

KrAIS 2025 Summer Workshop

Riding the AI Wave: AI and Digital Business Shaping the Future from Busan to the World

Date June 30 - July 1, 2025

Venue Busan Port International Exhibition & Convention Center
Busan, Republic of Korea

• Hosted By

Korean Chapter of the Association for Information Systems (KrAIS)
Korea Association of Information Systems (KAIS)
Korea Society of Management Information Systems (KMIS)
BK21 FOUR, Yonsei School of Business
Busan IT Industry Promotion Agency (BIPA)
BK21 FOUR Graduate School of Information, Yonsei University
BK21 FOUR Department of Management Information Systems, Dong-A University

• KrAIS Co-Presidents

Byunggu Choi, Kookmin University
YoungKi Park, George Washington University

• Workshop Organizing Chair

Taeho Hong, Pusan National University

• Workshop Program Co-Chairs

Hanbyul Choi, Dong-A University
Inmyung Choi, Texas Tech University
Jung Lee, Hankuk University of Foreign Studies
Yongjin Park, City University of Hong Kong

• Sponsored by

Welcome to the KrAIS 2025 Summer Workshop

Dear colleagues and honored guests,

As Co-Presidents of the Korean Chapter of the Association for Information Systems (KrAIS), we are delighted to welcome you to the KrAIS 2025 Summer Workshop, held at the Busan Port International Exhibition & Convention Center (BPEX) in Busan, Korea, from June 30 to July 1, 2025.

This year's theme, "Riding the AI Wave: AI and Digital Business Shaping the Future from Busan to the World," invites us to explore the transformative impact of artificial intelligence and digital technologies on business and society.

Busan, Korea's dynamic coastal city, provides a fitting backdrop for this conversation. As a hub of trade, culture, and innovation, Busan not only reflects the energy of our field but also symbolizes the global reach of Korean scholarship. We hope the city's vibrant atmosphere will enrich your experience both inside and outside the workshop.

KrAIS is committed to supporting its members by providing platforms for idea exchange, collaboration, and professional growth. The Summer Workshop stands as our flagship event, featuring a diverse array of programs, including the Paper Presentation Sessions, Round Table Discussion Sessions, Panel Discussion, and the Doctoral Consortium.

We encourage you to engage fully in these sessions, seize networking opportunities, and forge connections that may evolve into lasting collaborations and friendships.

This workshop's success is a testament to the dedication of many individuals and organizations. We extend our heartfelt thanks to KMIS, KAIS, Yonsei University, BIPA, and Sponsors for their unwavering support, as well as to our workshop co-chairs, session chairs, panelists, and program committee members for their invaluable contributions.

Last but not least, we look forward to seeing you again at the next workshop in Nashville, Tennessee. Thank you for your continued support and participation.

We hope you enjoy the workshop—and your time in beautiful Busan.

Warm regards,

Co-Presidents, KrAIS

Byunggu Choi
Kookmin University

YoungKi Park
George Washington University

Welcome to the KrAIS 2025 Summer Workshop

Dear KrAIS Summer Workshop Participants,

On behalf of the Workshop Committee, it is my great pleasure to welcome you to the 2025 KrAIS Summer Workshop, held this year in the vibrant city of Busan, South Korea.

As a proud chapter of the Association for Information Systems (AIS) serving scholars with Korean heritage, KrAIS continues its mission to foster meaningful academic exchange and promote research collaboration within our global community. This workshop provides a unique opportunity for scholars and researchers to share ideas, develop their work, and build lasting professional connections.

I am especially excited to share that this year's workshop has received the largest number of submissions in KrAIS Summer Workshop history—a strong testament to the growing interest and engagement within our community. The final program includes 48 outstanding papers, presented across 10 Paper Presentation Sessions and 3 Round Table Discussions. These sessions reflect the breadth and depth of research conducted by our members and offer invaluable opportunities for constructive feedback and collaboration. We are also pleased to host a Doctoral Consortium, featuring dynamic discussions with world-renowned scholars and mentoring by senior faculty.

I would like to extend my deepest gratitude to the program committee members, session chairs, panelists, discussants, and authors for their dedication and contributions. Special thanks also go to the KrAIS co-chairs, advisory board members, former workshop co-chairs, and our generous sponsors, whose continued support has been instrumental in bringing this workshop to life.

I hope you enjoy your time at the workshop and take the opportunity to explore all that Busan has to offer—from fresh seafood and sandy beaches to vibrant marketplaces and historic temples.

Once again, welcome—and I look forward to a meaningful and energizing workshop together.

Warm regards,

Workshop Organizing Chair

Taeho Hong, Pusan National University

KrAIS 2025 Summer Workshop Committee

KrAIS Co-Presidents:

Byunggu Choi, Kookmin University

YoungKi Park, George Washington University

Workshop Organizing Chair

Taeho Hong, Pusan National University

Workshop Program Co-Chairs:

Hanbyul Choi, Dong-A University

Inmyung Choi, Texas Tech University

Jung Lee, Hankuk University of Foreign Studies

Yongjin Park, City University of Hong Kong

Workshop Advisory Board:

Kunsoo Han, McGill University

Il Im, Yonsei University

Hee-Woong Kim, Yonsei University

Dongwon Lee, Korea University

KrAIS Secretary:

Sunghun Chung, George Washington University

KrAIS Treasurer:

Jinyoung Min, Chung-Ang University

KrAIS Communication:

Jiyong Park, University of Georgia

Workshop Program Committee

- Ahn, Daehwan (University of Georgia)
Baek, Jiye (Korea University)
Cha, Jonghyuk (University of Westminster)
Chae, Hochang (University of Central Oklahoma)
Cheong, Arion (Stevens Institute of Technology)
Choi, Angela (Sungkyunkwan University)
Choi, Jaewon (Soonchunhyang University)
Choi, Sukwoong (University at Albany)
Ham, Juyeon (Chosun University)
Han, Elizabeth (McGill University)
Han, Jin Soo (KAIST)
Heo, WanGyu (KAIST)
Hur, Inkyoung (Florida Atlantic University)
Hwang, Insung (Columbus State University)
Jang, Alice (Virginia Tech)
Jin, Seungwook (KAIST)
Kang, Minhyung (Ajou University)
Kang, Seonjun (Missouri University of Science and technology)
Kim, Dongyeon (Hanyang University)
Kim, Eunyoung (Mississippi State University)
Kim, Gaon (KAIST)
Kim, Jin Sik (University of Tennessee at Chattanooga)
Kim, Joo Baek (University of Tampa)
Kim, Kitae (Korea Institute of Science and Technology Information)
Kim, Namil (Yonsei University)
Kim, Tae Hun (Incheon National University)
Kim, Yeolib (Ulsan National Institute of Science and Technology)
Kim, Yeongin (Wake Forest University)
Kwon, Angela (University of British Columbia)
Kwon, Boram (Chosun University)
Kwon, Sung Hyun (University of Maryland)
Kwon, Youngjin (Washington State University)
Lee, Heeseung (The University of Texas at Dallas)
Lee, Jong Youl (Florida International University)
Lee, Junyeong (Chungbuk National University)
Lee, Kyuhan (Korea University)
Lee, Kyunghee (McGill University)
Lee, Myounggu (Konkuk University)
Lee, Myunghwan (Chinese University of Hong Kong)
Lim, Hyungsoo (HKUST)
Park, Jaecheol (University of British Columbia)
Park, Junyoung (Auburn University)
Park, Sung Hee (University of South Carolina)
Rhee, Kyung Sun (University of Florida)
Shin, Donghyuk (KAIST)
Shin, Soo Il (Kennesaw State University)
Sim, Jaeung (University of Connecticut)
So, Hyunji (McGill University)
Son, Yoonseock (University of Notre Dame)
Song, Sumin (Concordia University)
Whang, Sun Young (University of Massachusetts Boston)
Yoo, Changseung (McGill University)
You, Sangseok (Sungkyunkwan University)
Youn, Seokjun (University of Arizona)

Program

Date : June 30 – July 1, 2025

Venue : BPEX, Busan, Republic of Korea

June 30, 2025 (Monday)		
08:30 – 09:00	Registration	
09:00 – 10:10	Session 1: AI Efficiency and User Emotions Chair: Yeolib Kim (UNIST) @ Meeting Room 3	Doctoral Consortium Organizer: Jung Lee @ Meeting Room 1 & 2
	<ol style="list-style-type: none"> 1. Fail to Win: Schadenfreude and Individual Competitiveness Drive Download Intention in Mobile Game Fail Ads, <i>Joonhyun Moon (UNIST)</i>, Authors: Yeolib Kim (UNIST), Boreum Choi (Univ. of Seoul), Hanbyul Choi (Dong-A Univ.), Discussant: Jaeyoung Park (Pukyung National Univ.) 2. Greedy-Adam: Emphasizing Present Gradients for Stable and Efficient Training, Authors: Dongyeon Kim (Myongji Univ.), Iljoo Kim (Myongji Univ.), Discussant: Minhyuk Lee (Pusan National Univ.) 	<p>Topic: “The AI & I”</p> <p>As the massive AI wave approaches, PhD students must navigate it safely by leveraging their unique research strengths. Together with six engaging mentors—each bringing their own distinct and vibrant expertise—we will explore the challenges ahead and develop strategies to ride this wave successfully.</p> <p>Panel Discussion & Small Group Mentoring:</p> <ul style="list-style-type: none"> • Yeongin Kim (Wake Forest University) • Youngjin Kwon (Washington State University) • Junyeong Lee (Chungbuk National University) • Gangmin Park (Kookmin University) • Jiyong Park (University of Georgia) <p>Global Scholar Mentoring:</p> <ul style="list-style-type: none"> • Suprateek Sarker (University of Virginia) • Hee-Woong Kim (Yonsei University) • YoungKi Park (George Washington University) • One-Ki Daniel Lee (Virginia Commonwealth University)
10:10 - 10:25	Coffee Break	
10:25 – 12:00	Session 2: Text-mining and Predictive Modeling Chair: Sunghun Chung (George Washington Univ.) @ Meeting Room 3	
	<ol style="list-style-type: none"> 1. Toward a Machine Learning Marketing Mix Model: Maximizing the Impact of Digital Advertising on Business, Authors: Kitae Kim (KISTI), Minhyung Lee (Impact AI Co., Ltd.), Sung-Hyuk Park (KAIST), Discussant: Min Ho Ryu (Dong-A Univ.) 2. To React or not to React: Effect of Response Types Applied to Negative Review on Consumer's Intentions, Authors: Elena Kim (Soon Chun Hyang Univ.), Islomjon Tursunboev (Soon Chun Hyang Univ.), Jaewon Choi (Soon Chun Hyang Univ.), Discussant: Seungwook Jin (KAIST) 3. Conflicting Signals? The Diminishing Effect of User-Generated Content on Film Marketing Effectiveness, Authors: Seungwook Jin (KAIST), Weidong Xia (Florida International Univ.), Keumseok Kang (KAIST), Discussant: Yeolib Kim (UNIST) 	

Program

Date : June 30 – July 1, 2025

Venue : BPEX, Busan, Republic of Korea

June 30, 2025 (Monday)	
12:00 – 13:30	Lunch Break*
13:30 – 14:00	Opening Remarks @ Conference Hall A & F
	<ol style="list-style-type: none"> 1. Prof. Byunggu Choi & Prof. YoungKi Park (KrAIS Co-Presidents) 2. Prof. Taeho Hong (Workshop Organizing Chair) 3. Prof. Dongwon Lee (KMIS President) 4. Prof. Il Im (Head of BK21 FOUR, Yonsei School of Business)
14:00 – 15:30	Keynote Speech @ Conference Hall A & F
	<ol style="list-style-type: none"> 1. Prof. Suprateek Sarker (University of Virginia) “An Invitation to Multimethod Research for Investigating Contemporary Digital Phenomena” 2. Prof. Hee-Woong Kim (Yonsei University) “The Key Issue on IS for AI in Business” 3. Taeyeol Kim (Busan IT Industry Promotion Agency) “The Essential IS business for AI transformation in Busan
15:30 – 15:45	Coffee Break
15:45 – 16:30	Panel Discussion: GenAI for Research and Teaching Moderator: Sunghun Chung (George Washington University) @ Conference Hall A & F
	<ol style="list-style-type: none"> 1. Prof. Suprateek Sarker (University of Virginia) 2. Prof. Yongsuk Kim (Sungkyunkwan University) 3. Prof. YoungKi Park (George Washington University) 4. Prof. Donghyuk Shin (KAIST)
16:30 – 16:45	Coffee Break
16:45 – 17:45	Session 3: Best Papers Presentation Chair: Yongjin Park (City University of Hong Kong) @ Conference Hall A & F
	<ol style="list-style-type: none"> 1. How User Adoption of ChatGPT Influences Commercial Search Patterns in Traditional Search Engines, Authors: Juwon Hong (Seoul National University), Sungho Park (Seoul National University), Sang Pil Han (Arizona State University) 2. When Virtual Care Falls Short: Evidence from Diabetes Management, Authors: Seonjun Kang (Missouri University of Science and Technology), Elizabeth Baker (Virginia Commonwealth University), Yeongin Kim (Wake Forest University), Ugochukwu Etudo (Virginia Commonwealth University) 3. Enhancing Borrower Repayment through Human vs. AI Interventions: Evidence from a Field Experiment on a Revenue-Based Financing, Authors: Heeseung Lee (University of Texas at Dallas), Sunghun Chung (George Washington University), Zhiqiang (Eric) Zheng (University of Texas at Dallas)
17:45 – 18:00	Coffee Break
18:00 –	Gala Dinner Moderator: Hanbyul Choi (Dong-A University) @ Conference Hall A & F

* Please note that lunch will not be provided, as the workshop is scheduled to begin at 13:30. However, lunch will be provided on Tuesday, July 1.

July 1, 2025 (Tuesday)				
08:30 – 09:00	Registration			
09:00 – 10:25	Session 4: Digital Influence and Virtual Engagement Chair: Kyung Young Lee (Dalhousie Univ.) @Meeting Room 1	Session 5: Trustworthy and Transparent AI Chair: One-Ki Daniel Lee (Virginia Commonwealth Univ.) @Meeting Room 2	Session 6: AI for Platform Innovation and Product Design Chair: Yeongin Kim (Wake Forest Univ.) @Meeting Room 3	Session 7: Current Trends and Future Direction in Gerontechnology Chair: Inmyung Choi (Texas Tech Univ.) @Meeting Room 4
	<ol style="list-style-type: none"> 1. The Effects of Virtual Entertainers versus Human Entertainers on Consumer Purchase Intention of Music and Products Endorsed, Authors: Tausifur Rahman Johan (Dalhousie Univ.), Kyung Young Lee (Dalhousie Univ.), Paola Gonzalez (Dalhousie Univ.), Bo Yu (Dalhousie Univ.), Discussant: Hyunwoo Park (Seoul National Univ.) 2. Effects of Short-form User-generated Content on Music Streaming Performance: A Double-Edged Sword, Authors: Gaon Kim (KAIST), Daegon Cho (Yonsei Univ.), Sunghan Ryu (Univ. of Nottingham Ningbo China), Discussant: Seongjun Kang (Missouri Univ. of Science and Technology) 3. Exploring User Acceptance of AI Influencers, Authors: Siham Benzizoune (Soon Chun Hyang Univ.), Ming Wang (Jinzhou Medical Univ.), Jaewon Choi (Soon Chun Hyang Univ.), Discussant: Minkyu Shin (City Univ. of Hong Kong) 	<ol style="list-style-type: none"> 1. Controllability in Algorithmic Decision-Making: Field Evidence from a Robo-Advisor, Authors: Subin Kim (KAIST), Daehwan Ahn (Univ. of Georgia), Bong-geun Choi (Yonsei Univ.), Jiyong Park (Univ. of Georgia), Jinseok Yang (Fount Investment), Byungjoon Yoo (Seoul National Univ.), Kyeongmin Yum (Seoul National Univ.), Discussant: Taekyung Kim (Kyung Hee Univ.) 2. Fighting AI-Generated Deception: Human versus Machine Detection of Manipulated Reviews with Explainable AI, Authors: Olga Chernyaeva (Pusan National Univ.), Taeho Hong (Pusan National Univ.), Eunmi Kim (Pusan National Univ.), Discussant: Hyoung-yong Lee (Hansung Univ.) 3. Calculating Trust in AI: How Autonomy and Learning Shape Users' Conflicting Trust Evaluations, Authors: Youngho Yoon (Univ. of Massachusetts Boston), One-Ki Lee (Virginia Commonwealth Univ.), Discussant: Eunyong Kim (Mississippi State Univ.) 	<ol style="list-style-type: none"> 1. Between Literacy and Risk: How Shocks Reshape Digital Service Use over Time, Authors: Hyemi Lee (Seoul National Univ.), Jungjoo Jahng (Seoul National Univ.), Discussant: Sung Hee Park (Univ. of South Carolina) 2. Beyond the Stream: Market-Wide Impacts of Live Commerce in E-Retail, Authors: Mingi Song (Korea Univ.), Miaozhe Han (Hong Kong Univ. of Science and Technology), Lee Gunwoong (Korea Univ.), Keongtae Kim (Chinese Univ. of Hong Kong), Discussant: Yeongin Kim (Wake Forest Univ.) 3. Predicting the Success of Webtoons Based on Web Novels Using Machine Learning: A Data-Driven Approach, Authors: Kim JeongBin (Myongji Univ.), Iljoo Kim (Myongji Univ.), Discussant: Hanbyul Choi (Dong-A Univ.) 	<ol style="list-style-type: none"> 1. User Perceptions and Responses to Generative AI Covers of Deceased Individuals: The Right Not to Be Forgotten, Authors: Kwang Min Nam (Dong-A Univ.), Discussant: Antino Kim (Indiana Univ.) 2. Analyzing Public Discourse on Elderly License Non-Return, Authors: Dohyeon Kim (Dong-A Univ.), MinHo Ryu (Dong-A Univ.), Discussant: Sangwook Ha (Beijing Normal-Hong Kong Baptist Univ.) 3. Familiarization and Emotional Substitution in Companion Dog Discourse: A Time-Segmented Textual Analysis of Societal Implications, Authors: Sohui Kim (Dong-A Univ.), Min Ho Ryu (Dong-A Univ.), Discussant: Inmyung Choi (Texas Tech Univ.)
10:25 – 10:35	Coffee Break			

July 1, 2025 (Tuesday)				
	Session 8: ChatGPT and Generative AI Chair: Hyunwoo Park (Seoul National Univ.) @ Meeting Room 1	Session 9: Strategic Use of AI Chair: Hochang Chae (Univ. of Central Oklahoma) @Meeting Room 2	Session 10: AI Efficiency and User Emotions Chair: Myunggu Lee (Konkuk Univ.) @Meeting Room 3	Information Session Chair: Taekyung Kim (Kyung Hee Univ.) @Meeting Room 4
10:35 – 12:00	<ol style="list-style-type: none"> The Adoption and Efficacy of Large Language Models: Evidence from Consumer Complaints in the Financial Industry, <i>Authors: Minkyu Shin (City Univ. of Hong Kong), Jin Kim (Northeastern Univ.), Jiwoong Shin (Yale Univ.), Discussant: Hyunwoo Park (Seoul National Univ.)</i> The Impact of ChatGPT on Knowledge Diversity and Style Similarity in Online Communities, <i>Authors: Chan Gyu Lee (Seoul National Univ.), Jeongsik Lee (Drexel Univ.), Hyunwoo Park (Seoul National Univ.), Discussant: Seongjun Kang (Missouri Univ. of Science and Technology)</i> Speak Up and Heads Up: Generative AI-Mediated Workplace Communication, <i>Authors: Eunjoo Seo (Indiana Univ.), Antino Kim (Indiana Univ.), Discussant: Minkyu Shin (City Univ. of Hong Kong)</i> 	<ol style="list-style-type: none"> Digital Sustainability Configurations, <i>Authors: Boram Kwon (Chosun Univ.), YoungKi Park (George Washington Univ.), Discussant: Juyeon Ham (Chosun Univ.)</i> AI-Augmented Intuition as a Strategic IS Capability, <i>Authors: Hochang Chae (Univ. of Central Oklahoma), Discussant: Jookyung Kwon (Dongguk Univ.)</i> 	<ol style="list-style-type: none"> Unveiling invisible demand: A Generative AI approach, <i>Authors: Myounggu Lee (Konkuk Univ.), Jihoon Cho (Hongik Univ.), Hye-Jin Kim (KAIST), Discussant: Hanool Choi (Keimyung Univ.)</i> A Lightweight BERT-CNN Hybrid Model for Efficient Review Helpfulness Prediction, <i>Authors: Tae Yi Kim (Pusan National Univ.), Discussant: Myounggu Lee (Konkuk Univ.)</i> Customer Loyalty Detection via Online Reviews Using Sentiment Analysis and Textual Features, <i>Authors: Altynsara Baktiyar (Pusan National Univ.), Eunmi Kim (Pusan National Univ.), Taeho Hong (Pusan National Univ.), Discussant: Yongsuk Kim (Sungkyunkwan Univ.)</i> 	<p>Special Faculty Recruitment – School of Management, Kyung Hee University</p> <p>Join us for a specialized Information Session on Special Faculty Recruitment at the KrAIS 2025 Summer Workshop, specifically tailored for Ph.D. candidates, postdoctoral researchers, and faculty members interested in exploring exciting career opportunities at the School of Management, Kyung Hee University.</p>
12:00 – 13:30	Lunch Break			

Date : June 30 – July 1, 2025

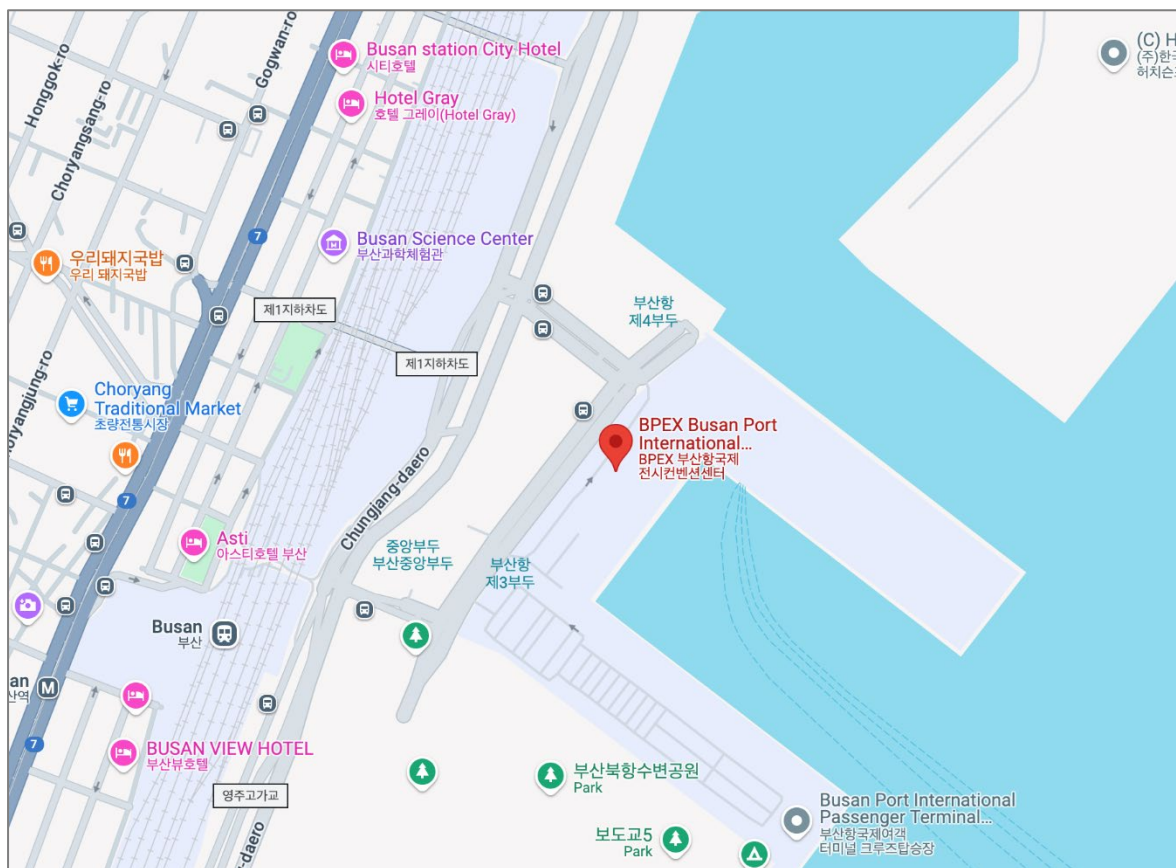
Venue : BPEX, Busan, Republic of Korea

July 1, 2025 (Tuesday)			
13:30 – 14:30	Shor Paper Round Table (Conference Hall C)		
	Table A: Human-Centered AI - Trust, Emotion, and Ethical Challenges Chair: Sung-Byung Yang (Kyung Hee University)	Table B: Platform Strategy and Algorithm Design Chair: Jaewon Choi (Soonchunhyang University)	Table C: Applied Intelligence: AI and Analytics Chair: Bongsug Chae (Kansas State University)
	<ol style="list-style-type: none"> 1. Complacency in the Age of AI: A Distributed Cognition Perspective, <i>Eunyoung Kim (Mississippi State University), Yusi Ma (Florida International University), Maria Diaz (Florida International University)</i> 2. Does AI Help or Hinder?, <i>Sung Hee Park (University of South Carolina), Do-Hong Kim (Wayne State University)</i> 3. The AI-Driven Social Media Paradox: Connection, Stress, and Mental Well-Being in a Generational Context, <i>Sabita Puri (Soonchunhyang University), Jaewon Choi (Soonchunhyang University)</i> 	<ol style="list-style-type: none"> 1. Automated Product Descriptions and Image Annotation for Second-Hand E-commerce Platform Using Generative Artificial Intelligence, <i>Taehyun Noh (Weber State University), Jimin Go (Weber State University), Seokwoo Song (Weber State University), Donghun Lee (Advanced Institute of Convergence Technology)</i> 2. Understanding User Perceptions and Responses to Chinese E-commerce Platforms: A Text Mining Approach, <i>Gijun Jo (Dong-A University)</i> 3. Responsible AI for Equal Opportunities: Building Fair Credit Scoring Systems in Early-Settlement Platforms, <i>Dongwon Shin (George Washington University), Sunghun Chung (George Washington University), Chad Yi-chun Ho (George Washington University)</i> 	<ol style="list-style-type: none"> 1. A Dynamic Capabilities Perspective on Restaurant Demand Forecasting: Insights from a Large Restaurant Chain, <i>Bongsug Chae (Kansas State University), Chwen Sheu (Kansas State University), Eunhye Park (Gachon University)</i> 2. Deep Learning-Based Growth Stage Estimation of Shrimp via Curved Body Length Analysis, <i>GeonYul Shin (Dong-A University), Min Ho Ryu (Dong-A University)</i> 3. Does Helping Hurt? How Food Delivery Wage Protections Disrupt Ride-sharing, <i>Kyeongsu Min (Korea University), Yunmin Choi (Korea University), Jiye Baek (Korea University)</i>
14:30 – 14:45	Coffee Break		

July 1, 2025 (Tuesday)			
14:45 – 16:00	Shor Paper Round Table (Conference Hall C)		
	Table A: Human-Centered AI - Trust, Emotion, and Ethical Challenges Chair: Sung-Byung Yang (Kyung Hee University)	Table B: Platform Strategy and Algorithm Design Chair: Jaewon Choi (Soonchunghyang University)	Table C: Applied Intelligence: AI and Analytics Chair: Bongsug Chae (Kansas State University)
	4. From Play to Pay: How Game Design Elements Influence Players' Microtransaction Intentions, Szeming Chow (Kyung Hee University), Yan Sun (Kyung Hee University), Sung-Byung Yang (Kyung Hee University) 5. Deepfakes on Instant Messaging Platforms: The Mechanisms for Control, Jinjing Li (Kyung Hee University), Taekyung Kim (Kyung Hee University), Sung-Byung Yang (Kyung Hee University) 6. From Chat to Purchase: How Chat Sentiment and Activity Shape Engagement and Sales in Live Commerce, Jiho Hwang (Kyungpook National University), Sehwan Oh (Kyungpook National University) 7. The Three Ages of Hospitality: Classical Origins, Postmodern Interpretations, and the Rise of Machine Services, Chulmo Koo (Kyunghee University), Jookyung Kwon (Dongguk University)	4. Shifting Screens: How Platform Restrictions Redirect Piracy between Torrents and Streams, Jaehyun Lee (Ulsan National Institute of Science and Technology), Juhee Kwon (City University of Hong Kong), Seunghyun Kim (Yonsei University) 5. Congruent or Conflicting? An Analysis of the Alignment of the Emotional Valence of YouTube Thumbnails and Titles and its Effect on Brand Attitude, Rkia Lahlimi (Soonchunhyang University), Jaewon Choi (Soonchunhyang University) 6. How Platform Fulfillment Favoritism Drives Seller Lock-In: A Platform-Level Analysis of Multihoming as Mediator, Jihyun Bae (Seoul National University), Hyejoo Kim (Seoul National University), Byungjoon Yoo (Seoul National University)	4. How Does AI Change Drug Development? Evidence from Clinical Trial Phases and Drug Types, Angela Kwon (University of British Columbia), Jaecheol Park (University of British Columbia), Gene Moo Lee (University of British Columbia) 5. Do Privacy Nudges Really Work? A Meta-Analytic TSSEM Approach to Information Disclosure Behavior, Jianbo Wang (Pusan National University), Jongki Kim (Pusan National University) 6. Understanding Open Government Data Use: A Configurational Approach Based on the TOE Framework, Juyeon Ham (Chosun University)
	Coffee Break		
16:15 – 17:00	Closing and Award Ceremony (Conference Hall C)		

Direction

Busan Port International Exhibition & Convention Center



Address : 5th Floor (Choryang-dong, Busan Port International Passenger Terminal),
206, Chungjang-daero, Dong-gu, Busan, 48751, Republic of Korea

Contact : Peter Ryu (Workshop Secretary), kaisoffice@gmail.com, +82-10-2714-1967

Website: www.ekais.or.kr