

CCAT2023

CNU Conference of Advanced Technology 2023

The 8th International Conference on Management and Economics (ICME 2023) and The 17th International Triangle Symposium (ITS 2023)

“Transformation of GVC in Asia after COVID-19”

Co-Organized by



경영경제연구소
MANAGEMENT AND ECONOMICS
RESEARCH INSTITUTE

Management and Economics Research Institute (MERI)



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Science & Technology Knowledge Research Institute, CNU



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Dongbei University of Finance and Economics

Dongbei University of Finance and Economics (DUFE), China



国立大学法人
小樽商科大学

Otaru University of Commerce (OUC), Japan



충남대학교 경상대학

College of Economics and Management (CEM), CNU

Co-Hosted by



충남대학교
Chungnam National University

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충남대학교 융복합과학원

CNU Institute of Technology for Convergence and Innovation

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National Research Foundation of Korea (NRF)

Daejeon, Korea

November 9-11, 2023



Invitation

The 8th International Conference on Management and Economics (ICME 2023) and The 17th International Triangle Symposium (ITS 2023)

“Transformation of GVC in Asia after COVID-19”

Date: November 9-11, 2023

Venue: Chungnam National University, Daejeon, Korea

Dear honored guests and prospective conference participants,

We cordially invite you to the '8th ICME (International Conference on Economics and Management) and the 17th ITS (International Triangle Symposium)' scheduled to take place on November 9-11, 2023. The Management and Economics Research Institute (MERI) at Chungnam National University, South Korea, collaborates with various institutions to organize this annual international academic conferences.

The overarching theme of this conference is "Transformation of Global Value Chain (GVC) in East Asia after COVID-19." We will talk about the profound impacts of the COVID-19 pandemic on the field of economics and management, and deliberate on the future directions for the disciplines of business and economics.

Many international scholars who have fostered close collaborations with Chungnam National University in the realms of research and international exchange will participate in this conference. We envision this event as an opportunity for sharing knowledge, exploring research trajectories, and charting the course for advancements in economics and management.

Sincerely yours,

Dr. Byungcheon CHOI (Dean, College of Economics and Management, CNU)

Dr. Keunyeob OH (Director, Management and Economics Research Institute, CNU)

Dr. Jongheuk KIM (Director, Center for International Program, CNU)

Conference Schedule

DATE	TIME	PROGRAM	VENUE			
Nov. 9, Thursday	17:00~18:00	Registration for Overseas Participants	Ramada Hotel Lobby			
	18:00~20:00	Welcome Ceremony and Networking	Sambock Garden Restaurant			
Nov. 10, Friday	09:00~12:00	Group Sessions & Discussion				E6(CEM)
		English		Korean		
		Track A (S332)	Track B (W121)	Track C (S345)	Track D (W221)	
	12:00~13:30	Lunch: Hosted by Dean of CEM, CNU			E6(CEM) S332 & Samrakjae Hall, CEM	
	13:30~14:00	Conference Registration				E6(CEM) S332
	14:00~14:50	<Plenary Session>				
		Opening Ceremony MC: Prof. Hyangmi CHOI (CEM, CNU)				
		Opening Remarks: Prof. Keunyeob OH (Director of MERI, CNU)				
Welcome Address: Prof. Byungcheon CHOI (Dean of CEM, CNU) Prof. Jongheuk KIM (Director of CIP, CNU)						
14:50~15:00	Congratulatory Remarks President Jinsook LEE (CNU)				E6(CEM) S332	
	Congratulatory Letter President Miaojie YU (Liaoning University)					
15:20~18:00	Keynote Speeches Prof. Hyuksoo CHO (Vice President for Office of International Affairs, CNU)				E6(CEM)	
	Photo Time and Coffee Break					
	Group Sessions & Discussion					
18:00~20:00	English		Korean		E6(CEM)	
	Track E (W121)	Track F (S332)	Track G (W221)	Track H (W225) Track I (S345)		
18:00~20:00	Dinner Banquet (Best Paper Awards Ceremony)			Samrakjae Hall, CEM		
Nov. 11 Saturday	9:00~11:00	General Discussion Prof. Keunyeob OH (Director of MERI, CNU)			CNU	
	11:00~14:00	Academic Networking for International Cooperation Prof. Jongheuk KIM (Director, Center for International Program, CNU)			Sejong City	

The 8th International Conference on Management and Economics (ICME 2023) and The 17th International Triangle Symposium (ITS 2023)

“Transformation of GVC in Asia after COVID-19”

CONFERENCE PROGRAM

Time	Track	Title	Language	Chair	Room No.
Session I					
Nov.10th 9:00~12:00	A	SDU & CI at CNU	English	Keunyeob OH	S332
	B	ITS (A)	English	Jongheuk KIM	W121
	C	Science & Technology	Korean	Myungbae YEOM	S345
	D	Management	Korean	Hyungjun KIM	W221
Session II					
Nov.10th 14:00~14:50	Keynote Speech	Best Practice in National Higher Education System	English	Hyangmi CHOI	S332
Nov.10th 15:00~18:00	E	ITS (B)	English	Jihoon KANG	W121
	F	Sustainable Development	English	NGUYEN Thi Bich Loan	S332
	G	Management & Trade (A)	English	Limin WANG	W221
	H	Management & Trade (B)	Korean	Hyuneung LEE	W225
	I	Economics & Trade	Korean	Sangwha SHIN	S345
Session III					
Nov.10th 18:00~20:00	J	Dinner Banquet	English	MERI	Samrakjae Hall
Nov.11th 09:00~11:00	K	General Discussion	English	Keunyeob OH	CNU
Nov.11th 11:00~14:00	L	Academic Networking for International Cooperation	English	Jongheuk KIM	Sejong City

Session I

Track A : SDU & CI at CNU
(Lang. : English)

Nov. 10th (FRI) 09:00 ~ 12:00
E6(CEM) S332

Track Chair :

Keunyeob OH (Director, Management and Economics Research Institute, CNU, Korea)

Notice: 15 minutes presentation + 10 minutes discussion

Opening Ceremony	Opening Remark Prof. Keunyeob OH (Director, Management and Economics Research Institute, CNU, Korea)
	Welcoming Address Prof. Byungcheon CHOI (Dean, College of Economics and Management, CNU, Korea)
	Congratulatory Address Prof. Eunsoo LEE (Director, Confucius Institute, CNU, Korea)
1	The Differential Role of We Media and Mass Media in Enhancing Health Behaviors against COVID-19 Pandemic: Application of Cognitive Behavior Theory
	Pingping JIANG (Jiangsu University, China), Lingli KONG (Qingdao Mental Health Center, China), Yurui LIU (Jiangsu University, China), Xingle LONG (Jiangsu University, China)
2	Assessing the Service Quality of Fishermen's Homestays in China: A hybrid MCDM model with Delphi, DANP and GRA
	Peng JIANG (Shandong University, China), Rui CHI (Shandong University, China) and Xue ZHANG (Shandong University, China)
3	Heterogeneous Effects of Judicial and Administrative Protection on the Competitiveness of Copyright trade
	Jiayi SUN (Jiangsu University, China) Xingle LONG (Jiangsu University, China)
<i>5 minutes Break Time</i>	
4	The Impact and Mechanism of RCEP Implementation on Carbon Reduction Goals of Member Countries
	Yan LI (Shandong University, China), Yigang WEI (Beihang University, China) and Bin CHEN (Beijing Normal University, China)
5	Scenario Simulation and Regulation Policy Optimization of Industrial Enterprise Production Water Considering Scale Heterogeneity
	Dongying SUN (Jiangsu University, China) Limin WANG (Jiangsu University, China)
6	Digital Transformation and the Formation of Zombie Firms: A Machine Learning Approach
	Feng LIU (Shandong University, China), Mingyue WANG (Shandong University, China) and Yanling YU (Shandong University, China)
7	Impact of Green Technology Innovation Ambidexterity on Rhythm of Internationalization : Evidence from Listed Manufacturing Firms in China
	Yu ZENG (HELP University, Malaysia & Sichuan International Studies University, China), Nicholas Lum Yew Choe (HELP University, Malaysia) and Ngerng Miang Hong (HELP University, Malaysia)

Session I

Track B : ITS (A)
(Lang. : English)

Nov. 10th (FRI) 09:00 ~ 12:00

E6(CEM) W121

Track Chair :

Jongheuk KIM (Chungnam National University, Korea)

Notice: 15 minutes presentation + 10 minutes discussion

1	<p>Are Innovative Subordinates Typically the Favorites of Supervisors? Supervisory Adaptive Responses to Employee Innovation</p> <p>Shenghui WANG (Dongbei University of Finance & Economics, China)</p>
2	<p>The Impact of Digital Transformation on Total Factor Productivity in Manufacturing: Evidence from Publicly Listed Companies in China</p> <p>Jie WU (Zhejiang University of Technology, China) Nannan GAO (Zhejiang University of Technology, China)</p>
3	<p>The Effects of Supply Chain Bottlenecks and Fiscal Stimulus on Inflation Dynamics in the COVID-19 Pandemic Era: A Case of South Korea</p> <p>Ke CHEN (Chungnam National University, Korea) Jongheuk KIM (Chungnam National University, Korea)</p>
<i>10 minutes Break Time</i>	
4	<p>Preservation and Utilization of Historical Buildings by Corporation: Focusing on Sustainability and Local Collaboration</p> <p>Sekai KIDA (Otaru University of Commerce, Japan)</p>
5	<p>Exporting Accumulative Effects of Industry 4.0 Technology Adoption in Manufacturing Companies from China and Korea</p> <p>Yongping ZHONG (School of Finance and Trade, Liaoning University, China) Heecheol MOON (Chungnam National University, Korea) Miaojie YU (School of Finance and Trade, Liaoning University, China)</p>
6	<p>Japan Downgraded COVID-19 in May 2023: How can We Manage our Health and Economics from the Cases of Organ Transplant Medicine?</p> <p>Maria Keiko YASUOKA (Otaru University of Commerce, Japan)</p>

Session I

Track C : Science & Technology
(Lang. : Korean)

Nov. 10th (FRI) 09:00 ~ 12:00
E6(CEM) S345

Track Chair :

Myung-Bae YEOM (Chungnam National University, Korea)

Notice: 15 minutes presentation + 10 minutes discussion

1	Research on the Role of Universities in the Era of Local Extinction
	Gi-Don AN (Chungnam National University, Korea)
2	Research on Entrepreneurship Trends in Key Countries before, during, and after the Covid-19 Pandemic
	Eun-Young HONG (Chungnam National University, Korea)
3	Relationship between Researcher Characteristics and Industry-Public Research Institutes Cooperation Possibility
	Kyung-Yun HWANG (Chungnam National University, Korea)
<i>10 minutes Break Time</i>	
4	Analysis of Residential Characteristics and Residential Stability Support Policy for Creating Jobs for Youth in Daejeon
	Seung-Hee YANG (Daejeon Sejong Research Institute, Korea) Minseok KIM (Chungnam National University, Korea)
5	The Countermeasures for the Resurgence of Korean Manufacturing Industry through Servitization of Manufacturing Industry
	Jin-Man YOO (Chungnam National University, Korea) Kyung-Yun HWANG (Chungnam National University, Korea)
6	The Phenomenon of Convergence between Management and Art
	Eun-Su HAN (Chungnam National University, Korea) Eul-Hyun SUNG (Chungnam National University, Korea)

Session I

Track D : Management
(Lang. : Korean)

Nov. 10th (FRI) 09:00 ~ 12:00
E6(CEM) W221

Track Chair :	
Hyungjun KIM (Chungnam National University, Korea)	
<i>Notice: 15 minutes presentation+ 10 minutes discussion</i>	
1	<p>A Study on the Priorities of Factors Affecting Development of Cashmere Products in Mongolia</p> <hr/> <p>Oogji (Chungnam National University, Korea) Honggyue PARK (Chungnam National University, Korea)</p>
2	<p>A Study on the Impact of Logistics Efficiency of Trading Partners on Cross-Border E-commerce Trade in Korea</p> <hr/> <p>Qingyun CHEN (Chungnam National University, Korea) Hyuksoo CHO (Chungnam National University, Korea)</p>
3	<p>Can Job Burnout Occur during the Workplace Internship Stage?</p> <hr/> <p>Xiaolong YIN (Qingdao Vocational and Technical College of Hotel Management, China) Hyungjun KIM (Chungnam National University, Korea) Guirong GUO (Qingdao Vocational and Technical College of Hotel Management, China)</p>
<i>10 minutes Break Time</i>	
4	<p>The Influences of Perceptions on Pay for Performance and Innovation Support Climate on Innovative Behavior: Focus on the Mediating Effect of Work Engagement</p> <hr/> <p>Likun MA (Chungnam National University, Korea) Hyuneung LEE (Chungnam National University, Korea)</p>
5	<p>Factors Influencing Container Cargo Demurrage and its impact on Environmental Sustainability</p> <hr/> <p>Hyoseon KIM (Chungnam National University, Korea) Hyuksoo CHO (Chungnam National University, Korea)</p>
6	<p>The Impact of Foreign Exchange Exposure to Default Risk: Focus on Korea SME'S</p> <hr/> <p>Zheng LIU (Chungnam National University, Korea) Ilsook KWON (Hannan University, Korea) Taejong KIM (Chungnam National University, Korea)</p>

Plenary SESSION

Keynote Speeches

Nov. 10th (FRI) 14:00 ~ 14:50
E6(CEM) S332

Plenary Session Chair:
Hyangmi CHOI (Chungnam National University, Korea)

Best Practice in National Higher Education System

Hyuksoo CHO (Chungnam National University, Korea)

Discussants : All Participants

Nov. 10th (FRI) 14:50 ~ 15:00
E6(CEM) Main Entrance

Photo Time



Session II

Track E : ITS (B)
(Lang. : English)

Nov. 10th (FRI) 15:00 ~ 18:00

E6(CEM) W121

Track Chair :

Jihoon KANG (Chungnam National University, Korea)

Notice: 15 minutes presentation+10 minutes discussion

1	Does CEO Celebrity Affect IPO Underpricing? Evidence from the Strategic Emerging Industries in China
	Shuai YANG (Dongbei University of Finance & Economics, China), Yu ZHAO (Dongbei University of Finance & Economics, China) and Chao WU (Hebei University of Technology, China)
2	Comparison of Changes in Samsung Electronics and SONY's Competitiveness and Solutions for Their Continuous Growth: An through the ABCD Model
	Yewon CHANG (The University of Tokyo, Japan), Hwchang MOON (Seoul School of Integrated Sciences and Technology, Korea) and Joongho KOOK (Yokohama City University, Japan)
3	Management of Foreign Exchange Risk: Evidence from Developing Economies
	Nicholas Lum Yew Choe (HELP University, Malaysia) Sardar S. M. Islam (Victoria University, Australia)
<i>10 minutes Break Time</i>	
4	China's Seafood Import Ban in the Context of Japan's Discharge of ALPS Treated Water
	Hakuichi CHO (Otaru University of Commerce, Japan)
5	An Explorative Study of Firm Age, Experience, and OLC Stage: Focus on Korean Venture Firms
	Jihoon KANG (Chungnam National University, Korea) Kaidan ZHENG (Chungnam National University, Korea)
6	Issues with Recruiting and Managing Migrant Workers in Japan
	Yongki KIM (Otaru University of Commerce, Japan)

Session II

Track F : Sustainable Development
(Lang. : English)

Nov. 10th (FRI) 15:00 ~ 18:00
E6(CEM) S332

Track Chair :

NGUYEN Thi Bich Loan (Thuongmai University, Viet Nam)

Notice: 15 minutes presentation+10 minutes discussion

1	Intellectual Property Rights, Knowledge Sharing and Employee Innovation Behavior: the Moderating Effect of Organizational Incentives
	Yurui LIU (Jiangsu University, China) Xingle LONG (Jiangsu University, China) Pingping JIANG (Jiangsu University, China) Dawei GAO (Jiangsu University, China) Zixin WEI (Jiangsu University, China)
2	The Impact of Global Value Chain Participation in the Industry on Inflation: A Focus on Korea and China
	Xiaomin LI (Chungnam National University, Korea) Kiyong JEON (Chungnam National University, Korea)
3	Do Chinese Textile and Garment Exports have Displacement Effects on Bangladesh?
	Rukshana SALAM (Ministry of Education, Bangladesh) Md Iqbal BHUYAN (Kyungsung University, Korea & Daffodil International University, Bangladesh)
<i>10 minutes Break Time</i>	
4	The Impact of Digital Technologies on the Performance of Retail Firms in Viet Nam
	NGUYEN Thi Bich Loan (Thuongmai University, Viet Nam) NGUYEN Thi Tu Quyen (Thuongmai University, Viet Nam)
5	Impact of TMT Global Dynamic Managerial Capability on R&D Internationalization and Innovation Performance: Evidence from Listed Manufacturing Companies in China
	Yong ZHANG (Sichuan International Studies University, China) Juan XU (Zhongnan University of Economics and Law, China) Paul CHAN (HELP University, Malaysia) Nicholas Lum (HELP University, Malaysia)
6	The Role of Public Environmental Concern in Mitigating Haze Pollution: Insights from the Yangtze River Delta Cities
	Chao WU (Jiangsu University, China) Runyi SHI (Jiangsu University, China) Jacob WOOD (James Cook University, Singapore) Yusen LUO (Jiangsu University, China)

Session II

Track G : Management & Trade (A)
(Lang. : English)

Nov. 10th (FRI) 15:00 ~ 18:00
E6(CEM) W221

Track Chair :

Limin WANG (Jiangsu University, China)

Notice: 15 minutes presentation + 10 minutes discussion

1	<p>Risk Communication, Public Risk Perceptions and Responsive Behavior of COVID-19: Moderating Effects of Psychological Resilience</p> <p>Lichun WANG (Jiangsu University, China) Jiayi SUN (Jiangsu University, China) Xingle LONG (Jiangsu University, China)</p>
2	<p>Green Finance and CO2 Emission in RCEP Economies: A Deep Neural Network-based Multivariate Regression Analysis</p> <p>Muhammad AKHTAR (Jiangsu University, China) Xingle LONG (Jiangsu University, China)</p>
3	<p>Employees' Views on Mental Health and Well-being at Workplace: A Qualitative Study</p> <p>Zalfa Laili Binti HAMZAH (Universiti Malaya, Malaysia) LEE Su Teng (Universiti Malaya, Malaysia) ONG Lin Dar (Universiti Malaya, Malaysia) Haslinda HASHIM (Universiti Putra Malaysia, Malaysia) MENG Dongyue (Universiti Malaya, Malaysia)</p>
<i>10 minutes Break Time</i>	
4	<p>An Analysis on the Port Efficiency before and after COVID-19: Focusing on Congestion</p> <p>Hyeongeun SONG (Chungnam National University, Korea) Honggyue PARK (Chungnam National University, Korea)</p>
5	<p>Social Responsibility to Laborers in Vietnam's Information and Communications Technology Enterprises from Sustainable Development Approach</p> <p>NGUYEN Thi Minh Nhan (Thuongmai University, Viet Nam) NGUYEN Thi Tu Quyen (Thuongmai University, Viet Nam)</p>
6	<p>Antecedents of Organic Food Consumption Behavior during the Post COVID Era: The Moderating Role of Fear of the Pandemic</p> <p>Hossain Md Imran (Chungnam National University, Korea) Hyungjun KIM (Chungnam National University, Korea)</p>

Session II

Track H : Management & Trade (B)
(Lang. : Korean)

Nov. 10th (FRI) 15:00 ~ 18:00
E6(CEM) W225

Track Chair :

Hyuneung LEE (Chungnam National University, Korea)

Notice: 15 minutes presentation+10 minutes discussion

1	The Influence of Workplace Isolation on Telecommuters' Work Engagement: A Moderated Mediation Model of LMXSC and Job Satisfaction
	Yikun XI (Chungnam National University, Korea) Hyuneung LEE (Chungnam National University, Korea)
2	Research on the Effect of Individual Carbon Accounts on Residents' Express Packaging Recycling Behavior from the Perspective of Behavioral Spillovers
	Lanlan KONG (Jiangsu University, China) Linyu SU (Jiangsu University, China) Hyungjun KIM (Chungnam National University, Korea)
3	Case Study on Entrepreneurship of Family Business with Developmental Disabilities
	Byoungmo KANG (KETI, Korea) Kangwon KIM (DEBC, Korea) Suna KANG (Chungnam National University, Korea)
<i>10 minutes Break Time</i>	
4	Investigating the Influence of Institutional Environment and Organizational Culture on Sustainable GVC Engagement in China
	Qianyun SHI (Chungnam National University, Korea) Hyuksoo CHO (Chungnam National University, Korea)
5	The Impact of Empowering Leadership on Work Engagement: A Moderated Mediation Model of Power Distance Orientation and Core Self-Evaluation
	Lingyu WANG (Chungnam National University, Korea) Hyuneung LEE (Chungnam National University, Korea)

Session II

Track I : Economics & Trade
(Lang. : Korean)

Nov. 10th (FRI) 15:00 ~ 18:00

E6(CEM) S345

Track Chair :

Sangwha SHIN (Chungnam National University, Korea)

Notice: 15 minutes presentation+10 minutes discussion

1	The Effect of Retirement on Asset Allocation
	Chenyang LIU (Chungnam National University, Korea) Taekho KWON (Chungnam National University, Korea)
2	Predicting the Efficiency and Effectiveness of Business Processes Based on the Digitalization Level of SMEs
	Jiyeon JEONG (Chungnam National University, Korea) Junho LEE (Chungnam National University, Korea)
3	Determinants of U.S. Outward FDI: A Lasso Estimation Approach
	Sangwha SHIN (Chungnam National University, Korea)
<i>10 minutes Break Time</i>	
4	Analyzing the Impact of COVID-19 on Global Value Chain Participation
	Weilong ZHANG (Chungnam National University, Korea) Keunyeob OH (Director, Management and Economics Research Institute, CNU, Korea)
5	Carbon Emissions Trading Policy and Firm Value: Evidence from the Chinese Stock Market
	Run KONG (Chungnam National University, Korea) Hyangmi CHOI (Chungnam National University, Korea) Chenyang LIU (Chungnam National University, Korea)
6	The Impact of Information Asymmetry on the Relationship Between Exchange Rate Changes and Stock Price Crash Risk
	Mo Mo Myint Mo (Chungnam National University, Korea) Taekho KWON (Chungnam National University, Korea) Chenyang LIU (Chungnam National University, Korea)

Session III

Track J : Dinner Banquet
(Lang. : English)

Nov. 10th (FRI) 18:00 ~ 20:00
E6(CEM) Samrakjae Hall

Host :

Management and Economics Research Institute (CNU, Korea)

Best Paper Awards Ceremony

Track K : General Discussion
(Lang. : English)

Nov. 11th (SAT) 09:00 ~ 11:00
CNU

Track Chair :

Keunyeob OH (Director, Management and Economics Research Institute, CNU, Korea)

Transformation of GVC in Asia after COVID-19

Track L : Networking
(Lang. : English)

Nov. 11th (SAT) 11:00 ~ 14:00
Sejong City

Track Chair :

Jongheuk KIM (Director, Center for International Program, CNU)

Academic Networking for International Cooperation



Site Map



- 행사장 : 충남대학교 경상대학 E6 (College of Economics and Management E6, Chungnam National University)
99 Daehak-ro, Yuseong-gu, Daejeon
- 호 텔 : 라마다호텔(Ramada Hotel)
127 Gyeryong-ro, Yuseong-gu, Daejeon
- 식 당 : 삼복가든(Sambock Gargen Restaurant)
440-18 Bongmyeong-dong, Yuseong-gu, Daejeon



충남대학교
Chungnam National University



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