



ICEEC 2022

23rd International Conference on Electronic Commerce



한국지능정보시스템학회
Korea Intelligent Information Systems Society

icec2022.net

June 22-24, 2022

Hotel Inter-Burgo Daegu, South Korea
On-off line, Hybrid Conference



ICEC 2022 The 23rd International Conference on Electronic Commerce

Welcome to ICEC 2022 in Daegu!

ICEC 2022 will be held in Daegu, Korea. ICEC(International Conference on Electronic Commerce) is an academic conference that deals with issues related to information technology and management in e-commerce. Since 1998, it has been held annually in countries around the world, including Korea, Austria, Hong Kong, the United States, Netherlands, Singapore, United Kingdom and China.

Daegu is the fourth largest city in South Korea, located inland in the southeastern part of the Korean Peninsula. Traditionally Daegu has been a center of education in Korea. It is no exaggeration to say that the miracle of Korea is based on Daegu. Today Daegu, in addition to the center of education, is a colorful city. It is a city of high technology and new business, while it is a passion of music and art with delicious food and beautiful night view.

ICEC 2022 will add a new color to the set of colors in Daegu, The theme of ICEC is “New Insights into Digital Intelligent Ecosystems for the Next Normal”. Recently, the digital ecosystem related to e-commerce is undergoing very meaningful changes due to the corona pandemic. These changes will continue in the post-pandemic world, forming norms different from before and presenting new challenges for us.

ICEC 2022 will provide a platform for discussing and discovering new insights to respond to these changes.

We look forward to seeing you at ICEC 2022 in Daegu.

Woong-Kyu Lee
Daegu University, Korea

Gyoo Gun Lim
Hanyang University, ICEC, KIISS

Qi Li
Xi'an Jiaotong University, China

Overview

Date June 22 – 24, 2022

Venue Hotel Inter-Burgo Daegu, South Korea (Hybrid Conference)

Hosted by



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한국지능정보시스템학회 2022년 춘계학술대회

한국지능정보시스템학회 회원 여러분께:

안녕하십니까?

코로나 팬더믹은 거의 모든 국가의 사회, 경제생활을 극적으로 변화시키고 있습니다. 국경을 넘는 전자상거래가 활성화 되고 글로벌 공급망에 영향을 미쳐 전례없는 국제 비즈니스에 도전을 촉발하고 있습니다. 팬더믹의 불확실성과 방역정책으로 내수시장도 소비자들의 행태가 달라졌습니다. 야외활동 대신 온라인쇼핑을 선호하여 전자상거래가 급속하게 성장하였으며, 기업은 오프라인에서 온라인 채널로 신속하게 비즈니스모델을 디지털전환하고 있습니다. 또한, 비대면 시대 소셜네트워크와 라이브 스트리밍이 더욱 대중화되고 있으며 플랫폼 경제와 금융기술 혁신이 변화의 촉매제가 되고 있습니다.

이러한 변화 속에서 4차산업혁명 기술 중 핵심인 인공지능(AI)의 활용에 대한 기대가 커지고 있습니다. 특히, 팬더믹 기간 동안 전자상거래 및 그밖의 디지털 경제에서 AI 기술 활용 혁신에 대한 깊은 이해와 연구가 필요한 시점입니다. AI 기술이 전자상거래로 대표되는 디지털 경제에 어떠한 이점이 있는지, 그리고 전통산업에서 기업의 디지털 혁신을 촉진하는 방법 등에 대한 심도있는 논의가 이루어져야 합니다. 한편, 미래 지능화된 생태계를 구축하는데 필요한 개인정보 보호문제, 정부의 역할, 고객의 의도와 행동에 대한 지식을 확장해야 합니다.

금번 춘계학술대회에서는 AI기반 기술혁신의 영향을 받는 전자상거래에 초점을 맞춰 “뉴노멀을 위한 디지털 지능화 생태계에 대한 새로운 인식”이라는 주제로 다양하고 독창적인 연구결과를 공유하고자 합니다. 팬더믹 상황에서 전자상거래에 AI 지원기술 혁신의 기회와 도전에 대한 흥미로운 다양한 연구와 사례의 발표를 환영합니다. 투고된 학술논문들 중 선발된 우수논문들은 시상 및 한국연구재단 등재지인 지능정보연구 최신훈에 게재 추천될 예정입니다.

특히 이번 춘계학술대회는 국제학술대회인 ICEC 2022(<http://www.icec2022.net/>)와 공동학술대회 형태로 개최됩니다. 많은 연구자분들의 참여를 통한 폭넓은 정보와 학술 교류의 장이 될 수 있도록 회원 여러분의 적극적인 논문 투고와 참여를 부탁드립니다.

감사합니다.

한국지능정보시스템학회 회장

2022 춘계조직위원장

2022 춘계학술위원장

2022 춘계공동운영위원장

임규건 (한양대)

강주영 (아주대), 이웅규 (대구대)

차경진 (한양대), 이영찬 (동국대)

박승범 (호서대), 박상철 (대구대)

In English
In Korean
A Track
Special Session
ICEC-Paper Session
KIISS-Paper Seesion

Day 1: ICEC 2022 & KIISS –Wed 22nd June

Day 1: ICEC 2022 & KIISS –Wed 22nd June					
08:00–09:00	KIISS Committee meeting				
Track	A Track	B Track	C Track	D Track	E Track
Room	Room 9	Room 5&6	Room 3&4	Room 2	Room 1
9:00~10:50	Tutorial A1	Special Session B1	ICEC–Paper Session C1	KIISS–Paper Session D1	KIISS–Paper Session E1
	Chair: Kyoung Jun Lee (Kyung Hee University)	Chair: Sung Bum Park (Hoseo University)	Chair: Ning Yi Yang (National Taiwan University)	Chair: Tae Ho Hong (Pusan National University)	Chair : Hyun Chul Ahn (Kookmin University)
	Tutorial (AI,DX,R&D)	Intelligence Award I	Social Media	Cryptocurrency & Fintech 1	AI & Deep–Learning 1
10:50~11:10	Coffee Break				
11:10~12:30	Opening Ceremony and Keynote Speech				
	Happy Hall Banquet (Main building 1F)				
	Keynote Speech : Prof. Jae Kyu Lee, Xi'an Jiaotong University and KAIST (Can the Bright Origin–based eCommerce be Possible?)				
	Opening Remark : Woong Kyu Lee, Conference Chair				
	WelcomeAddress 1 : Gyoo Gun Lim, ConferenceChair, President, KIISS, ICEC WelcomeAddress 2 : Qi Li, ConferenceChair, Xi'an Jiaotong University, China Congratulatory Remark 1 : Dong Min Moon, Deputy Minster for Trade & Investment, Minstry of Trade, Industry and Engergy Congratulatory Remark 2 : Yo Sik Kang, President of Seoul Digital Foundation Congratulatory Remark 3 : Jung Sook Park, WeGo Secretary General Award Session : Best Paper Award, Intelligence Award Announcement ICEC 2023 : Shan Liu, Vice–Dean, School of Management, Xi'an Jiaotong University				
12:30~13:30	Welcome Lunch				
13:30~15:50	Tutorial A2	Special Session B2	ICEC–Paper Session C2	Special Session D2–1	KIISS–Paper Session E2
	Chair: Kyung Jin Cha (Hanyang University)	Chair: Young Hyun Kim (Seoul Digital Foundation)	Chair: Jong Ki Kim (Pusan National University)	Chair: Jung Sook Park (WeGo)	Chair: Hyuk Jin Kwon (Seoul Tech)
	Tutorial (Amazon, Gartner)	Seoul Digital Foundation	E–Commerce Strategy	Welcome to World Smart Sustainable Cities Organization (WeGo)	AI & Deep–Learning 2
				KIISS–Paper Session D2–2	
			Chair: Soon Young Oh (KB Bank)		
			Cryptocurrency & Fintech 2		
15:50~16:00	Coffee Break				
16:00~17:50	Academic Forum A3	Special Session B3	ICEC–Paper Session C3	KIISS–Paper Session D3	KIISS–Paper Session E3
	Chair: Dae Gon Cho (KAIST)	Chair: Sung Bum Park (Hoseo University)	Chair: Liquo Lou (Ningbo University of Technology)	Chair: Seung Ik Beak (Hanyang University)	Chair: Nam Gyu Kim (Kookmin University)
	Bright Internet and Emerging Technologies	Intelligence Award II	Recommender System	Natural Language Processing: NLP	Recommender System & AI
18:00–20:00	Banquet Dinner				

Day2: ICEC 2022 & KIISS – Thu 23rd June

08:00–09:00	ICEC Committee meeting				
Track	A Track	B Track	C Track	D Track	E Track
Room	Room 9	Room 5&6	Room 3&4	Room 2	Room 1
9:20~10:50	Tutorial A1	Special Session B1	KIISS-Paper Session C1	ICEC-Paper Session D1	ICEC-Paper Session E1
	Chair: Sung Byung Yang (Kyung Hee University)	Chair: Shin Ae Shin (NIA)	Chair: In Ho Choi (Sundo Software)	Chair: Yoon Hyuk Jung (Korea University)	Chair: Shan Liu (Xi'an Jiaotong University)
	Tutorial (Africa Startup)	NIA Open Data	Intelligence Service	Machine Learning & Text Mining I	Economic Analysis of IT
10:50~11:00	Coffee Break				
11:00~12:50	Startup Session A2	Special Session B2	KIISS-Paper Session C2	ICEC-Paper Session D2	ICEC-Paper Session E2
	Chair: Han Su Lee (LITALCO)	Chair: Jae Won Choi (Soon Chun Hyang University)	Chair: Sung Byung Yang (Kyung Hee University)	Chair: Jong Bae Kim (Sejong Cyber University)	Chair: Hye Jung Lee (Tokyo University of Science)
	Korean Startups, Leading AI and E-Commerce	Graduate Student Research Colloquium for Publication in High-ranking Journals	Intelligent Devices and Services	Machine Learning & Text Mining II	COVID-19 & IT Applications
12:50~14:00	Lunch				
14:00~15:50	Junior Faculty/Researcher A3	Special Session B3	KIISS-Paper Session C3	ICEC-Paper Session D3	ICEC-Paper Session E3
	Chair: Joon Koh (Chonnam National University)	Chair: Oh Byung Kwon (Kyung Hee University)	Chair: Choong Kwon Lee (Keimyung University)	Chair: Kyoung Jun Lee (Kyung Hee University)	Chair: Jian Mou (Pusan National University)
	Junior Faculty/Researcher Seminar	Virtual Humans	Big Data Platform	AI Applications	Service Design & Business Model
15:50~16:00	Coffee Break				
16:00~17:50	MFDS Session: A4	Special Session B4	ICEC-Paper Session C4	ICEC-Paper Session D4	ICEC-Paper Session E4
	Chair: Yong Uk Song (Yonsei University MIRAE Campus)	Chair: Hyun Sil Moon (Kookmin University)	Chair: Young Chan Lee (Dongguk University)	Chair: Sang Mi Chai (Ewha Womans University)	Chair: Sang Kon Lee (KOREATECH)
	Imported Food Safety Prediction	KMU-KIISS AI Professional Certificate Program	Live Commerce	Fintech & Blockchain & Cryptocurrency	IT/IS General

Day3: ICEC 2022 –Fri 24th June

09:30–15:30	Industry-Academic Networking in Daegu
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Opening Ceremony, Happy Hall Banquet (Main building 1F)

Wednesday, June 22

MC : Announcer Seo Young Lee, Dong Yang University

Keynote Speech : Can the Bright Origin-based eCommerce be Possible?

Prof. Jae Kyu Lee, Xi'an Jiaotong University and KAIST, Founder of ICEC

Opening Remark

Woong Kyu Lee, Conference Chair, Daegu University

Welcome Address 1

Gyoo Gun Lim, Conference Chair, President of KIISS, ICEC, Hanyang Univeristy

Welcome Address 2

Qi Li, Conference Chair, Xi'an Jiaotong University, China

Congratulatory Remark 1

Dong Min Moon, Deputy Minster for Trade & Investment, Minstry of Trade, Industry and Engergy

Congratulatory Remark 2

Yo-sik Kang, President of Seoul Digital Foundation

Congratulatory Remark 3

Jung Sook Park, WeGo Secretary General

Award Session

Best Paper Award

Intelligence Award

- 1) Intelligence Service Award : ANANTI, LG CNS, Seoul Digital Foundation
- 2) Intelligence Product Award : Simplatform, CAREMIND
- 3) Intelligence Business Award : KEB Hana Bank, SUNDOSOFT
- 4) Intelligence Start-up Award : Colosseum Corporation, XINAPSE, Seoul Ventures

Announcement ICEC 2023

Shan Liu, Vice-Dean, School of Management, Xi'an Jiaotong University

A Track, Room 9

Wednesday, June 22

9:00~10:50

Tutorial A1 : AI, DX, R&D

Chair : Kyoung Jun Lee, Professor, Kyung Hee University

13:30~15:50

Tutorial A2 : Amazon, Gartner

Chair: Kyung Jin Cha, Professor, Hanyang University

16:00~17:50

Academic Forum A3 : Bright Internet and Emerging Technologies

Chair : Dae Gon Cho, Professor, KAIST

Thursday, June 23

9:20~10:50

Tutorial A1 : Africa Startup

Chair : Sung Byung Yang, Professor, Kyung Hee University

11:00~12:50

Startup Session A2 : Korean Startups, Leading AI and E-Commerce

Chair : Han Su Lee, CEO, LITALCO

14:00~15:50

Junior Faculty/Researcher A3 : Junior Faculty/Researcher Seminar

Chair : Joon Koh, Professor, Chonnam National University

16:00~17:50

MFDS Session A4 : Imported Food Safety Prediction

Chair : Yong Uk Song, Professor, Yonsei University MIRAE Campus

B Track, Room 5 & 6

Wednesday, June 22

9:00~10:50

Special Session B1 : Intelligence Award I

Chair: Sung Bum Park, Professor, Hoseo University

13:30~15:50

Special Session B2 : Seoul Digital Foundation

Chair: Young Hyun Kim, Seoul Digital Foundation

16:00~17:50

Special Session B3 : Intelligence Award II

Chair: Sung Bum Park, Professor, Hoseo University

Thursday, June 23

9:20~10:50

Special Session B1 : NIA Open Data

Chair: Shin Ae Shin, NIA

11:00~12:50

Special Session B2 : Graduate Student Research Colloquium for Publication in High-ranking Journals

Chair : Jae Won Choi, Professor, Soon Chun Hyang University

14:00~15:50

Special Session B3 : Virtual Humans

Chair : Oh Byung Kwon, Professor, Kyung Hee University

16:00~17:50

Special Session B4 : KMU-KIISS AI Professional Certificate Program

Chair : Hyun Sil Moon, Professor, Kookmin University

C Track, Room 3 & 4

Wednesday, June 22

9:00~10:50

ICEC-Paper Session C1 : Social Media

Chair: Ning Yi Yang, Professor, National Taiwan University

13:30~15:50

ICEC-Paper Session C2 : E-Commerce Strategy

Chair: Jong Ki Kim, Professor, Pusan National University

16:00~17:50

ICEC-Paper Session C3 : Recommender System

Chair: Liquo Lou, Professor, Ningbo University of Technology

Thursday, June 23

9:20~10:50

KIISS-Paper Session C1 : Intelligence Service

Chair: In Ho Choi, Sundo Software

11:00~12:50

KIISS-Paper Session C2 : Intelligent Devices and Services

Chair : Sung Byung Yang, Professor, Kyung Hee University

14:00~15:50

KIISS–Paper Session C3 : Big Data Platform

Chair : Choong Kwon Lee, Professor, Keimyung University

16:00~17:50

ICEC–Paper Session C4 : Live Commerce

Chair : Young Chan Lee, Professor, Dongguk University

D Track, Room 2

Wednesday, June 22

9:00~10:50

KIISS–Paper SessionD1 : Cryptocurrency & Fintech 1

Chair: Tae Ho Hong, Professor, Pusan National Univeristy

13:30~15:50

Special Session D2–1 : Welcome to World Smart Sustainable Cities Organization (WeGo)

Chair: Jung Sook Park, WeGo

KIISS–Paper SessionD2–2 : Cryptocurrency & Fintech 2

Chair: Soon Young Oh, KB Bank

16:00~17:50

KIISS–Paper Session D3 : Natural Language Processing: NLP

Chair: Seung Ik Beak, Professor, Hanyang University

Thursday, June 23

9:20~10:50

ICEC–Paper Session D1 : Machine Learning & Text Mining I

Chair: Yoon Hyuk Jung, Professor, Korea University

11:00~12:50

ICEC–Paper Session D2 : Machine Learning & Text Mining II

Chair : Jong Bae Kim, Professor, Sejong Cyber University

14:00~15:50

ICEC–Paper Session D3 : AI Applications

Chair : Kyoung Jun Lee, Professor, Kyung Hee University

16:00~17:50

ICEC–Paper Session D4 : Fintech & Blockchain & Cryptocurrency

Chair : Sang Mi Chai, Professor, Ewha Womens University

E Track, Room 1

Wednesday, June 22

9:00~10:50

KIISS–Paper Session E1 : AI & Deep–Learning 1

Chair : Hyun Chul Ahn, Professor, Kookmin University

13:30~15:50

KIISS–Paper Session E2 : AI & Deep–Learning 2

Chair : Hyuk Jin Kwon, Professor, Seoul Tech

16:00~17:50

KIISS–Paper Session E3 : Recommender System & AI

Chair: Nam Gyu Kim, Professor, Kookmin University

Thursday, June 23

9:20~10:50

ICEC–Paper Session E1 : Economic Analysis of IT

Chair: Shan Liu, Professor, Xi'an Jiaotong University

11:00~12:50

ICEC–Paper Session E2 : COVID–19 & IT Applications

Chair : Hye Jung Lee, Professor, Tokyo University of Science

14:00~15:50

ICEC–Paper Session E3 : Service Design & Business Model

Chair : Jian Mou, Professor, Pusan National University

16:00~17:50

ICEC–Paper Session E4 : IT/IS General

Chair : Sang Kon Lee, Professor, KOREATECH

Industry – Academic Networking in Daegu

Friday, June 24, 9:30~15:30, Registraion is Closed

Conference Program

Day 1 : Wednesday, June 22

A Track

Tutorial A1: Tutorial (AI, DX, R&D)		9:00~10:50(KST, GMT+9)
Title	Speaker	
AI Sharing without sharing Data: Research Findings & Business Models	Kyoung Jun Lee	
Focus on Customer : Data-Driven Customer Experience Redesign	Kyung Jin Cha	
An innovative approach to evaluating and selecting system for performance enhancement of SMEs' R&D projects supported by government	Hyung Sung Chang	
Tutorial A2: Tutorial (Amazon, Gartner)		13:30~15:50(KST, GMT+9)
Title	Speaker	
Accelerate Digital Experience Transformation	Youn Choi	
Amazon A9 & A10 Algorithms that Make Amazon Sellers Laugh and Cry	Ju young Seo	
ICAN: icon-based coding education software for all ages	Byungseok Kang	
Academic Forum A3: Bright Internet and Emerging Technologies		16:00~17:50(KST, GMT+9)
Title	Speaker	
Cryptocurrency Price Fluctuations and Prices of Non-Fungible Tokens: Empirical Evidence from OpenSea	Jaehyeong Park, Daegon Cho	
Will Cryptocurrency-Based Loyalty Programs Thrive as the Coin Price Rises?	Euro Bae, Hyeokkoo Eric Kwon, Jaywon Lee, Daegon Cho	
Quantifying Knowledge Synchronization in the 21st century	Jisung Yoon, Jinseo Park, Jinhyuk Yun, Woo-Sung Jung	

B Track / Special Session

Special Session B1: Intelligence Award I		9:00~10:50 (KST, GMT+9)
Title	Speaker	
My DATA Driven by AI	JongKwon Ham	
Super Simple AI Logistics Competitiveness	Jin Soo Park	
AI CuC, AI-Based Contactless business support solution	Beekei, PARK	
Caremind Dreams of the Futeure	Yoonje, Shin	
Demonstration of AI-based Energy Efficiency Platform for Resorts	John Lee, Ph. D.	
Special Session B2: Seoul Digital Foundation		14:00~15:50 (KST, GMT+9)
Title	Speaker	
Analyzing Environmental effects the Park and Green Space on Urban area : A Case of Using Dense IoT Infrastructure in Seoul	Jihye Park	
The Impact of Enforcement of The Serious Accident Punishment Act in the Digital Technology	Ko Seoltae	
A Study on the Location of the Public Wi-Fi Hot Place Based on the Analysis of the Floating Population in Time and Space : Seoul Metropolitan Government	Tae-Houn Ji	
A Study on the Introduction and use of GeoAI-based urban change detection service	Sujin Back	
A Study on the Elderly-friendly Digital Accessibility Guideline	Minjung Kang	
Special Session B3: Intelligence Award II		16:00~17:50 (KST, GMT+9)
Title	Speaker	
Generative AI-based Virtual Identity Service and Solution	Seung Jae Lee	
A System for Detecting Changes in Agricultural Land and Calculating the Area Using GeoAI	Min-young Lee	
E-commerce, which is popular these days, uses these technologies.	Shin Hyun Kyu	
SaaS-based industrial AIoT service	LIM Dae Geun	
Artificial intelligence-based sewage pipeline defect detection system	Ko Seoltae	
Special Session D2-1: WeGO		13:30~15:50 (KST, GMT+9)
Title	Speaker	
Welcome to World Smart Sustainable Cities Organization (WeGo)	Eunbyul Elena Cho	

ICEC Paper Session

ICEC-Paper Session C1: Social Media		9:00~10:50 (KST, GMT+9)
Title	Author	
How Social Media Capability Influence the Firm Performance of SMEs: The Moderating Role of Social CRM System Adoption	Ning-Yi Yang, Choon Ling Sia	
How Destination Marketing on Social Media Affects Behavioral Intention	Ivelina Ilieva, Spring Han	
How to Choose the Right Person? Social Media Marketing Optimization Framework	Kitae Kim, Sung-Hyuk Park	
Understanding the Usage of In-app Community in Photo and Video Editing apps	Ning-Yi Yang, Choon Ling Sia	
Understand Users' Sharing and Continuance Intention toward Commodity-Oriented AR Filters on Social Media: an Integrated Perspective of Stimulus-Organism-Response Theory	Ning-Yi Yang, Choon Ling Sia	
Exploring Changes in Sharing Experiences to Social Media: Focusing on the Case of Domestic Tourists in Jeju Island before and after Covid-19	Unchan Park, Minha Choi, KyungJin Cha	
ICEC-Paper Session C2: E-Commerce Strategy		13:30~15:50 (KST, GMT+9)
Title	Author	
The Effects of Social Influence on Consumer Behaviors in Social Commerce from Innovation Attributives	Li Zhao, Yun Xu, Xu Xu	
Feeling Close: The Role of Psychological Distance in Augmented Reality-Enabled E-commerce Experiences	Jun Liu, Zhao Du, Tianjiao Wang, Guode Sun	
The Impact of E-Commerce Capability and Managerial Ability on Export Performance	Ilham Ait Bouazza	
The Impact of Artificial Intelligence on Customer Relationship Management Performance in e-Commerce Enterprises	Lei Li, Wenyi Luo	
Can Social Commerce Platforms Retain Users? The Perspectives of Technological Environments and Perceived Values of Generation Z	Ziqing Xu, Zhenhua Ye, Angela K-F Ma	
Consumer Engagement and Reuse Intention Through Content Type in Mobile Commerce	Ming Wang, Jaewon Choi	

ICEC–Paper Session C3: Recommender System	16:00~17:50 (KST, GMT+9)
Title	Author
Incorporating Price Preferences for Product Recommendations in Electronic Commerce	Han Chen, Weiwei Deng
A multimodal Deep Learning Approach for Online Course Recommendation	Weiwei Deng, Lingjun Fu, Han Chen
TransformRec: User–Centric Recommender System for e–Commerce Using Transformer	Kyoung Jun Lee, Yujeong Hwangbo, Hokyoung Jung, Baek Jeong, Jong Il Park
Multi–dimension Recommender System based on Hotel Selection Attribute Provided by TripAdvisor Online Reviews	Kyungmo Kang, Yugyeong Son, Seungwoo Lee, Jaekyeong Kim
AMPER(Aim–Measure–Predict–Evaluate–Recommend): The Paradigm of Digital Me	Kyoung Jun Lee, Baek Jeong, Yujeong Hwangbo, Youngchan Kim, Sungwon Bae, Taehoon Baek
Analyzing the Impact of Components of Yelp.com on Recommender System Performance	Seungwoo Lee, Hyunjoo Shin, Kyungmo Kang, Jaekyeong Kim

KIISS Paper Session

KIISS-Paper Session D1: Cryptocurrency &Fintech 1		9:00~10:50 (KST, GMT+9)
Title	Author	
CNN based Robot Advisor for the investment of Cryptocurrency	Jonggwon Won, Taeho Hong	
An Analysis of the Information Flow of Thematic Cryptocurrencies and Tokens Using Transfer Entropy and Network Topology	Insu Choi, Junhyeop Lee, Younghwan Cho, Hyunsu Choi, Woo Chang Kim	
Domain Knowledge Incorporated Counterfactual Example-based Explanation for Bankruptcy Prediction Model	Soo Hyun Cho	
KIISS-Paper Session D2-2: Cryptocurrency &Fintech 2		13:30~15:50 (KST, GMT+9)
Title	Author	
In-depth research on the application of blockchain in the metaverse	ShengJuan Zhao, Dengsheng Yu, GyooGun Lim	
Analysis of NFT diversity trends using topic modeling and SNA	Hee-young Joe, Na-yeon Kim, Ho-yeon Park	
A Study on the service quality factors perceived by users mobile banking service : Analysis of user review using Combined Topic Model and Sentiment analysis	Min Ji Kim, Kyung jin Cha	
KB-BERT: Training and Application of Korean Pre-trained Language Model in Financial Domain	Donggyu Kim, Dongwook Lee, Jangwon Park(KB Bank TechGroup Finance AI Center)	
Analysis of Local Currency Issues using Text Mining	Soonhyoung Park, Soongoo Hong	
KIISS-Paper Session D3: Natural Language Processing: NLP		16:00~17:50 (KST, GMT+9)
Title	Author	
AI meaning detection BIO tagging	Kim, Won Hoi	
Exploring the Effects of Corporate Organizational Culture on Financial Performance : Using Word2Vec model and Panel Data	Han Sol Kim, Hye min Kim, Seung Ik Baek	
An Exploration of MIS Quarterly Research Trends: Applying Topic Modeling and Keyword Network Analysis	Eunkyung Kang, Yeonsik Jung, Seonuk Yang, Jiyeon Kwon, Sung-Byung Yang	
Proposal of Youth Policy Agenda Using Internet Community Comments	Su-Gyeong Roh, Soon-Goo Hong, Ji-Won Lim	

KIISS–Paper Session E1: AI &Deep–Learning 1		9:00~10:50 (KST, GMT+9)
Title	Author	
Automated Machine Learning Using Transaction Data	Kyeongbin Park, Yoonho Cho	
Improving particulate matter prediction performance using reconstruction error	Youngkwang Kim	
Data Proliferation Techniques through Shape Deformation	Kyounglim Cho, Minyoung Lee, Inchoel Shin	
AI–Connect Protocol: A New Federated Deep Learning Method for User–Centric AI Service	Seoung–Ho Choi, Baek Jeong, YuJeong Hwangbo, Kyung Yang Park, Kyoung Jun Lee	
Multivariate time series traffic anomaly detection with Prediction &AutoEncoder	Junghyeon Lee, Koosup Jeong, Wooju Kim	
KIISS–Paper Session E2: AI &Deep–Learning 2		14:00~15:50 (KST, GMT+9)
Title	Author	
Skin cancer detection using a hybrid model of deep learning and machine learning	Sunkyung Jeong, Jiyoung Woo	
A Study on the Visual Art Image Retrieval Using Vision Transformer and K–NN Triplet Mining	Junghyun Gan, Wooju kim	
A Study for Data Center integration failure analysis using CEP.	Hyunjong Shin, Sungkeun Kim, Byoungwhan Chun, Seungjeong Yang	
Deepfake Detection using masked autoencoder –transformer with Squeeze and Excitation Block	Dongjae Park , Wooju Kim	
KIISS–Paper Session E3: Recommender System &AI		16:00~17:50 (KST, GMT+9)
Title	Author	
Resort Cross–Selling Prediction Model using Explainable Artificial Intelligence Techniques	Kang Boram, Ahn Hyunchul	
Nonlinear Vector Alignment Methodology for Mapping Domain–Specific Terminology into General Space	Junwoo Kim, Byungho Yoon, Namgyu Kim	
Effect of Data Scaling Methods on Bankruptcy Prediction	ChanWoo Song, SeungGyu Ann, JongHyun Park, Hyunchul Ahn	
Exploring the Determinants of Online Education Contents Use using Machine Learning and SHAP Techniques	Chanwoo Song, SeungGyu Ann, Jonghyun Park, Hyunchul Ahn	
Anomaly Detection Methodology Based on Multimodal Deep Learning	DongHoon Lee, Namgyu Kim	
A Multi–Criteria Recommender System Using Semi–supervised Aspect–based Sentiment Analysis	Park, Dong Jun / Chung, YeoJin	
Class Imbalance Resolution Method Using Cluster Analysis and Classification Algorithm Recommendation Method	Jeonghun Kim, Kee–Young Kwahk	

Conference Program

Day 2 : Thursday, June 23

A Track

Tutorial A1: Tutorial(Startu2p and SME)		9:20~10:50 (KST, GMT+9)
Title	Speaker	
Africa start up, entrepreneurship, market status, market demand	Yen Choi	
Startup Session A2: Korean Startups, Leading AI and E-Commerce		11:00~12:50 (KST, GMT+9)
Title	Speaker	
Super Simple AI Logistics Competitiveness	Jin Soo Park	
Development of global fashion e-commerce platform	Vivien Nam	
Discussion on AI / E-commerce Start-up	Hansoo Lee	
Junior Faculty/Researcher A3: Junior faculty/researcher Seminar		14:00~15:50 (KST, GMT+9)
Title	Speaker	
In-store shopping with location-based retail apps: perceived value, consumer response, and the moderating effect of flow	Eunhye Kim	
Heaven or Hell for Artists in NFT : A Social Exchange Theory Perspective	Ji-Hoon Yang and Sang-Hyeak Yoon	
Who Clicks on the Advertisement of Metaverse Platform Service?	Han-Min Kim, Soonam Lee and Suyoung Ko	
Effects of Popularity Cues on Impulse Purchase in Live Streaming Commerce	Liguo Lou and Joon Koh	
Establish a Model for Detecting Fake News Using Machine Learning; Focusing on User Behaviors and Social Networks	Minjung Park and Sangmi Chai	
MFDS Session: A4: Imported Food Safety Prediction		16:00~17:50 (KST, GMT+9)
Title	Speaker	
The detecting system of non-compliance foreign facilities in processed food industry	Sanggoo Cho	
Determination of manufacturing process similarity of imported food products using Word2Vec algorithm	Jun-Hyun Oh	
Anomaly Detection in Imported Food Customs Clearance using Variational Autoencoder	Sangun Park	
Lessons from Feature Engineering and Machine Learning Modeling for Determination of Defective Health Functional Foods	Kyoungsu Lee	

B Track

Special Session B1: NIA Open Data		9:20~10:50 (KST, GMT+9)
Title	Speaker	
Major Achievements of Open Government Data and Strategic Direction of Open Government Master Plan in Republic of Korea	Young Gun Lee	
Acheivement of open data operation and management evalution for improving open data	MyeongJin, Shin	
Best Practices of Big Data Analytics for Data-Driven Government	Seung Hyun. Kim	
Special Session B2: Graduate Student Research Colloquium for Publication in High-ranking Journals		11:00~12:50 (KST, GMT+9)
Title	Speaker	
Detection of interaction-based knowledge for reclassification of service robots: big data analytics perspective	Ming Wang	
Exploring Consumers' Perceptions of the Influencer Sponsorship Disclosure Posts: the Perspective of Product Involvement and Brand Strength	Xiuping Zhang	
Boycott or not? How do paid Advertisement Controversy in Youtuber Industry for Consumer's Boycott Intention	Ming Wang	
The Study on Determinants of User Satisfaction with Interoperable AI Voice Assistants	Elena Kim	
What makes people purchase used products online using C2C platform?	ofori henry	
Special Session B3: Virtual Humans		14:00~15:50 (KST, GMT+9)
Title	Speaker	
A Study on the Learning Effect of GAN-Generated Management Education Contents	Yixi Dong	
The Impact Factor of Media Richness and Authenticity of Human Content on User Satisfaction	Gong Li	
A Study on Measuring the Effectiveness of ESG Management Education by Virtual Humans	Jiarui Liu	
A Study on Factors Affecting the Difference in User Satisfaction between Virtual Human and Meta-Human	Sujin Bae	
Special Session B4: KMU-KIISS AI Professional Certificate Program		16:00~17:50 (KST, GMT+9)
Title	Speaker	
Comparative study on air demand forecasting before and after the COVID-19 by deep learning	Yongseong, Son	
Cryptocurrency price prediction using multivariate time series data	Kihyun, Lee	
Product demand prediction using deep learning-based time series techniques	Eunha, Jeon	

ICEC Paper Session

ICEC–Paper Session C4: Live Commerce		16:00~17:50 (KST, GMT+9)
Title	Author	
Is Live Commerce Transforming the Shopping Experience?: A Study on Perceived Value of live Commerce, Interaction with Seller, Trust in Seller and E-WOM Intention	Eunji Choi, Seongmin Jeon	
The Effect of Live Streaming Commerce Quality on Customers' Purchase Intention: Extending the Elaboration Likelihood Model with Herd Behavior	Qin Yang, Young-Chan Lee	
Rethinking Determinants of Purchase Intention: Towards CBEC in Emerging Markets	Jie Jian, Kehong Liu, Ling Lv	
Advertising Value of Gaming Influencers	Carsten D. Schultz	
Understanding Users' Negative Emotions and Continuous Usage Intention in Short Video Apps Indulging	Xusen Cheng, Xiaowei Su, Alex Zarifis, Jian Mou	
The Influencing Factors of Cross-border E-commerce Promoting The Transformation and Upgrading of Traditional Foreign Trade	Jie Jian, Kehong Liu, Ling Lv	
ICEC–Paper Session D1: Machine Learning &Text Mining I		9:20~10:50 (KST, GMT+9)
Title	Author	
Conducting Service Analysis Based on Online Customer Reviews – Topic Modeling	Kyungbae Park, Bogeun Jo, Sungbae Cho, Sung Ho Ha	
Exploring Voice Assistant Users' Goal Structure: A Goal Hierarchy Approach	Seoungmin Han, Yoonhyuk Jung, Woonki Hong	
What do Chinese Airbnb Green Users Focus on? – A Study on the Emotional Characteristics of Online Reviews based on Multi-factor Interaction	Juying Wang, Cheng Wang	
AI Generating and Detecting Manipulated Online Customers Reviews	Olga Chernyaeva, Taeho Hong, YoungKi Park, Yonghee Kim, Gang Ren	
Exploring the Echo Chamber Effect of ASMR Marketing Content on User: A Text-mining Perspective	Ming Wang, Hung Chuong Tran, Jaewon Cho	
Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) for e-Commerce: Is E-Commerce Ready for the Metaverse?	Venus Jin	

ICEC–Paper Session D2: Machine Learning &Text Mining II		11:00–12:50 (KST, GMT+9)
Title	Author	
A Study on the Improvement of the Criteria for Designation of Personal Identity Proofing Agency using Various Identification Methods in Online Commerce Services	Jongbae Kim	
The Heterogeneous Impact of Churn Customers	Woong Park, Hyunchul Ahn	
A Multi–CNN Model Interacting Contents and Ratings for Predicting Review Helpfulness	Xinzhe Li, Qinglong Li, Jaekyeong Kim	
Marvelous Agglutinative Language Effect on Cross Lingual Transfer Learning	Wooyoung Kim, Chaerin Jo, Minjung Kim, Wooju Kim	
Whose words do we listen to, Robot vs. Human? The Effect of Anthropomorphism Level on Behavioral Intention Depending on Conversational Agent’s Anthropomorphism Level	Eunju Yi	
Digital Transformation of Poultry Industry	Yu–I Lai, Tzu–Chuan Chou, Chen–Hao Huang	
ICEC–Paper Session D3: AI Applications		14:00~15:50 (KST, GMT+9)
Title	Author	
User Experience with Chatbot: A Systematic Review	Guode Sun, Zhao Du, Tianjiao Wang, Jun Liu	
Toward the AI–enabled Digital Financial Services Innovation: The Role of Positive Emotion Interaction with Users	Xi Chen, Cheng Chen, Yi Cheng	
MV–GNN: Multi–View Graph Neural Networks for CTR Prediction	Panyu Zhai, Yanwu Yang, Chunjie Zhang	
Classification of Restricted and Unrestricted Content based on Convolutional Neural Network and Long Short–Term Memory (CNN–LSTM) Method	Xiu Ping Zhang, Jaewon Choi	
A Study in Improvement of the Estimation Performance of the Vacant House in Gunsan City	Gyoo Gun Lim, Jong Hwa Noh, Hyun Tae Lee, Dengsheng Yu, Jae Ik Ahn	
ICEC–Paper Session D4: Fintech &Blockchain &Cryptocurrency		16:00~17:50 (KST, GMT+9)
Title	Author	
Factors Affecting the Success of Blockchain–Based Fundraising Projects	Yan Sun, Sung–Byung Yang	
Mapping the Field of Nonprofit Crowdfunding: A Systematic Review with Bibliometric Analysis	Yin Wang, Zhao Du	

The Flexible Impact of a Tax Deduction on Monetary Donation – the Disparity between Contributions to Campaigns and Gifts to Organizations	Fumitaka Watanabe, Spring H. Han, Yasunaga Wakabayash
Leveraging the Predictive Power of Microblog Sentiment for Cryptocurrency Returns	Gisu Kim, Dongwon Lee
Research on Health Crowdfunding: A Literature Review	Rui Gu, Jing Li, Tao Xue
Stock Market and CryptoCurrency Market Prediction Modeling Research	Seyoon Lee, Jun-Gi Park, Hyejung Lee
ICEC–Paper Session E1: Economic Analysis of IT	9:20~10:50 (KST, GMT+9)
Title	Author
Can the Cross-border eCommerce Platform Mitigate the Sellers' Risks?	Yingjian Liu, Jae Kyu Lee, Shan Liu
Research on the Influencing Factors of Cross-border E-commerce Business Incubation from the Perspective of School-enterprise Cooperation	Shuli Zheng, Li Du, Yuwen Zhou
Civic Technology Development in a Community of Practice	Jessica Chen, Yuyu Chen
Impact of Movie Search Volume on Short-term Stock Market Valuation of Movie Companies	Yangyin Lin, Qiang Ye, Hao Xia
An Economic Analysis of Software Piracy in a Competitive Cloud Computing Market: A Product Bundling Perspective	Zhiyuan Liu, Yuexiang Yu, Jikun Lv, Xiong Zhang
The Impact of Information Systems Vulnerability Announcements on Firms' Market Value	Jianlong Chen, Haijie Xu, Xiong Zhang
ICEC–Paper Session E2: COVID-19 &IT Applications	11:00–12:50 (KST, GMT+9)
Title	Author
Survey on the Effectiveness and Students' Attitudes of Online Education under the COVID-19 Pandemic: A Case Study of QAU University in China	Yuanyuan Lai, Huiyuan Ding, Jingsuo Li, Yun Zhang
Visual Analysis of Foreign Internet Hospital-related Research based on CiteSpace	Feiya Ma, Ting Yu
New Model of Smart Elderly Care: Online to Offline Business Model Design of Community Elderly Care in CY District of Qindao under COVID-19	Changxin Guo, Yuanyuan Lai, Jinwei Li, Ying Li, Mengjia Sun, Nuo Liu
Omnichannel Reaction to the COVID-19 Outbreak: Evidence from a Retailing Company	KangHo Lee, DongWon Lee
A Study on COVID-19 Contact Tracing Applications	Jongki Kim, Jianbo Wang

A Comparative Analysis of Telemedicine Research in China Before and After the COVID-19 Pandemic based on Bibliometrics	Hui Jiang, Ting Yu, Sasa Liu, Yujiao Qiu, Beibei Li
ICEC-Paper Session E3: Service Design & Business Model	14:00~15:50 (KST, GMT+9)
Title	Author
Value Co-creation of Online Service : A model proposed based on Activity System Model	Yuhui Meng, Ying Li, Jian Mou, Batool Raheela
Command or Suggestion? Exploring the Persuasive Effect of Physicians' Language on Patient Behavior in Online Health Platforms	Wanyue Jiang, Shan Liu, Guangsen Si, Baojun Gao, Bo Kou
A Study on Data-Driven Service Design for the Improvement of Media Literacy	Sangwoo Park, Inseop Lee, Sanghun Sul
Research on the Evolution Path of Start-up Platform Structure and User Scale	Haiqing Hu, Yanru Chen, Yang Li
The Moderating Effects of Perceived Humanness on Contactless Service Robots	Taejin Kim, One-Ki Daniel Lee , Juyoung Kang
Design Business Model for Smart Lifestyle Mobile Application	Elisa Choi, Minsoo Shin, Gyugun Lim
ICEC-Paper Session E4: IT/IS General	16:00~17:50 (KST, GMT+9)
Title	Author
Dark Side of Review Length: The Effect of Cognitive Load on Perceived Helpfulness of Rating Inconsistency	Yuqiu Wang, Kai Li
Understanding the Effect of Goal Setting in IS Compliance Intention Through Stress Theory: The Moderating Effect of Stress Coping	Inho Hwang, Sungho Hu, Sanghyun Kim
The Impacts of Augmented Reality on Sports Events Spectators' Behavior Intention: A Stimulus-Organism-Response (S-O-R) Perspective	Tianjiao Wang, Zhao Du, Jun Liu, Quanyu Zhong
Digital Shadow Work Resulting from Language Barriers amongst Foreign Users of Korean Mobile Shopping Apps	Pooja Khandagale, Joon Koh
A Study on the Effecting Factors on the Performance of the Semiconductor Companies under Covid-19 Crisis: TSMC and Samsung Case	Ting Yu Chang, Gyoogun Lim

KIISS Paper Session

KIISS-Paper Session C1: Intelligence Service		9:20~10:50 (KST, GMT+9)
Title	Author	
Human reasoning evidenced by a cortical surface-based meta-analysis	Hyeon-Ae, Jeon	
Analysis of Influencing Factors of Consumer Purchase Intention on Cross-Border e-Commerce Platform	DengSheng Yu, ShengJuan Zhao, GyooGun Lim	
A Study on the Characteristics of the Online Price Comparison Platform Market	Sanghyun Lim, Choong Kwon Lee, JI EUN JEON	
Methodology of New Product Development Based on a Predictive Model	Dohee Chung, Chan Gyu Lee, Sungmin Yang, Jin Kang	
Boycott or Not? How do paid Advertisement Controversy in Youtuber Industry for Consumer's Boycott Intention	Wang Ming, Jaewon Choi	
Do Mobile Devices Change Shopping Behavior? An Eye-Tracking Approach	Kyhong Park, Dongyeon Kim	
KIISS-Paper Session C2: Intelligent Devices and Services		11:00~12:50 (KST, GMT+9)
Title	Author	
Proposal for Intelligent Home Beauty Device Development	Yewon Bang, Jhon Park, Doohee Chung(Ph.D)	
The Effect of Smart Factory User Satisfaction on Business Performance and Intention to Accept System Advancement of Small and Medium-Sized Manufacturing Firms: Based on the Information Systems Success Model	Yoon Jae Kim, Chang-Geun Jeong, Sung-Byung Yang	
Compressing intent classification model for multi-agent in low-resource devices	Yongsun Yoon, Jinbeom Kang	
A Study on the OOD of Electric Vehicle Battery through Image Synthesis Based on Patch Mix	Ji Hun Lee, Yeong Kyu Cho, Woo Ju Kim	
KIISS-Paper Session C3: Public Data & Digital		14:00~15:50 (KST, GMT+9)
Title	Author	
Derive to improving direction for community care of disabled	Young-Hyeon Bae, Yeji Choi, Juhee Kim, Seoung Hee Ho	
Priority Area Prediction Service for Local Road Packaging Maintenance Using Spatial Big Data	Minyoung Lee, Jiu Choi, Inyoung Kim, Sujin Son, Inho Choi	
The Study on Determinants of User Satisfaction with Interoperable AI Voice Assistants	Elena Kim, Jaewon Choi	
The Developmental measures and implications of introducing voice-based public services for strengthening the accessibility of the social vulnerable and open public communication.	Jinsoon Song	
Building a Digital Learning Ecosystem for a Higher Education	Dr. Hyun Sook Oh, Dr. Jong Ho Lee, Dr. Gyoo Gun Lim	
Analysis and Deriving Priorities of the Optimal Location of Electric Vehicle Charging Stations Using the Open Data	Kyoungmoon Park, Inho Choi, Yeonjun Kim, Taesun An	

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Category		Early-bird Registration (14 th June, 2022)	Standard Registration From (15 th June, 2022)
Paper Presenter and Full Participant		USD 250 (KRW 300,000)	USD 350 (KRW 400,000)
Participant		USD 170 (KRW 200,000)	USD 250 (KRW 300,000)
1 Day Course		USD 100 (KRW 120,000)	USD 170 (KRW 200,000)
Student	1 Day Course	USD 50 (KRW 60,000)	USD 100 (KRW 120,000)
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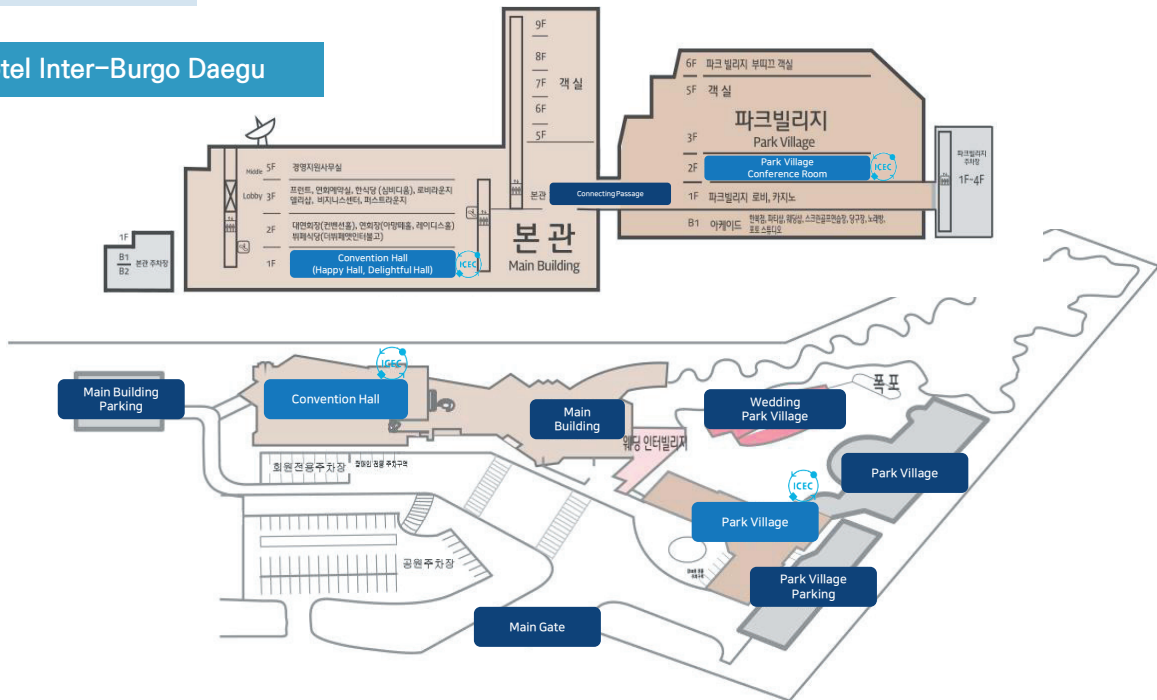
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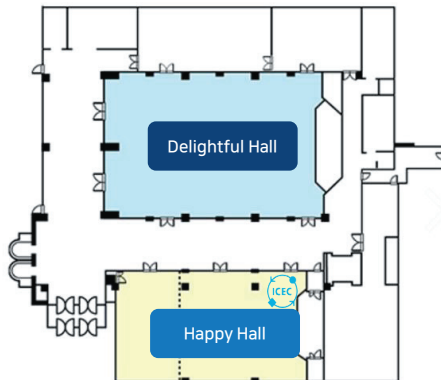
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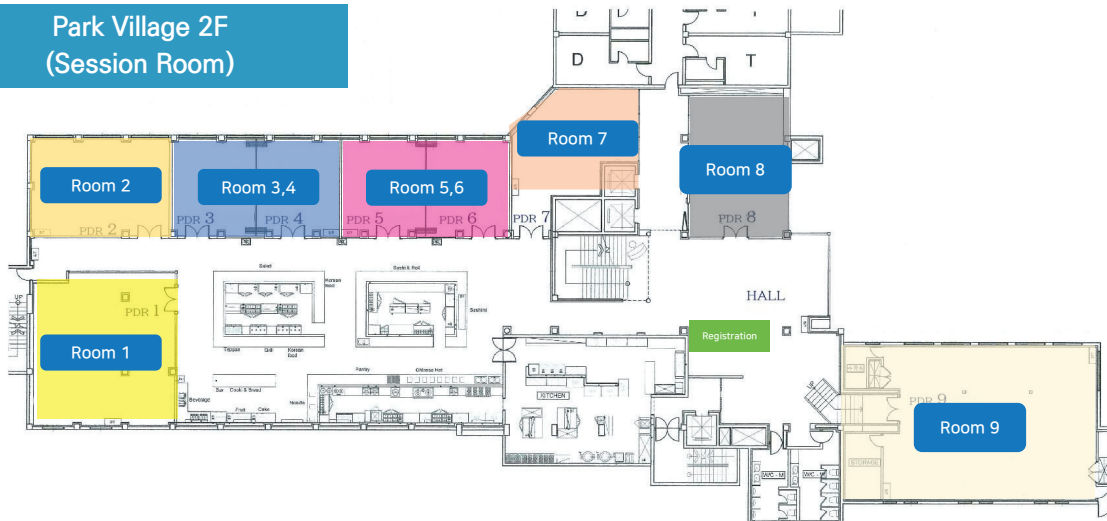
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