



The 4th International Conference of Supply Chain and Technology Innovation

ICOSTI 2019

*“Global Value Chain and Logistics
in the Age of the 4th Industrial Revolution”*

August 12-15, 2019

Kyungsung University, Busan, South Korea

HOST

Kyungsung University, Korea

CSUPOM (Consortium of Supply Chain & Operations Management), U.S.A.

Silicon Valley Center for Operations & Technology Management at SJSU, U.S.A.

Korean Society of Supply Chain Management

Chungnam National University, Daejeon, Korea

Korean Association of Shipping and Logistics, Korea

Korea Association for International Commerce and Information, Korea

Korea Maritime Institute, Korea



Welcome to the 4th ICOSTI

We would like to offer a very warm welcome to all participants at the 4th International Conference of Supply Chain & Technology Innovation (ICOSTI 2019) in Busan, Korea.

The International Conference of Supply Chain & Technology Innovation is an annual summit for all academicians and practitioners in the fields of supply chain and operations management, technology management, marketing, and any other innovation-applied research/applications. The conference provides an international forum for presenting and sharing the latest development of theories, applications and business cases across all relevant disciplines. It also offers an interface for all professionals, academicians or practitioners, to connect and communicate with conference attendants.

Conference Topics: Topics of interest include, but are not limited to, the following:

- Supply Chain & Logistics
- Big Data & Block Chain
- Industry 4.0
- Port Management
- Intellectual Property
- Marketing
- International Trade
- International Business
- Entrepreneurship
- Operations & Decision Sciences,
- Technology Innovation,
- Global Value Chain,
- Maritime Logistics
- Low Carbon Economy & Sustainability
- Information Systems & Technology
- Mobile Financial Services & Technology
- Global Competitiveness and collaboration
- Service & Health Care

Conference Chairs: Dr. Taioun Kim (Kyungsung University, Korea)

Dr. Hee Cheol Moon (Chungnam National University, Korea)

Dr. Taeho Park (San Jose State University, U.S.A.)

Dr. Zinovy Radovitsky (California State University - East Bay, U.S.A.)

Program Chairs: Dr. Chang Seong Ko (Kyungsung University, Korea)

Dr. Ju Myung Song (San Jose State University, U.S.A.)

Dr. John Yi (Saint Joseph's University, U.S.A.)

Dr. Hyuck Moo Kwon (Pukyong National University, Korea)

Dr. Jae-Bong Kim (Korea Maritime and Ocean University, Korea)

Dr. Dong Seop Chung (Kyungsung University, Korea)

Dr. Heng Tang (Jiangsu University, China)

Dr. Hyuk-Soo Cho (Chungnam National University, Korea)

Dr. Xiaohua Wang (Seinan Gakuin University, Japan)

Keynote Speakers: Dr. Sungzoon Cho (Professor, Seoul National University, Korea)

Dr. Soo Geun Song (President, Kyungsung University, Korea)



Conference Organization Committee

Dr. Byung-Soo Ahn (Seoul Digital University, Korea)	Dr. Hong-Kyun Bae (Sangji University, Korea)
Dr. Youngsang Cho (Yonsei University, Korea)	Dr. Sungyong Choi (Yonsei University, Korea)
Dr. Young-jun Choi (Kyung Hee University, Korea)	Dr. Hong-In Cheng (Kyung Sung University, Korea)
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Dr. Qingying Li (Donghua University, China)	Dr. Xingle Long (Jiangsu University, China)
Dr. Geunwoo Ryu (Keimyung University, Korea)	Dr. Ju Myung Song (San Jose State University, U.S.A.)
Dr. Sang-Ryul Shim (Kwangwoon University, Korea)	Dr. Chang Seong Ko (Kyung Sung University, Korea)
Dr. Xiaohong Quan (San Jose State University, U.S.A.)	Dr. Taeho Park (San Jose State University, U.S.A.)
Dr. Keunyeob Oh (Chungnam National University, Korea)	Dr. Tianqin Shi (San Jose State University, U.S.A.)
Dr. Xiaohua Wang (Seinan Gakuin University, Japan)	Dr. John Yi (Saint Joseph's University, U.S.A.)
Dr. Seung Jun Lee (Chung-Ang University, Korea)	Dr. Shu Zhou (San Jose State University, U.S.A.)
Dr. Ming Zhou (San Jose State University, U.S.A.)	
Dr. Osung Gwon (Jeonju National University of Education, Korea)	
Dr. Jaebong Kim (Korea Maritime and Ocean University, Korea)	
Dr. Hyuck Moo Kwon (Pukyong National University, Korea)	
Dr. Kunpeng Li (California State University, Northridge, U.S.A.)	
Dr. Hee Cheol Moon (Chungnam National University, Korea)	
Dr. Zinovy Radovitsky (California State University - East Bay, U.S.A.)	
Dr. Joon Heon Song (Tokyo International University, Japan)	
Dr. Yang Sun (California State University - Sacramento, U.S.A.)	
Dr. Xun Xu (California State University, Stanislaus, U.S.A.)	

Host: Kyung Sung University, Korea

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Korea Association for International Commerce and Information, Korea
Korea Maritime Institute, Korea

Venue

Kyung Sung University, Busan, Korea

- ☐ Registration: Building 30 (GENESIS), Room 604
- ☐ Conference Location: Building 30 (GENESIS)



Schedule

Date	Time	Program		
Aug. 12	13:00-18:00	Registration		
	14:30-16:00	Conference Presentation Sessions		
		Track 1-A	Track 1-B	Track 1-C
	16:00-18:00	Welcome Reception		
Aug. 13	09:00-15:00	Registration		
	10:00-11:30	Conference Presentation Sessions		
		Track 2-A	Track 2 -B	Track 2-C
	12:00-13:00	Lunch		
	13:00-14:15	<Plenary Session> Opening Remarks Congratulatory Address Keynote Speeches		
	14:30-16:00	Conference Presentation Sessions		
		Track 3-A	Track 3-B	Track 3-C
	16:15-17:45	Conference Presentation Sessions		
		Track 4-A	Track 4-B	Track 5-C
	18:30-20:30	Gala Dinner and Award Ceremony Best Paper Award		
Aug. 14	09:00-18:00	<Industry Visits> Hyundai Mipo Dockyard Ganjeolgot Haedong Yonggungsa		
Aug. 15	09:00-18:00	<Cultural Visits> Gyeongju		



Schedule Details

Registration: Aug. 12 (13:00-18:00)

Registration: Building 30 (GENESIS), Room 604

Session MON-I: Aug. 12 (14:30 – 16:00)

Track 1-A (Supply Chain & Logistics I (Room: GENESIS 601))

Track Chair: Tianqin Shi (San Jose State University, USA)

Feasibility Consideration for an Organic Food Supply Chain: Case Study of Sweet Potatoes Farming in Java, Indonesia

Rizky Auliarisya Alifa (Kyungsung University, Korea)
Kee-Hyung Hwang (Kyungsung University, Korea)
Chang Seong Ko (Kyungsung University, Korea)
Hong-In Cheng (Kyungsung University, Korea)

The Role of Farmers Organization in Optimizing Supply Chain Performance and Added Value of Seaweed: A Case Study in Minapolitan Area of Sumbawa Regency

Ratna Permata Sari (Kyungsung University, Korea)
Hayatun Nufus (Sumbawa University of Technology, Indonesia)
Chang Seong Ko (Kyungsung University, Korea)
Kee-Hyung Hwang (Kyungsung University, Korea)

Applications of Open Innovation to the Supply Chain System in the SMEs

Tianqin Shi (San Jose State University, USA)
Taeho Park (San Jose State University, USA)
Ming Zhou (San Jose State University, USA)
Shu Zhou (San Jose State University, USA)

Track 1-B (Port Management & Maritime Logistics I) (Room: GENESIS 602)

Track Chair: Sanghei Choi (Korea Maritime Institute, Korea)

A note on optimizing the concession contracts for landlord port authorities to maximize fee revenues

Yanjie Zhou (Pusan National University, Korea)
Kap Hwan Kim (Pusan National University, Korea)

Planning of Automated Container Terminals: A Case Study in South Korea

Jungyong Seo (Korea Maritime Institute, Korea)
Sanghei Choi (Korea Maritime Institute, Korea)

The Design and Application of the Effective Yard Crane Scheduling Method resolving the mismatch between number of yard trucks and external trucks arriving at block of container terminal

Sung Bum Hwang (Kwangwoon University, Korea)

Suk Jae Jung (Kwangwoon University, Korea)

Track 1-C (Logistics & Sharing Economy) (Room: GENESIS 603)

Ishan Shah (Pandit Deendayal Petroleum University, India)

A research on the Improvement of Shared Profit for Logistics Companies Subtitle as needed

Kim Jae Min (Tongmyong University, Korea)

Cho Gyu Sung (Tongmyong University, Korea)

Sharing model of University's training facility using Shapley value

Hyeon-II Kim (Kyungsung University, Korea)

Chang Seong Ko (Kyungsung University, Korea)

Taioun Kim (Kyungsung University, Korea)

A Cooperative Game Theoretic Model for Strategic Alliance in Last Mile Parcel Delivery Services

Muzaffar Makhmudov (Kyungsung University, Korea)

Seung Yoon Ko (Korea University, Korea)

Ki Ho Chung (Kyungsung University, Korea)

Chang Seong Ko (Kyungsung University, Korea)

A literature review on Cold chain management- Case study on Subway's traceability

Ishan Shah (Pandit Deendayal Petroleum University, India)

Garvit Chaudhary (Pandit Deendayal Petroleum University, India)

DM Parikh (Pandit Deendayal Petroleum University, India)

Session TUE-I: Aug. 13 (10:00 – 11:30)

Track 2-A (Supply Chain & Logistics II) (Room: GENESIS 601)

Track Chair: Xiaohua Wang (Seinan Gakuin University, Japan)

Improving Decisions with Analytical Maturity Modeling

John Yi (Saint Joseph's University, USA)

Early Target Geographical Market and New Venture Performances

Sangmoon Park (Kangwon National University, Korea)

An Approach To Value Chain Theory To Facilitate Sustainable Exports Of Vietnam

Lê Mai Trang (Thuongmai University, Vietnam)

Nguyễn Bích Thủy (Thuongmai University, Vietnam)

Challenges and opportunities in circular fashion supply chains

Xiaohua Wang (Seinan Gakuin University, Japan)

Track 2-B (International Trade & International Business) (Room: GENESIS 602)

Track Chair: Christopher Lim (San Jose State University, USA)

How Does Blockchain Technology Impact Bills of Lading in International Trade?

Inae Yang (San Jose State University, USA)

Jang Hyung Cho (San Jose State University, USA)

Scott Jensen (San Jose State University, USA)

Corporate Social Responsibility: The Pros and Cons for Business

Christopher Lim (San Jose State University, USA)

The impact of country-of-origin effects on impulsive buying behaviors with consumer ethnocentric factors: focused on Mongolian consumers in South Korea

Nyamdulam Badam (Yonsei University, Korea)

Youngdae Kim (Yonsei University, Korea)

Sungyong Choi (Yonsei University, Korea)

Global Supply Chain Barriers of Overseas Firms in Cameroon

Emmanuel Devine Che Fube (Chonnam National University, Korea)

Byungin Park (Chonnam National University, Korea)

Track 2-C (Logistics & Risk Management) (Room: GENESIS 603)

Track Chair: Qingying Li (Donghua University, China)

Dynamic Storage Location Assignment in a Distribution Center

Permata Vallentino Eko Joatiko (Pusan National University, Korea)

Jeonghwan Kim (LG Electronics)

Taehoon Lee (Pusan National University, Korea)

Soondo Hong (Pusan National University, Korea)

A Risk Metric for Failure Cause in FMEA under Exponential Failure Occurrence and Detection Time

Hyuck Moo Kwon (Pukyong National University, Korea)

Sung Hoon Hong (Chonbuk National University, Korea)

Min Koo Lee (Chungnam National University, Korea)

Cash flow bullwhip effect in supply chain

Jaehun Sim (Changwon National University, Korea)

Green Product Design with Competition and Fairness Concerns

Qingying Li (Donghua University, China)

Xiaotong Guan (Donghua University, China)

Lunch: 12:00 – 13:00

Nuri Restaurant at Kyung Sung University (Refer to the campus map)

Plenary Session: 13:00 – 14:15 (Room: GENESIS 602)

- ☐ Opening Speech
Dr. Taeho Park (San Jose State University, U.S.A.)
- ☐ Congratulatory Address
Dr. Soo Geun Song (President, Kyung Sung University, Korea)
- ☐ Keynote Speech
Dr. Sungzoon Cho (Professor, Seoul National University, Korea)

Session TUE–II: Aug. 13 (14:30 – 16:00)

Track 3-A (Supply Chain Strategy) (Room: GENESIS 601)

Track Chair: Ju Myung Song (San Jose State University, U.S.A.)

The Mediating Effects of Gratitude and Indebtedness between Corporate Social Responsibility and Extra-Role Behavior in Business to Business Relationships

Youn Yup-Kong (SoonChunHyang University, Korea)

Sung Jun-Hong (SoonChunHyang University, Korea)

Hunger Game - A Competitive Supply Chain Simulation

Ju Myung Song (San Jose State University, USA)

Yao Zhao (Rutgers University, USA)

Manufacturing Flexibility: A meta-analytic review of the consequential impact of adapting the manufacturing flexibility

Hee Un Park (KAIST, Korea)

Suk Kyoung Kim (KAIST, Korea)

Jae Jaeung Rho (KAIST, Korea)

How Block-Chain changes the landscape of Operations Management

Ming Zhou (San Jose State University, USA)

Taeho Park (San Jose State University, USA)

Shu Zhou (San Jose State University, USA)

Jongwook Sung (San Jose State University, USA)

John Yi (Saint Joseph's University, USA)

Track 3-B (Big Data, Technology Innovation, Industry 4.0) (Room: GENESIS 602)

Track Chair: Kenichiro Tanaka (Seinan Gakuin University, Japan)

Artificial Intelligence' Responsibility in the Workplace

Christopher Lim (San Jose State University, USA)

Development of Intelligent Omni-Directional AGV Based Cyber Physical System and Its On-Site Implementation

Ming-Yuan Shieh (Southern Taiwan University of Science and Technology, Taiwan)

Ming-Shyan Wang (Southern Taiwan University of Science and Technology, Taiwan)

Empirical Analysis of Smart Platform Business Model

Seok-Yeon Won (Kyung Sung University, Korea)

Taioun Kim (Kyung Sung University, Korea)

Imputation and Sensitivity Analysis of Incomplete Data

Kenichiro Tanaka (Seinan Gakuin University, Japan)

Track 3-C (Value Chain and Logistics) (Room: GENESIS 603)

Track Chair: Hee Cheol Moon (Chungnam National University)

Consequences of Proactive Environmental Strategy: Evidence from Firms in Vietnam

Do Thi Binh (Thuongmai University, Vietnam)

Hee Cheol Moon (Chungnam National University, Korea)

Competence Model for Training and Development Vietnam's Logistics Human Resource in the Fourth Industrial Revolution

Nguyen Thi Minh Nhan (Thuongmai University, Vietnam)

Nguyen Thi Tu Quyen (Thuongmai University, Vietnam)

An Approach to Value Chain Theory to Facilitate Sustainable Exports of Vietnam

Le Mai Trang (Thuongmai University, Vietnam)

Nguyen Bich Thuy (Thuongmai University, Vietnam)

Does the rapid globalization of companies affect financial performance?

Yeaji Jang (Chungnam National University, Korea)

Hyung Jun Kim (Chungnam National University, Korea)

The Effect of Smart Technology Acceptance on Global Supply Chain Innovation and Performance in Korean Trading Companies

Jae-Eun Chung (Chungnam National University, Korea)

Hyejin Oh (Chungnam National University, Korea)

Hee-Cheol Moon (Chungnam National University, Korea)

Does Transportation Size Matter for Competitiveness in Logistics Industry? : The Case of Maritime and Air Transportations

Hyuksoo Cho (Chungnam National University, Korea)

The Impact of Green Innovation in Supply Chain on the Performance of Chinese and Korean Firms

Ruihui Yu (Chungnam National University, Korea)

Hee Cheol Moon (Chungnam National University, Korea)

Session TUE–III: Aug. 13 (16:15 – 17:45)

Track 4-A (Port Management & Maritime Logistics II) (Room: GENESIS 601)

Track Chair: Nguyen Thi Minh Nhan (Thuongmai University, Vietnam)

A Development on Build of Virtualization Port's Logistics System and Performance Estimation Based on Cloud System

Chang Seok Song (Tongmyong University, Korea)

Jae Seok Kim (Tongmyong University, Korea)

Jae Min Kim (Tongmyong University, Korea)

Gyu Sung Cho (Tongmyong University, Korea)

Direct shipments in seaborne routes for bilateral trades

Yoonjea Jeong (Seoul National University, Korea)

Subrata Saha (Aalborg University, Denmark)

Debajyoti Chatterjee (Indian Institute of Information Technology & Management, India)

Ilkyeong Moon (Seoul National University, Korea)

A Berth Planning with Flexible Quay Crane Assignment in Container Terminals

Pyung Hoi Koo (Pukyong National University, Korea)

Competence Model For Training And Development Vietnam's Logistics Human Resource In The Fourth Industrial Revolution

Nguyen Thi Minh Nhan (Thuongmai University, Vietnam)

Track 4-B (Operations & Decision Sciences, Marketing) (Room: GENESIS 602)

Track Chair: Ming Zhou (San Jose State University, USA)

A Distributed Intelligence-based Manufacturing System for Flexible Production Environment

Yun Geon Kim (Yonsei University, Korea)

Byung Do Chung (Yonsei University, Korea)

Jiyeon Son (Electronics and Telecommunications Research Institute, Korea)

Heechul Bae (Electronics and Telecommunications Research Institute, Korea)

Connected Supply Chain Managements with uncertain parameter by data driven optimization

Jun Seop Lee (Yonsei University, Korea)

Byung Do Chung (Yonsei University, Korea)

Two-stage Meta-Heuristic Algorithm for Parallel Machine Scheduling with Additional Resource Input in Shipyard Manufacturing

Soonkyo Lee (Korea University, Korea)
Taesu Cheong (Korea University, Korea)
Seokhyun Chung (University of Michigan, USA)

Detecting and Correcting Segmentation Mistakes to Improve Prediction Accuracy

Yuna Choe (KAIST, Korea)
Suk Kyoung Kim (KAIST, Korea)
Jae Jaeung Rho (KAIST, Korea)

Track 4-C (KOMYRA Research) (Room: GENESIS 603)

Track Chair: Osung Gwon (Juenju National University of Education, Korea)

Measuring and closing the performance gaps of IT flexibility dimensions of international logistics firms - A PLS IPA combined approach

Jeong hugh Han (Kyunghee University, Seoul, Korea)

A Study on the Relationship between Foreign Direct Investment and Export Value Added

Young-jun Choi (Kyunghee University, Seoul, Korea)
Yinling Choi (Kyunghee University, Seoul, Korea)

A study on the government export assistance programs on global value chain informedness.

Hyun-yong Park (Kyunghee University, Seoul, Korea)
Jeong hugh Han (Kyunghee University, Seoul, Korea)

Collaboration between conventional banking and big data based fintech mobile industry

William Kim Woong-ryeol, (Soongsil University, Seoul, Korea.)

Detecting and preventing from Web Card Skimming attacks,

Chan-jin Kim (Soonchunhyang University, Asan, Korea)
Min-jae Kim (Soonchunhyang University, Asan, Korea)
Heung Youl Youm, (Soonchunhyang University, Asan, Korea)

The Ego integration of elderly living alone affecting depression

Shin Sook Lee (Sunchon National University, Suncheon, Korea.)

A study on the relationship between self-efficacy and ego integrity of the elderly widows

Shin Sook Lee (Sunchon National University, Suncheon, Korea.)

Analyzing Factors of Development of Information and Communication Industry in Vietnam

Shinwon Kang (Sunchon National University, Suncheon, Korea)

Myanmar tourism industry's future prospects

Osung Gwon (Juenju National University of Education, Juenju, Korea.)

Gala Dinner and Award Ceremony: Aug. 13 (18:30-20:30)

Location: Dining Table From Nature (자연이 주는 밥상) (Tel: 051-612-8624)

(Address: 43, Baekunpo-Ro, Namgu, Busan)

- Shuttle bus at the conference

- ☐ Gala Dinner and Award Ceremony
- ☐ Best Paper Award

Industry Visits: Aug. 14 (09:00-18:00)

Pickup Location:

(1) Homers Hotel (217 Gwanganhaebyeon-ro, Suyeong-gu, Busan): 8:45am

(2) Guest House at Pukyong National University: 9:00am

- ☐ Hyundai Mipo Dockyard
- ☐ Ganjeolgot
- ☐ Haedong Yonggungsa

Cultural Visits: Aug. 15 (09:00-18:00)

Pickup Location:

(1) Homers Hotel (217 Gwanganhaebyeon-ro, Suyeong-gu, Busan): 8:45am

(2) Guest House at Pukyong National University: 9:00am

- ☐ Gyeongju

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	Journal of Management and Economics
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Venue

Kyungsung University

Address: 309, Suyeong-ro, Nam-gu, Busan, Republic of Korea

TEL : 051-663-4114

☐ Registration: Building 30 (GENESIS), Room 604

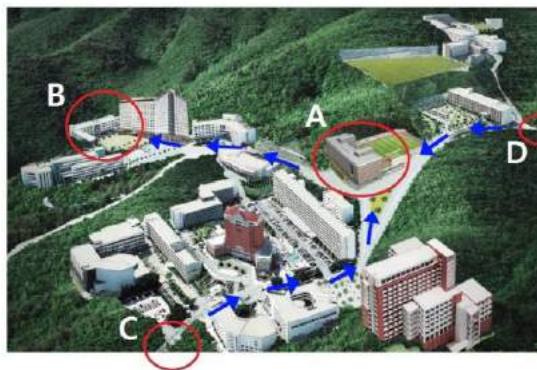
☐ Conference Location: Building 30 (GENESIS)

☐ Contact

Dr. John Yi (jyi@sju.edu) (Corresponding from people outside Korea)

Dr. Chang Seong Ko (csko@ks.ac.kr) (Corresponding from people in Korea)

CAMPUS MAP



A. THE GENESIS
(Conference and Parking Lot)

B. Nuri Restaurant
(Lunch)

C. Main Gate

D. East Gate

☐ Direction to Kyungsung University

By Taxi: Time required from Busan Train Station (20 min), Fee (9,000 won)

Time required from Kimhae Airport (30 min), Fee (20,000 won)

By subway: Name of exit station: Kyungsung University, Pukyong Nat'l Univ (Exit No. 4 or 6)

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Journal of Management and Economics (MERI, CNU)
The Myanmar Journal