

2024 Spring International Conference of the Korea Corporation Management Association

AI and Management Process Innovation
: Exploring the Role of Academia

D a t e | June 8, 2024 (Saturday) 12:00 ~ 18:00

L o c a t i o n | Kyonggi University Suwon Campus,
Central Seminar Room and Yeji Hall (Building 4)

H o s t e d b y | Korea Corporation Management Association,
Korea Research Institute for Vocational Education and Training,
Kyonggi University Software-Centered University Business Group

S p o n s o r e d b y | Samkoo INC.

Korea Corporation Management Association

2024 Spring International Academic Conference

- Date: June 8, 2024 (Saturday) 12:00 PM ~ 6:00 PM
- Location: Kyonggi University Suwon Campus, Central Seminar Room and Yeji Hall (Building 4)

Dear members of the Korea Corporation Management Association!

AI is now considered an essential tool for corporate management, and many managers are focused on promoting it as a top priority for business growth. In the near future, strategic planning and sustainable growth of companies will be achieved through the use of AI-based systems for management process innovation and decision-making.

This Spring International Academic Conference will provide a platform to discuss various perspectives on the AI and management process innovations our society requires, involving academia, industry, and government. It will also be an opportunity to explore the roles the Korea Industrial Management Association can play for the future. We look forward to your interest and participation.

Sincerely,
Korea Corporation Management Association Academic Committee

Academic Committee Chair: Taehyung Kim
President: Seongmin Ryu

Time	Program						Location
12:00~13:00	Board of Directors Meeting						Deokmoon Hall (Building 5) Room 5001
13:00~13:50	Opening Ceremony - Opening Speech by the Chairman - Welcome Speech by the President of Kyonggi University - Congratulatory Address - Corporate Management Awards (Professional Manager Awards) Presentation: Private Sector, Public Sector						Central Seminar Room
13:50~14:00	Break and Preparation						
14:00~15:30	Plenary Session: AI and Management Process Innovation - Exploring the Role of Academia - Opening Remarks: Seongmin Ryu (Kyonggi University, President of Korea Corporation Management Association) - Speaker: Sanghyeak Yoon (Professor, Korea University of Technology and Education) - Panel Discussion: Sohyun Lee (Kyonggi University), Jiyoung Yang (Korea Employment Information Service), Janghyun Kim (Sungkyunkwan University), Sunghoon Kim (University of Sydney) - Moderator: Taehyung Kim (Professor, Korea University of Technology and Education, Academic Committee Chair, Korea Corporation Management Association)						
15:30~15:40	Break and Movement						
15:40~17:30	Academic Paper Presentations and Discussions						Yeji Hall (Building 4) Rooms 4205 to 4211
	Session 1 Technology in HR/OB	Session 2 Traditional HR/OB	Session 3 International Business	Session 4 New Trend: Technology Management & ESG	Session 5 Corporate Strategy & CEO's Role	Session 6 Operations & Competitiveness	
17:30~17:40	Break and Movement						
17:40~18:20	Awards Ceremony and Closing - Best Baekso Academic Award (Sponsored by Samkoo INC, presented by CEO Jakwan Koo) - Northeast Asia Academic Award (Northeast Asia Economic Cooperation Committee, NECC) - Business Management Academic Award - Research Ethics Education - Closing						Central Seminar Room
18:30~	Dinner						

Session 1: Technology in HR/OB

- Session chair : Dongyeol Yoon (Konkuk University)
- Location : Yeji Hall, 2th Floor, Room 4205

Presenter (Affiliation)	Title	Discussant (Affiliation)
Minseok Kim Taehyung Kim (Korea U Technology and Education) Inseong Jeong (U of Melbourne)	From autonomy to creativity in hybrid work: Engagement as the bridge, communication and ICT support as catalysts	Andrea Kim (Sungkyunkwan U)
Violetta Khoreva (Hanken School of Economics) Vlad Vaiman (California Lutheran U) Sunghoon Kim (U of Sydney)	Employee experience of technology agency: The case of algorithmic talent management decision-making system	Taeyoun Park (Sungkyunkwan U)
Bokyung Kang Sanghyuk Lim (Dankook U)	The mediating and moderating effects of creative self-efficacy and emotional intelligence in the relationship between digital creativity and smart work	Eunmi Jang (Honam U)
Hunwhhee Lee (OSU) Yonghwan Lee (McGill U)	Rethinking employee age in technology adoption: A goal orientation perspective	Sunghoon Kim (U of Sydney)
Seungseok Kim (Hyundai Steel) Dongyeol Yoon (Konkuk U)	The influence of empowering leadership on employee adaptive performance in a hybrid work	Heesun Chae (Pukyong National U)
Sukyong Cho Pyongsoo Lee (Kyonggi U)	The impact of institutional pressure on ECO innovation and firm performance	Dongman Na (Korea Research Institute for Vocational Education & Training)

Session 2: Traditional HR/OB

- Session chair : Woojae Choi (Cheongju University)
- Location : Yeji Hall, 2th Floor, Room 4207

Presenter (Affiliation)	Title	Discussant (Affiliation)
Choonkwang Kim (Baekseok U) Jin Xiu (Gachon U)	The impact of work incivility on job engagement in SMEs: Investigating the mediating and moderating effects of knowledge hiding	Yeonjoo Chae (Jeonbuk National U)
Minjun Yoo Seokhwa Yun (Seoul National U)	Negative, Positive, or Both? The two faces of supervisor voice rejection on employee voice and the role of explanations	Seungyeon Rhee (Hongik U)
Yuha Yang (Sunmoon U)	The role of employee participation and labor unions in preventing industrial accidents: A case study of H automobile	Yiyoung Jeon (Korea Employment and Labor Educational Institute)
Goohyun Jeong (Cheongju U) Gyehoon Hong (Inha U)	The effects of safety leadership of TMT on the organization's safety management system and safety performance and members' safety self-efficacy and safety behavior: Through the multi level analysis	Choonkwang Kim (Baekseok U)
MinKyu Joo (U of Sydney) Dejun Tony Kong (U of Colorado- Boulder) Leanne Atwater (U of Houston)	Gendered implications of organizational gender diversity for voluntary turnover: Human resource practices as strategic levers	Kiwook Kwon (Konkuk U)
Seongmin Ryu Minji Kim (Kyonggi U)	The effect of workplace incivility affecting on the cabin crew's role behavior: Focusing on the mediating effects of organizational cynicism and moderating effects of perceived support for career development	Sohyung Kim (JEI U)

Session 3: International Business

- Session chair : Jae-Eun Lee (Sunchon National University)
- Location : Yeji Hall, 2th Floor, Room 4208

Presenter (Affiliation)	Title	Discussant (Affiliation)
Jihoon Kang (Chungnam National U) Jong Min Lee (Yonsei U)	Stay or leave? How performance threats influence Korean auto parts suppliers' dependence on automakers	Juil Lee (Chungnam National U)
Yi Yang (Yonsei U)	Can psychological empowerment improve affective commitment: A Cross-level contingency	Youngsoo Yang (Hanshin U)
Xu Yue Hyundo Choi (Dongguk U)	A study on the impact of digital transformation on corporate internationalization operations	Wonyong Choi (Sangmyung U)
Nang Zin Mar Win Khushiddinava Mukhlisakhon (Sunchon National U) Garog Han (Andong National U) Jae-EunLee (Sunchon National U)	The effect of foreign corporate image and media contents perceived by myanmar consumers on purchase intention of foreign products: Focus on Korea, Japan and China	Jong Min Lee (Yonsei U)
Jinyoung Choi (Mirae Asset Global Investments) JaeSeung Baek (Hankuk U of Foreign Studies)	The co-movement of bond rates and spreads: Cross-country comparison study before and after the pandemic	Taejoong Kim (Chungnam National U)
Zheng Liu Taejoong Kim (Chungnam National U)	The impact of political connections to geographical diversification in emerging economics: Evidence from chinese firms	Ilsook Kwon (Hannam U)
Minkyoo Kim (Korea Research Institute for Vocational Education & Training)	Study on re-employment of young overseas workers at domestic companies	Jiyoun Yang (Korea Employment Information Service)

Session 4: New Trend - Technology & ESG

- Session chair : Taehyung Kim (Korea University of Technology Education)
- Location : Yeji Hall, 2th Floor, Room 4209

Presenter (Affiliation)	Title	Discussant (Affiliation)
Minjae Lee (Mokwon U)	The interplay of environmental dynamism, digitalization capability, green entrepreneurial orientation, and sustainable performance	Garog Han (Andong National U)
Sangyun Han (Kongju National U)	The performance feedback, change of technological innovation strategy, and performance	Heejin Mun (ETRI)
Haoran Sun Hyundo Choi (Dongguk U)	The impact of corporate technological innovation utilizing Artificial Intelligence	Jungmin Park (U of Ulsan)
Younyup Kong ByungJin Park Jaeho Hwng (Hanyang U)	The core of ESG, compliance strategy	Minkyung Kim (Hankuk U of Foreign Studies)
Gapyeon Jeong (Andong National U)	The impact of EGS management of public institutions on social entrepreneurship and organizational citizenship behavior	Eunsoo Lee (Good Recruit ment Institute, Spring of Educa tion)
Tang Ting Seoin Baek (Hanyang U)	Unpacking the competitiveness of SHEIN: Holistic AI based optimization strategy for entire value chain	Jisung Park (Chungnam National U)

Session 5: Corporate Strategy & CEO's Role

- Session chair : Sangjoon Kim (Ehwa Women's University)
- Location : Yeji Hall, 2th Floor, Room 4210

Presenter (Affiliation)	Title	Discussant (Affiliation)
Wonjun Jung (Soongsil U) Jaegu Lim (Lingnan U)	The effects of female CEO arrival on top management team turnover	Yoonhyung Cho (Chosun U)
Bumjoon Yoo YoungJun Kim (Korea U)	An empirical study of the determinants of SMEs survival	Yongsik Hwang (Sejong U)
Heejung Lee (Kyonggi U)	The impact of narcissism on intention to purchase green products: The dual mediating effect of materialism and green conspicuousness	Cheonglim Lee (Kyonggi U)
Junggeun Kim Taewoo Roh (Hanyang U)	Green potential and realized absorptive capacity, and sustainability: The mediation of open ambidextrous innovation	Jihyun Kim (Yonsei U)
Sangyeol Shin Jaeseung Baek (Hankuk U of Foreign Studies) Dongjin Jeong (Kyungpook National U)	Impact of a company's internal control and governance on research and development patents	Jaeun Shin (Korea U of Technology and Education)
Gun Lee (Changwon National U) Jaeun Shin (Korea U of Technology & Education)	Do co-CEOs deliver smoother earnings? Analyzing co-CEOs' earnings-smoothing behavior	Jiyoung Kwak (Semyung U)

Session 6: Operations & Competitiveness

- Session chair : Junhwan In (Chung-Ang University)
- Location : Yeji Hall, 2th Floor, Room 4211

Presenter (Affiliation)	Title	Discussant (Affiliation)
Sangwon Eum Hosun Rhim Jeunghyun Kim (Korea U)	A conjoint analysis model with attribute groups : Focused on music streaming services	Jonghoon Kim (Evaluation Institute of Regional Public Corporation)
Jeongwoo Park Hosun Rhim Yeji Kim (Korea U)	Understanding concepts of proactive quality managements and cases	Soojung Oh (Inha U)
Jongwoun Youn (Korea U)	A strategic development model to improve the competitiveness of university	Minho Lee (Namseoul U)
Hyundo Choi (Dongguk U)	Supply base concentration and organizational structures: Evidence from the K-Pop industry	Pyoungsoo Lee (Kyonggi U)
Kyungho Roh (Daelim U College)	A research on development of AI-based service communication model	Cheongyeoul Kim (Tongmyong U)
Dongyoung Kim (Sungkyul U)	The effect of added value information and ESG evaluation information on foreign ownership	Jinhyang Jung (Yeosu Institute of Technology)