: A Study on Revitalization of Revenue through Difference of Consumer Perception of Characteristics; Mobile Social Commerce Perspective Approach**

Researcher: Beet-Na Choi, Jangan University, Korea  
Hoe-Chang Yang, Jangan University, Korea  
Discussant: Sang-Jin Bae, Korea Institute of Science and Technology Information, Korea

**Paper J11: Suggestion of Strategy Derivation Approach Using Perceptual Difference**

Researcher: Hoe-Chang Yang, Jangan University, Korea  
Woo-Ryeong Yang, Korea Polytechnic University, Korea  
Discussant: Sang-Jin Bae, Korea Institute of Science and Technology Information, Korea

**Paper J12: Effectiveness of SMEs Support by Retired Scientists and Engineers**

Researcher: Sang-Jin Bae, Korea Institute of Science and Technology Information, Korea  
Chang-Ryong Ko, Hannam University, Korea  
Discussant: Beet-Na Choi, Jangan University, Korea

## **Academic Paper Presentations**

### **[Track 3]: Joint Symposium Session 3 [0158]**

**Session J3(2): 15:40 – 16:00 Wednesday, December 27**

**2017 KODISA – ICMA Symposium**

**Theme: Welfare Convergence(KJWC)**

**Organizer: International Convergence Management Association**

**Session Chair : Myung-Hee Jung, Ph.D.**

**(Jungwon University, KOREA)**

**Paper J17: A Study on the Effect of College Students' Attitudes toward the Elderly on the Recognition of Successful Old Age**

Researcher: Min-Kyung Joo, Hoseo University, Korea

Discussant: Mi-Jeong Kim, Kyungsung University, Korea

**Paper J13: Change and Subject of Multi-cultural Policy in Korea**

Researcher: Bok-dong Jeong, Jungwon University, Korea

Discussant: Jae-Sung Park, Sahmyook University, Korea

**Paper J20: A Study on the Effects of Health Functional Food Consumption Recognition and Purchase Distribution Pattern of the Elderly**

Researcher: Myung-Hee Jung, Jungwon University, Korea

Heung-Duk Chang, Jungwon University, Korea

Chul-Kwi Kim, Jungwon University, Korea

Discussant: Jin-Hwan Kim, Korea Open University, Korea

## Academic Paper Presentations

### [Track 1]: Global Session 4 [Main Hall]

**Session G4: 16:00 – 17:00 Wednesday, December 27**

**Theme: Distribution Science**

**Session Chair : Jin-Hwan Kim**

(Korea National Open University, KOREA)

**Paper G27: The Mechanism of New Retail Format Creation in Japanese Eyeglasses Industry: the case of JINS Inc.**

Researcher: Myung-Rae Cho, Kagawa National University, Takamatsu, Japan  
Masao Mukoyama, University of Marketing and Distribution Sciences, Kobe, Japan

**Paper G28: The Global Innovation of Retail Format in Emerging Countries**

Researcher: Jung-Yim Baek, University of Marketing and Distribution Sciences, Kobe, Hyogo, Japan

**Paper G29: A Study on O2O Lotte based Omni Channel**

Researcher: Dongjin Shin, Paichai University, Korea  
Lohith Sekhar Potluri, Amrita University, India

**Paper G30: E-tailing: Korea and Japan for small merchants**

Researcher: Dong-Ho Kim, SUNY Empire State College, USA  
Myoung-Kil Youn, Eulji University, Korea

**Paper G31: Study on Mobile Terminal Distribution Act: Effects of Subsidy Regulations**

Researcher: Xue-Ting Yao, Shihan Bank, Shanghai China  
Juwon Kwak, Kyungpook National University, Daegu, Korea

**Paper G41: Influence of Social Value on Purchase of Luxury Brands Concerning Demographic Variables: Case of India**

Researcher: Srini R. Srinivasan, Ph.D., Associate Professor, JBIMS, University of Mumbai, India  
Sandeep Bhanot, Associate Professor, SIESCOMS, Mumbai, India  
Eun-Jin Hwang, Indiana University of Pennsylvania, Indiana, PA, USA



## Academic Paper Presentations

### [Track 2]: Global Session 5 [B Hall]

**Session G5: 16:00 – 17:00 Wednesday, December 27**

**Theme: Small business and distribution**

**Session Chair : Liu Lixia, Ph.D.**

(Shandong University of Political Science and Law, CHINA)

**Paper G18: The Improvement and Perfection of Civil Judicial Application System**

Researcher: Han Fei, Shandong University of Political Science and Law, Jinan, China

**Paper G19: Calculating the most efficient location of logistic distribution centers for one project in China**

Researcher: Jin Junna, Shandong University of Political Science and Law, Jinan, China

Zhang Baozhong, Shandong University of Political Science and Law, Jinan, China

**Paper G20: Evolutionary Process and Mechanism of Product Quality Control in Chinese Online Shopping Platform**

Researcher: Bo Li, Shandong University of Political Science and Law, Jinan, China

**Paper G21: Research on Development of Emerging Multinational Corporations in China**

Researcher: Li Yu, Chonbuk National University, Korea

li hao, Shandong Normal University, China

**Paper G22: Study on the Influence of Population Aging on the Economic Development of Shandong Province**

Researcher: Sunjian Quan, Shandong University of Political Science and Law, P.R. China

**Paper G23: Research on Financial Quality Evaluation of Listed Companies in Shandong Province Based on Factor Analysis**

Researcher: Wang Lin, Shandong University of Political Science and Law, P.R. China

## **Academic Paper Presentations**

### **[Track 3]: Global Session 6 [C Hall]**

**Session G6: 16:00 – 17:00 Wednesday, December 27**

**Session Chair : Young-Ei Kim, Ph.D.**

(Seoul Digital University, KOREA)

**Paper G24: Research on the direction of economic development in Shandong**

Researcher: Fengmei Yang, Shandong University of Political Science and Law, P.R. China

**Paper G25: Is "Globalization" the Main Cause of Wage Inequality?: Literature Review on wage inequality**

Researcher: Xiuling Yin, Shandong University of Political Science and Law, P.R. China

**Paper G26: A research on Mobile e-commerce service quality on Customer satisfaction and Repurchase intention influence**

Researcher: Fan Zhang, Shandong University of Political Science and Law, P.R. China

**Paper G35: Study on the Development of Sharing Economy in China under the Background of Mobile Internet**

Researcher: Hang Gao, Shandong University of Political Science and Law, P.R. China

**Paper G40: A study on Mobile service quality on Customer satisfaction and Repurchase intention : in China datas**

Researcher: Shuai Su, Shandong University of Political Science and Law, P.R. China Lixiai Liu, Shandong University of Political Science and Law, P.R. China

## **Day 1 Schedule: Wednesday, December 27, 2017**

**17:00 – 18:00 Wednesday, December 27**

### **Opening Ceremonies and Welcoming Addresses [Main Hall]**

Master of Ceremony: Young-Ei Kim, Ph.D.

(Seoul Digital University, KOREA)

**17:00-17:10** Registration

**17:10-17:20** Welcoming Address, President, Incheon National University, Korea

**17:20-17:30** Welcoming Address, President of the Shandong University of  
Political Science and Law, China

**17:30-17:40** Welcoming Address, Conference Chair, Boston University, USA

**17:40-17:50** Award Ceremonies for Korea Distribution Science Excellence Awards

**17:50-18:00** Photo Time

**18:30 – 21:00 Wednesday, December 27**

### **Congress Reception and Award Ceremony Dinner [Main Hall]**

Master of Ceremony: Jung Wan Lee, Ph.D.

(Boston University, USA)

**18:30-18:40** BEST PAPER AWARDS CEREMONY

**18:40-19:00** SERVICE COMMENDATION AWARDS CEREMONY

**19:00-21:00** RECEPTION AND DINNER

## **Day 2 Schedule: Thursday, December 28, 2017**

**10:00-12:00 Thursday, December 28, 2017 Research Networking and  
Post-Conference Meeting**

**Lunch Break**

**12:00 - 13:00**

**13:00 Thursday, December 28, 2017 Conference End**

