

22nd International Conference on IT Applications and Management

CREATIVITY AND ENTREPRENEURSHIP IN THE AGE OF 4TH INDUSTRIAL REVOLUTION

JULY 3 ~ 5, 2019

Host and venue: Chung-Ang University, Seoul, Korea

Co-host: Korea Data Strategy Society, International ITAM Society

Supported by Korea Data Industry Promotion Agency, en-Core, MarkAny,

C-Math Omega Point, Korea Association of Entrepreneurship Education

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International ITAM Society



Korea Data Strategy Society



Chung-Ang University

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[PROGRAM]

Pre-Conference Congress (July 3, WEDNESDAY)

Time	Symposium “Future of Asia”
16:00~17:30	Venue: Faculty Center, Chung-Ang University Chair: Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea) Keynote Speech Speaker: John Choi (CEO, MarkAny Inc., Korea) Theme: Evolution of Blockchain Technology and Applications to Public Service.
18:00~19:30	Pre-conference Dinner and Campus Tour

Conference Plenary and Technical Sessions (July 4, THURSDAY)

Time	ITAM-22 Program
08:15~09:00	Registration
09:00 ~10:30	Plenary Inauguration Session
09:00 ~10:30	Opening Announcement - Myeong Gil Choi (Chair of Org. Committee, Chung Ang U., Korea) Welcoming Remarks - Jung Hee Lee (Dean, School of Entrepreneurship, Chung-Ang U., Korea) Greeting - Gyungmin Kim (Conference General Chair, President of KDSS, Ewha U., Korea) - Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea) Keynote Speech 1: Speaker: Parag Chandrakant Mankeekar (Founder and CEO, RealLives, India) Theme: Real Lives - Simulating Real World Data for Promoting Empathy & Social-Emotional Skills - key skills of 4th industrial revolution Keynote Speech 2: Speaker: Kanes Rajah (Founder, CEPD London, UK) Theme: Creativity and Entrepreneurship in the Digital Age

Time	Track A	Track B	Track C
11:00 ~12:40	<p>Session A1 Entrepreneurship And Family Business Chair: Sakuna Srianomai (King Mongkut's Inst. of Tech., Thailand)</p>	<p>Session B1 Social Innovation And Technology Chair: Min Sun Kim (Hyupsung U., Korea)</p>	<p>Session C1 Business Analytics And Intelligence Chair: Ali Abdulbaqi Ameen (Lincoln U. Col., Malaysia)</p>
	<p>Entrepreneurial factors affecting SMEs Performance in Processed Agriculture Industry 4.0: Conceptual framework Pornthep Navakitkanok, Supavadee Aramvith, Achara Chandrachai (Chulalongkorn U., Thailand)</p> <p>Integrating Intellectual Capital and Innovation Strategy: A Conceptual Framework Watcharaphong Leartsurawat, Rath Pichyangkura and Roongkiat Ratanabanchuen (Chulalongkorn U., Thailand)</p> <p>Decision Making Process of Thai Government Agent for Selection of Technological Startup Companies in Pitching of Concept Ideas Amnard Taweesangrungraj, Roongkiat Ratanabanchuen, Sukree Sinthupinyo (Chulalongkorn U., Thailand)</p> <p>AHP Analysis of Factors Related to the Succession of Family Business : From the View of Successor Yunseok Lee ,Giseob Yu, Namjae Cho (Hanyang U., Korea)</p> <p>Entrepreneurship in Creativity Education for Mathematics: Case of CMATH Seung Hee Lee (Omega Point Inc., Korea)</p> <p>Prospects and Challenges of Managing Travel and Tour Company in Nepal Narayan Prasad Aryal (Lincoln U. College, Malaysia) Ram Sapkota (Himalayan Social Journey, Nepal)</p>	<p>Vanet as a component of Intelligent Transportation System Shivangi Chaudhary & Santosh Rangnekar (IIT Roorkee, India)</p> <p>Innovative Product Development Process under Governmental Collaboration in Non-Food Herbal Product Industry: Conceptual Framework Prapaisri Maisont, Tratri Taiphapoon, Achara Chandrachai and Sukree Sinthupinyo (Chulalongkorn U., Thailand)</p> <p>A Study on the Sustained Use of Mobile Payment Services - Comparison of Alipay and Wechatpay in China Giseob Yu, Qiqi, Namjae Cho (Hanyang U., Korea)</p> <p>The Influence of Learning Styles on a Model of IoT-based Inclusive Education and Its Architecture Dulan Sayassatov, Namjae Cho, (Hanyang U., Korea)</p> <p>Delegation Process in Thai National Digital Identity Platform: A Conceptual Framework Pensri Arunwatanamongkol, Nattawut Nupairoj, Uthai Tanlamai (Chulalongkorn U., Thailand)</p> <p>IoT Application Architecture for Senior Service to fulfill Economic, Social, and Personal needs Sanghee Park, Namjae Cho, (Hanyang U., Korea)</p>	<p>Examining the Effects of Business Intelligence and Analytics Tools on Decision Quality and Efficiency: A Preliminary Empirical Study Thanachart Ritbumroong (National Institute of Development Administration, Thailand)</p> <p>Integrating AI with Black-Litterman Model for Robo-Advisor: An Enhancement Using Deep Learning-Based Views Min-Yuh Day (Tamkang U., Taiwan), Jheng-Gang Li (Yuanta Securities, Taiwan) Tun-Kung Cheng (Tamkang U, Taiwan)</p> <p>MultiEchelon MultiChannel with Cogent nodes (MEMCC) MAC protocol to Optimize the Performance of IoT implemented in Tourism Industry Vikas Raina¹, Jeetu Sharma², Karuna Jain³ & V. K. Jain^{4 (1,2,4)} Mody U. of Sci. & Tech., India., ³Sobhasaria Engineering College, India.)</p> <p>Reward-Based Crowdfunding Decision Model: Conceptual Framework Somboon Prasobpipoon, Roongkiat Ratanabanchuen, Achara Chandrachai, Sipat Triukose (Chulalongkorn U., Thailand)</p> <p>An Efficient CIT-Based Reversible Image Watermarking Method Chien-Chang Chen, Hui-Qin Liu (Tamkang U., Taiwan)</p> <p>The Value of Data Analysis in PhD Research in Management Sateesh Kumar Ojha (Tribhuvan University, Nepal)</p>

12:40~14:00	Lunch		
14:00 ~15:40	Session A2: Innovations in Organizations Chair: Santosh Rangnekar (IIT Roorkee, India)	Session B2 Technology Use in Service Industry Chair: Yunji Moon (Catholic U. of Pusan, Korea)	Session C2: Management In Practice Chair: Sateesh Kumar Ojha (Tribhuvan U., Nepal)
	<p>The Impact of the Employee's Performance on the Organizational Growth – an Empirical Study on Management Stance Jyoti Arya & Santosh Rangnekar (IIT Roorkee, India)</p> <p>Does Empowering Leadership Affect Organizational Innovation A PLS-SEM Approach Majed Alameri, Ali Ameen, Ahmed Al-Shibami (Lincoln U. College, Malaysia)</p> <p>Why IT purchasing managers behave defensively? : A Conceptual Model Nam Kyu Ahn, Sung Kun Kim (Chung-Ang U. Korea)</p> <p>Technology, connectivity, and psychological contract: Case of South Korean and New Zealand organizations HeeSun Kim (Yonsei U., Korea) Elena Obushenkova (U. of Auckland, New Zealand)</p> <p>Satisfaction Differences Between Relaxing and Exciting Flow States Shu-Chen Chang (Chinese Culture U., Taiwan)</p> <p>Supply Chain Management as a Key Factor for Gaining Competitive Advantage in Soap and Detergent Industries with Reference to Nepal Suman Bhattarai (Lincoln U. College, Malaysia) Sateesh Kumar Ojha (Tribhuvan U., Nepal)</p>	<p>Challenges and Opportunities in Adopting Telemedicine in Yemeni's Healthcare System Bassam A. Al-Jamrh, Azmawani Abd Rahman, Yuhani Abdul Aziz, Imm Ng Siew (U. Putra Malaysia, Malaysia)</p> <p>The Study on the Effect of Self-Service Technologies Service Quality, Novelty, and Social Presence on Repatronage Intention of Cashierless Store Jui-Chun Chai, Hui-Chen Chang (National Taipei U., Taiwan)</p> <p>Toward an Understanding of Mobile Banking Adoption Yunji Moon (Catholic U. of Pusan, Korea) Min Sun Kim (Hyupsung U., Korea)</p> <p>Need of Digitalization in the Banking Sector for its Growth and Sustainability Prashanta Babu Neupane (Tribhuvan U., Nepal)</p> <p>The Effect of e-Learning Actual Use on the Net Benefit among Public Universities Students in Nepal Pradeep Bastola, Ali Ameen, Osama Isaac (Lincoln U. College, Malaysia)</p> <p>E-Learning and its Impact on Employability Bachchu Ram Sapkota (Lincoln U. College, Malaysia)</p>	<p>Recruitment and Selection Practices: Case Study of Five Star Hotels in Nepal Sateesh Kumar Ojha (Tribhuvan U., Nepal), Roopesh Shrestha & Manoj Bhatta (Lincoln U. College, Malaysia)</p> <p>Tax Evasion and Its Effects on Taxation Revenue and Economic Growth in Nepal Sunil Man Shakya (Lincoln U. College, Malaysia)</p> <p>Alcohol Industry Establishment in Nepal Yeak Narayan Sharma (Saraswati Multiple Campus, Tribhuvan U., Nepal)</p> <p>Cause of Time and Cost Overruns in the Construction Project in Nepal Bishnu Prasad Khanal (Lincoln U. College, Malaysia)</p> <p>Motivational Measures Adopted in Nepalese Higher Education Sectors Especially in Privately Run Organization Narayan Prasad Aryal (Lincoln U. College, Malaysia) Sateesh Kumar Ojha (Tribhuvan U., Nepal)</p> <p>Leadership Practices in Nepalese Higher Education Sectors Especially in Privately Run Colleges of Nepal Ramhari Silwal (Lincoln U. College, Malaysia) Sateesh Kumar Ojha (Tribhuvan U., Nepal)</p> <p>Role of Ecotourism in Sustainable Development of Nepal Surya Bahadur Ghimire (Tribhuvan University, Nepal)</p>
15:40~16:00	Coffee Break		

16:00 ~17:40	Session A3 ICT Applications and Media Effects Chair: Chih-Chien Wang (National Taipei U., Taiwan)	Session B3 New Developments In Tourism Chair: Yanki Hartijasti (U. of Indonesia, Indonesia)	Session C3 Industry Transformation Chair: Jung Seung Lee (Hoseo U., Korea) (local language presentation)
	<p>The Role of Design thinking in Dashboard Design: A Preliminary Study Sakuna Srianomai (King Mongkut's Institute of Technology, Thailand) Phannaphatr Savetpanuvong (Digital Transformation Consulting Co., Thailand)</p> <p>Process innovation of social media communication plan: A case of Thai hotel SMEs Torboon Puangmaha, Tatri Taiphapoon, Pakpachong Vadhanaasindhu, Sukree Sinthupinyo (Chulalongkorn U., Thailand)</p> <p>Analyzing Online Fake Business News Communication and the Influence on Stock Price: A Real Case in Taiwan Chih-Chien Wang, Cheng-Yu Chiang (National Taipei U., Taiwan)</p> <p>A Conceptual Framework for Product Design and Development Support System (PDDSS) for Small and Medium Enterprises (SMEs) Preyaporn Teerapornlertratt, Pongpun Anuntavoranich, Santhaya Kittikowit (Chulalongkorn U., Thailand)</p> <p>Study on the effect of the emotional knowledge on the global IS project manager's agility Eun-Sook Kil, Gyeong-min Kim (Ewha Womans U., Korea)</p> <p>Information System for Better Practices and Efficient Use of Human Resource Binita Rijal (Lincoln U. College, Malaysia)</p>	<p>Research on Factors of Regional Identification - The Tanabe-Nishimuro Area of Wakayama Prefecture as an Example Masayuki Maruyama (International U. of Kagoshima, Japan)</p> <p>Does Language Barrier Hinder South Korea from Getting More Foreign Tourists? Yanki Hartijasti (U. of Indonesia, Indonesia) & Namjae Cho (Hanyang U., Korea)</p> <p>Basic Research for the Development of International Tourism in Japan Naohisa Kakutani (Meio U., Japan)</p> <p>Vulture Conservation and its Impact on Tourism in Nepal Neupane Chanda (Lincoln U. College, Malaysia)</p> <p>The Components of Knowledge Intensive Business Services (KIBS) model for Food Safety Management System (FSMS) in the hotel Pattanan Dansai, Mongkolchai Wiriyapinit, Pongpun Anuntavoranich, Suwimon Keeratipibul (Chulalongkorn U., Thailand)</p> <p>The Main Paths of e-Tourism: Trends of Managing Tourism Through Internet Dinesh Basnet (Lincoln U. College, Malaysia)</p>	<p>Performance Case of Entrepreneurship Education in Chungbuk National University Yookil Choi (Chungbuk Nat'l U. Korea)</p> <p>The factors affecting scale-up aspiration in start-ups accross National Economic Growth Stages Hyemi Oh (Sejong U., Korea) Jin Soo Kim (Chung-ang U., Korea) Chaewon Lee (Seoul Nat'l U. of Sci. & Tech., Korea)</p> <p>The Effects of Mobile Shopping Mall Attributes on Consumer Loyalty: Consumers' experience with O2O service as a moderating variable Hye Jin Kim, Jung Seung Lee (Hoseo U., Korea)</p> <p>A Study on the Effect of Individual Characteristics on the Entrepreneurship and Performance of the Self-employed. Hye-Jin Jeon (Rehoboth Business Incubator, Korea) Seung-Kwon An (True Education, Korea)</p> <p>A Study on the Influence of Corporate Characteristics of Technological Innovativeness-Type Small Businesses and Technological Innovation Orientation on Innovation Performance Young-Pyo Sue, Jong-Keon Lee (Chung-Ang U., Korea)</p> <p>Congruity effects of self-image on the social enterprise: Focusing on the comparison between SEN and non-club students Ilhan Lee, Jaewhan Park (Chung-Ang U. Korea)</p>

17:40 ~18:00	Valedictory Session
	1) Closing Address - Myeong Gil Choi (Chung Ang U., Korea) - Namjae Cho (Chairman of International ITAM Society) 2) Announcement of the Next Conference - Santosh Rangnekar (IIT Roorkey, India)
18:30~21:00	Banquet

Post-Congress Event (July 5, FRIDAY)

Time	Industrial Visit
09:00~16:00	Visit Samsung Electronics and Hyundai Automobile Using Chartered bus leaving from Park Hotel, Yeongdeongpo, Seoul and stop over at the front gate of Chung-Ang University.



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