

# 27<sup>th</sup> International Conference on IT Applications and Management

THEME: INTERNATIONAL COLLABORATION IN THE DATA-CENTERED WORLD

Hosted by Korea Data Strategy Society, Korea Chamber of Commerce

August 31, 2023~September 2, 2023

**Venue: Korea Chamber of Commerce, Seoul, Korea**

Sponsored by Ministry of Science, Technology and Information Communication,

Kore Data Agency, Tmax Software, en-Core Company, Exem Company

## [PROGRAM]

### Conference Inauguration Plenary Session (August 31, 2023, THURSDAY)

Time	ITAM-27 Conference and Data-Centered International Collaboration Forum Program
08:15~09:00	Registration
09:00~10:30	Plenary Inauguration Session
09:00~10:40	<p><b>Opening Announcement</b> - Jeong Hoon Lee (Chair of Org. Committee, Hansung U., Korea)</p> <p><b>Welcoming Remarks</b> - Hye Jung Yun. (President, Korea Data Agency)</p> <p><b>Greeting</b> - Jung Seung Lee (President of KDSS, Hoseo U., Korea) - Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea)</p> <p><b>Keynote Speech :</b></p> <p>Speaker1: Kyoung Jun Lee (Kyung Hee U., Korea) <b>Theme:</b> Distributed Data Use for Internationally Distributed Learning</p> <p>Speaker2: Yoshiki Matsui (The Open U. of Japan and Yokohama Nat'l U., Japan) <b>Theme:</b> Issues and Challenges in Data Collection and Use in International Context: cases and experiences</p> <p>Speaker3: Jung Hyun Lee (Korea Data Agency, Korea) <b>Theme:</b> Government Data Policy and K-Data Introduction</p>



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## Parallel Technical Sessions (August 31, 2023, THURSDAY)

Time	Track A	Track B	Track C
Session 1 11:00 ~12:40	<b>Session A1</b> <b>Data-centered International Collaboration Forum</b> Chair: Kyungjin Cha (Hanyang U., Korea)	<b>Session B1</b> <b>Utilization of Data and Technology for Industrial Application</b> Chair: Aranya Narklor (Dhurakij Pundit U., Thailand)	<b>Session C1</b> <b>Data, Technology and Sustainability</b> Chair: Pragya Singh (Indian Institute of Information Technology Allahabad, India)
	<b>A1.1 Key Success Factors of International academic and data Collaboration</b> Yanki Hartijasti (U. of Indonesia, Indonesia)  <b>A1.2 Strategic Data Collaboration: Cases in Thailand</b> Thanachart Ritbumroong (NIDA, Thailand)  <b>A1.3 International Marketing and Brand Development of Data and Digital Service Business</b> Jeong Hoon Lee (Hansung U., Korea), Sang Yeon Song (Dongduk Women's U., Korea)  <b>A1.4 Information Infrastructure and Generativity of Knowledge Creation: Unpacking the Process of Recontextualization</b> Akarapat Charoenpanich (NIDA, Thailand)  <b>A1.5 Platform user groups, organizational resources, and firm performance</b> Yi-Fen Huang (Da-Yeh U., Taiwan)	<b>B1.1 Factors Affecting the Acceptance of Cloud Software of Accounting Firm Partners</b> Anchalee Maneethapho, Aranya Narklor (Dhurakij Pundit U., Thailand)  <b>B1.2 Empirical exploration of ridesharing app enablers and inhibitors: Understanding the role of the two-factor theory</b> Jihwan, Yum (Hanyang Cyber U., Korea), Jungkun Park, Eunpyo Hong (Hanyang U., Korea)  <b>B1.3 Factors Affecting the Acceptance of Mobile Accounting Applications Through Cloud Computing Technology</b> Songkran Youngnoi, Aranya Narklor (Dhurakij Pundit U., Thailand)  <b>B1.4 Adoption of Smart Factory Solutions by SMEs Companies</b> Soo Mi Moon, Namjae Cho (Hanyang U., Korea)  <b>B1.5 Analyzing the Effects of Anthropomorphism in NPCs Applied by GPT Technology on User Satisfaction and Loyalty</b> Zhilan Cao, Namjae Cho, (Hanyang U., Korea) Giseob Yu (Kyungpook National U., Korea)	<b>C1.1 Electric Scooter Purchase Intentions: The Influence of Environmental Concern, Price Consciousness, and Social Norms</b> Yann-Jy Yang (National Central U., Taiwan) Chih-Chien Wang (Da-Yeh U., National Taipei U., Taiwan)  <b>C1.2 Price Prediction Models Development and Pattern Analysis for Korea Allowance Unit and Renewable Energy Certificate</b> Kim, Deok-Hyun, Jeong, Dae-Yul (Gyeongsang National U., Korea)  <b>C1.3 The Influence of Perceived Value and Perceived Risk on Green Purchase Decision: A Moderated Mediation Effect of Perceived Consumer Effectiveness, Environmental Knowledge and Green Trust</b> Ava Shrestha (Lincoln U. Col., Malaysia)  <b>C1.4 Treatment of Waste Water and Reclamation of Desert with Regular Application</b> Rajan Raj Pandey (Lincoln U. Col., Malaysia)  <b>C1.5 Measure for redefining traditional homestays making people able to sustain their lives in the technologically advanced era of Nepal</b> Sujana Lamichhane (Lincoln U. Col., Malaysia)
12:40~ 14:00	Lunch Break		
Session 2 14:00 ~15:40	<b>Session A2:</b> (Korean Language Session) <b>Data-centered International Collaboration Forum</b> Chair: Jeong Hoon Lee (Hansung U., Korea)	<b>Session B2</b> <b>Data and Technology: Assessment for Public Services</b> Chair: Tae Soo Moon (Dongguk U., Korea)	<b>Session C2:</b> <b>Innovation and Change Management in Practice</b> Chair: Sateesh Kumar Ojha (Lincoln U. Col., Malaysia)
	<b>A2.1 Current Status and Future Issues of Korean Data and IT Companies doing Business in Japanese Market</b> Sang Jun Kim (Kindai University, Japan)	<b>B2.1 Impact of Usefulness and Value of Facility AI Platform Service on Organization Performance based on IS Success Model</b> Byonkoo Lee (ING Gloval, Korea) Tae Soo Moon	<b>C2.1 Planfulness ability as a Mediator of the Relationship between Learning from Supervisor and Readiness for Change: Empirical Evidence from India</b> Mohit Pahwa (NMIMS U., India), Santosh

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	<p><b>A2.2 Data-Centered International Collaboration and Data Governance</b> Myeong Gil Choi (Chung Ang U., Korea)</p> <p><b>Industry Presentations and Panel Discussion on International Data Collaboration: Issues and Strategies for Data Collection and Utilization</b></p>	<p>(Dongguk U., Korea)</p> <p><b>B2.2 A Comparative Study of the Effects of Consumer Innovation, Self-esteem, and Cognitive Needs on Online Activity before and after COVID-19</b> Myung Gwan Lee, SangHyeok Park, SeungHee Oh (Gyeongsang National U., Korea)</p> <p><b>B2.3 How Transparency Impacts Trust in AI? Refining the Relationship Between Transparency and Trust in AI</b> Changhyun Lee, Kyungjin Cha (Hanyang U., Korea)</p> <p><b>B2.4 Cryptocurrencies a bear or bull: A critique of the CBDC (Central Bank Digital Currency)</b> Supriya Kumari, Pragya Singh (Indian Institute of Information Technology Allahabad, India)</p> <p><b>B2.5 Scope of e-learning in developing country as two-way resolution: Earning and Learning opportunities for enhancing occupations</b> Sateesh Kumar Ojha (Lincoln U. Col., Malaysia)</p>	<p>Rangnekar (Indian Institute of Technology, Roorkee, India)</p> <p><b>C2.2 Factors affecting the determination of the price of a stock and the current scenario of the stock price in Nepal</b> Hari Kumar Karki (Lincoln U. Col., Malaysia)</p> <p><b>C2.3 Perceived Congruent Factors Affecting the model developed by Laureates Dybvig and Diamond regarding financial and liquidity crises</b> Rajan Singh Bhandari (Lincoln U. Col., Malaysia)</p> <p><b>C2.4 Factor influencing employee turnover in Construction Industries Concerning Nepalese construction companies</b> Sudhakar Sharma (Purbanchal U., Nepal)</p> <p><b>C2.5 Influence of pharmaceutical marketing on the prescription pattern of physicians of Kathmandu valley</b> Malati Basnet, Sateesh Kumar Ojha (Lincoln U. Col., Malaysia)</p>
15:40~16:00	<b>Coffee Break</b>		
<p><b>Session 3</b></p> <p>16:00 ~17:20</p>	<p><b>Session A3: Data and Technology Abundant Society</b> Chair: Sakuna Srianomai (King Mongkut's Institute of Technology, Thailand)</p>	<p><b>Session B3 Digital Technology and Entrepreneurship</b> Chair: Satish Chandra Ojha (HBTU Kanpur, India)</p>	<p><b>Session C3: Innovation and Social Change</b> Chair: Santosh Rangnekar (IIT, Roorkee, India)</p>
	<p><b>A3.1 Bridging the Gap: A Comparative Study on Social Media Activities Among Avid and Casual Gamers</b> Buraj Patrakosol (Chulalongkorn U., Thailand)</p> <p><b>A3.2 Analyzing the Impact of Reviews on Product and Corporate Trust</b> Xiaochen Li, Namjae Cho (Hanyang U., Korea) Giseob Yu (Kyungpook National U., Korea)</p> <p><b>A3.3 An empirical study on effective use and design of business dashboards: The role of affordances and representation fidelity</b> Thanachart Ritbumroong (NIDA, Thailand) Sakuna Srianomai (King Mongkut's Inst. of Tech., Thailand)</p>	<p><b>B3.1 Customer Value Co-Creation: The Cases of Small Hotels in Eastern Thailand</b> Kornthong Tesprasit, Mongkolchai Wiriyapinit, Uthai Tanlamai, Krerk Piromsopa (Chulalongkorn U., Thailand)</p> <p><b>B3.2 Analysis of the Effect of FIBER Model Factors on Successor's Willingness to Succeed: Using Absorptive Capacity as Mediating Variable</b> Jeonghun Lim, Namjae Cho (Hanyang U., Korea) Giseob Yu (Kyungpook Nat'l U., Korea)</p> <p><b>B3.3 E-Tourism: A systematic review, bibliometric analysis, and future trends</b> Satish Chandra Ojha (HBTU Kanpur, India), Teena Bharti (IIM Bodh Gaya, India)</p> <p><b>B3.4 The strategic importance of supply chain management in Small and medium enterprises</b> Concerning</p>	<p><b>C3.1 Socio-economic analysis of marginalized groups in Nepal</b> Pushpa Raj Guragain, Dipendra Singh Sunar (Nepal Electricity Authority, Nepal)</p> <p><b>C3.2 Parental Participation in children's teaching-learning process of institutional schools in Kathmandu</b> Yasodham Tripathi (City Education Foundation, Kathmandu, Nepal) Sateesh Kumar Ojha (Lincoln U. Col., Malaysia)</p> <p><b>C3.3 Study on the owner-driven approach for the reconstruction of damaged houses, a case study of Nepal earthquake response 2015</b> Bishnu Gautam (Lincoln U. Col., Malaysia)</p> <p><b>C3.4 Performance of Orphanage Operating in Nepal: An Evaluative Study</b> Janak Kumar Poudel (Lincoln U. Col., Malaysia)</p>

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	<b>A3.4 The role of information and technology on the adding values to city</b> Milan Pant (Lincoln U. Col., Malaysia)	Nepal Suman Bhattarai (Lincoln U. Col., Malaysia)	
17:20~ 17:50	<b>Valedictory Session</b> <b>Valedictory Remark:</b> Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea) <b>Formal Announcement of invitation to ITAM-28</b>		
18:00~	<b>Data Safety Zone of Korea Data Agency visit</b>		

## Post-Congress Industrials Visit and Cultural Activities (September 1 & 2)

Time	Events
<b>September 1, , FRIDAY 09:00~18:00</b>	09:00~10:00 Move by Chartered bus from Korea Chamber of Commerce to Exem <b>10:00~14:00 Company Visit 1: Exem</b> 14:00~16:00 Move by Chartered bus from Exem to Tmax <b>16:00~17:00 Company Visit 2: Tmax Software</b> 17:00~18:00 Move back to Korea Chamber of Commerce *Lunch and Dinner will be provided. The bus contains Max 45 persons and moves punctual.
<b>September 2, SATURDAY 07:00~20:00</b>	<b>07:00~16:00 Optional Cultural Tour to DMZ of Korea (extra payment required)</b> (The visit will include military facilities, UN area, and sensitive area visits. Pre-reporting of passport number and personal information is required. All visitors need to hold passport. Lunch included) Can accept 40 persons only, first come first serve basis. NOTE: The tour bus leaves in front of the Korea Chamber of Commerce 07:00 flat.  <b>16:00~20:00 Future of Asia meeting and Farewell Dinner</b>



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