

25th International Conference on IT Applications and Management

THEME: TECHNOLOGY AND THE GLOBAL CO-CREATION OF THE FUTURE

On-line Conference February 8, 2022

By International ITAM Society, Korea Data Strategy Society

Conference Plenary Session (February 8, TUESDAY)

Zoom Access Code: <https://cau.zoom.us/j/85767277179>

Meeting ID: 857 6727 7179

Pass Code: Not Required

Time	Plenary Session Program
16:00 ~16:50 (East Asia time) 07:00 ~ 07:50 GMT	<p>Session Chair: Kyungjin Cha (Hanyang U., Korea)</p> <p>Opening Announcement - Jeonghoon Lee (Program Chair of Org. Committee, Hansung U., Korea)</p> <p>Inauguration Greeting - Jung Seung Lee (President of KDSS, Hoseo U., Korea)</p> <p>Welcome Greeting - Myeong Gil Choi (Host venue, Chung Ang U., Korea)</p> <p>Note on the society and conference web site - Sateesh Kumar Ojha (Web Publication Chair, Lincoln Univ. Nepal)</p> <p>Online on-the-spot greetings among conference delegates - Members of Advisory Board and Organizing Committee of the Conference Professors Namjae Cho(Hanyang U., Korea), Uthai Tanlamai(Chulalongkorn U., Thailand), Anne-Marie Lebrun(Bourgogne U., France), Sung Kim(Chung Ang U., Korea), Kanes Rajah(CEPD London, UK), Jaehoon Whang(Yonsei U., Korea), Santosh Rangnekar(IIT Roorkee, India), Gyung Min Kim(Ewha W. U., Korea), Chi Chien Wang(National Taipei U., Taiwan), Dai Wei Hui(Fudan U., China), Seokha Koh (Chungbuk Nat'l U., Korea), Yanki Hartijasti(U. Indonesia), Alfonso Vargas-Sánchez(Huelva U., Spain), Ali Ameen(Lincoln U., Malaysia), Oliver Yau(Hong Kong Met. U., China), Kijoo Kim (Konyang U., Korea), M. Mallikarjun(Nirma U., India), Ahmed Bounfour(U. Paris Sud, France), Mani P. Sam(Rajigiri U., India), Sang-Jun Kim(Kinki U., Japan), Iraj Mahdavi(Mazandaran U. of S&T, Iran), Bernard Lee(Chinese U. of Hong Kong, China), Sora Kang (Hoseo U., Korea), Masayuki Maruyama(Int'l U. of Kagoshima, Japan), Hanna Yakavenka (Coventry U. London, UK) and other conference participants.</p>
16:50 ~17:40 (East Asia time) 07:50 ~ 08:40 GMT	<p>Keynote Speech: Seyong Lee (v.p. Arthur D. Little, Korea, v.p. Kraft Korea) Theme: Digital Transformation in Asian Market</p> <p>Valedictory Remark - Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea)</p>

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Technical Sessions

(Access each session individually using separate access code.)

(Papers and presentations will be posted at <http://www.itamsociety.org/>)

18:00~20:00 (East Asia time), 09:00~ 11:00 GMT

Time	Track A	Track B	Track C
Session 1	<p>Session A1 Entrepreneurship and Industry Transformation Chair: Yanki Hartijasti (U. Indonesia, Indonesia)</p> <p>Zoom Access: https://cau.zoom.us/j/85767277179</p> <p>Meeting ID: 857 6727 7179 Pass Code: n/a</p>	<p>Session B1 Digital-based Innovation Chair: Pratima Pradhan (Tribhuvan U., Kathmandu Engineering College, Nepal)</p> <p>Zoom Access: https://zoom.us/j/93071063233?pwd=S3Z6aUhzbkpJN2gwUHc2WXZQNW9ZUT09</p> <p>Meeting ID: 930 7106 3233 Pass Code: ITAM-25</p>	<p>Session C1 Changes in the Working Environment Chair: Hee Sun Kim (Yonsei U., Korea)</p> <p>Zoom Access: https://us02web.zoom.us/j/85138416195?pwd=Vk83ZFdiSi8wTVRPTG9QSIVkcncBZQT09</p> <p>Meeting ID: 851 3841 6195 Pass Code: ITAM-25</p>
	<p>IT Spill-overs and Total Factor Productivity - Evidence from India M. Mallikarjun (Nirma U., India)</p> <p>How a start-up could successfully join established Fintech market: the case of Toss in Korea Bianca Fagaras, Namjae Cho (Hanyang U., Korea)</p> <p>Creation of Niche Market in e-Learning Industry: Case of Class101 in Korea Zukhra Kamalova, Namjae Cho (Hanyang U., Korea)</p> <p>A Systematic Literature Review on Design Thinking—A Comparison of Software Design and Product Design Sung Kim (Chungang U. Korea)</p> <p>Digitizing Social Security Allowance Schemes: A Future Perspectives in the Context of Nepal Jitendra Basnet (Lincoln U. Col., Nepal)</p> <p>Metaverse as the Future of Work: Are Asian Employees Ready? Yanki Hartijasti (U. Indonesia, Indonesia)</p>	<p>New perspectives of the role of connectivity and digital technologies in creating Cyber Communities Kanes Rajah (CEPD London, UK)</p> <p>The effect of website design on purchase intention with the mediation of perceived irritation and customer satisfaction in online shopping mall Yan Zhang, Seong Wook Chae (Hoseo U., Korea)</p> <p>A study on mobile wallets from the perspective of Interpersonal Behavior Theory with Gamification as moderating variable Shachi Desai, Jayesh Aagja (Nirma U., India)</p> <p>Effects of Information System Use on Supplier collaboration success in New Product Development Thiam Moustapha, Namjae Cho (Hanyang U., Korea)</p> <p>How organizations legitimize AI led organizational change? Gyeong-min Kim (Ewha Womans U. Korea) Heesun Kim (Hyundai Autoever, Korea)</p> <p>Importance of Government role for 5G in Nepal Pratima Pradhan (T.U., Kathmandu Engineering College, Nepal)</p>	<p>Attitude to Work from Home During the COVID-19 Pandemics: Work Life Balance, Work Productivity and Workloads Yolande Yunhsiou Yang, Chih-Chien Wang, Kuan-Chin Wu (National Taipei U., Taiwan)</p> <p>Gig work and humor in South Korean context HeeSun Kim (Yonsei U., Wonju, Korea)</p> <p>Managing Human Bias for AI Recruitment Process: Equivocality Management for Objective CV Assessment Changhyun Lee, Kyungjin Cha (Hanyang U., Korea)</p> <p>The effects of job-related social media usage on employment information quality and information acquisition Jing Zhang, Namjae Cho (Hanyang U., Korea)</p> <p>Personal interaction and future prospect: examining the mediating role of individual's teamwork preference Anjali Dutta, Santosh Rangnekar (IIT, Roorkee, India)</p> <p>ICT, Civil Registration and Branchless Banking: Sustaining the Social Cash Transfer Mahesh Maharjana (Tribhuvan U., Nepal)</p>

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Session 2	<p>Session A2: Work Practice Insight Chair: Pooja Garg (IIT, Roorkee, India)</p> <p>Zoom Access: https://us02web.zoom.us/j/6544757446?pwd=SDICZmVvTzEzTnJNSUdVUHlaSE9xQT09</p> <p>Meeting ID: 654 475 7446 Pass Code: ITAM-25</p>	<p>Session B2 Innovation in Practice Chair: Bernard Lee (Chinese U. of Hong Kong, Shenzhen)</p> <p>Zoom Access: https://us02web.zoom.us/j/6588009191?pwd=WkRtYlUwakZLa3BhUERYUeVhWmk2UT09</p> <p>Meeting ID: 658 800 9191 Pass Code: ITAM-25</p>	<p>Session C2: Social Transformation Chair: Mani P Sam (Rajigiri Business School, India)</p> <p>Zoom Access: https://us02web.zoom.us/j/6366021381?pwd=NGJzZW1OT2R1UkNlVGVMVoWVGJwdz09</p> <p>Meeting ID: 636 602 1381 Pass Code: ITAM-25</p>
	<p>Role of Mindfulness in the Prediction of Stress Resilience and Psychological Well-Being of Medical Practitioners Pooja Garg (IIT, Roorkee, India) Azizuddin Khan (IIT, Bombay, India)</p> <p>Effects of Workforce Diversity on Employees Performance of Commercial Bank Padam Dongol (Lincoln U. Col., Nepal)</p> <p>Does Adaptability prepare us for stressful events? The role of Age and Gender Aakash Khindri, Santosh Rangnekar (IIT, Roorkee, India)</p> <p>Humanity as Character Strength makes you gel with your organization: Mediating role of temperance Rahul Khurana, Santosh Rangnekar (IIT, Roorkee, India)</p> <p>Virtual Mode of Teaching-Learning and its Effectiveness During COVID- 19 Pandemic Kabita Bhandari, Sateesh Kumar Ojha (Lincoln U. Col., Nepal)</p>	<p>Impact of Participative Strategic Planning processes on Learning at Work: The Moderation Role of Participative Management Style Nilesh Kumar Tiwari, Santosh Rangnekar (IIT, Roorkee, India)</p> <p>Groundwater Aquifer Modeling of Kathmandu Valley Dinesh Adhikari Sateesh Ojha (Lincoln U. Col., Nepal)</p> <p>Intentional behavior and Readiness for Change: The Moderating Role of Learning through Experimentation Mohit Pahwa, Santosh Rangnekar (IIT, Roorkee, India)</p> <p>The Conceptualization of Marketing Practice: Theory and Scale Development Oliver H M Yau, Eric Cheng, Bernard Lee (Hong Kong Metropolitan U, U. of South Australia, Chinese U. of Hong Kong, Shenzhen)</p> <p>Use of Information and Communication Technology to Control Corruption in Nepal Ramesh Kumar (Lincoln U. Col., Nepal)</p>	<p>Looking through the Lens of Gender Difference: Self-esteem and Job Satisfaction of Indian BPO Employees Mani P Sam, Deepak Babu, Imran Ahmad Khan (Rajigiri Business School, India)</p> <p>Reconstruction and Rehabilitation efforts in individual housing through cash transfer program in Nepal Earthquake 2015 Bishnu Gotame, Sateesh Ojha (Lincoln U. Col., Nepal)</p> <p>Accountability on Guest Perceptions of Hotel Employee for Sustainable Tourism Shree Prasad Bhattarai, Sateesh Ojha (Lincoln U. Col., Nepal)</p> <p>Nepal Customs: Facilitating Trade through ICT Adoption Suman Dahal (Lincoln U. Col., Nepal)</p> <p>Users' Feeling to Internet Memes: Funny or Boring? Yolande Yunhsiou Yang, Chih-Chien Wang, Wan-Chun Cheng (National Taipei U. Taiwan)</p> <p>Industry 4.0, Circular Economy, and Tourism Alfonso Vargas-Sánchez (Huelva U. Spain)</p>

Operation and Technical Facilitation and Support:

- Staff Member at the e-Conference Center of Chung Ang University, Seoul, Korea
- Dr. Giseob Yu (Hanyang U., Korea)