2019 KSMS International Conference

Conference Date: November 16th – 17th, 2019

Extended Submission Deadline: October 15th, 2019

Theme	New Marketing in Turbulent Environment
Co-Hosts	Korea University Business School Korean Scholars of Marketing Science
Organizer	Global Alliance of Marketing & Management Associations
Partners	Australian & New Zealand Marketing Academy New Zealand Asia Institute of the University of Auckland National Research Foundation of Korea Campus Town Team, Sungshin Women's University Korea Economy & Management Development Institute
Sponsoring Journal	Asia Pacific Journal of Marketing & Logistics (SSCI): - Special Section on Product Innovation & Consumer Behaviors
Conference Organizing Committee Chair	Jae Wook Kim, Dean, Korea University Business School
Conference Co-Chairs	Weon Sang Yoo, Korea University Business School, *wyoo@korea.ac.kr* Tony Garrett, Korea University Business School, *tgarrett@korea.ac.kr*
Local Arrangement Committee Chair	Jong-Ho Lee, Korea University Business School, *jongholee@korea.ac.kr*
Venue	Korea University Business School, Seoul, Republic of Korea
Date	November 16th – 17th , 2019
Submission Deadline	October 15th, 2019
Submission Guidelines	Please refer to 'KSMS International Conference Guidelines for Final Submission' at (http://www.kams.org/).
Submit Your Paper to:	Central Office, Korean Scholars of Marketing Science Tel: +82 55 213 3346, Fax: +82 55 263 9096 e-mail: *ksmscentraloffice@gmail.com*

Program (Nov. 16th, 2019)

09:00~ 11:00	**2019 KSMS Doctoral Dissertation Award Competition** **2019 Global Business Review Competition: Case and Research**
11:00~ 12:00	**Editorial Board Meetings:** **- Journal of Global Scholars of Marketing Science** **- Journal of Global Fashion Marketing** **- Journal of Global Sport Management**
12:00 ~ 12:30	**Board Meeting**
12:00 ~ 13:00	**Lunch**
12:30 ~ 16:00	**Registration**
13:00 ~ 14:20	**Opening Ceremony** - Welcoming Speeches: Jaewook Kim, Dean, Korea University Business School The Conference Organizing Committee Chair of 2019 KSMS International Conference Jaihak Chung (Sogang University), President of Korean Scholars of Marketing Science - Progress Report: 2020 Global Marketing Conference at Seoul Eunju Ko (Yonsei University), the Conference Organizing Committee Chair of 2020 GMC

	- Keynote Speech: "The Emergence of Product Innovation as a Mature, Multidisciplinary Academic Discipline" C. Anthony Di Benedetto (Temple University) Co-Editor of Industrial Marketing Management
14:30 ~ 16:00	**Academic Sessions Part I and Symposiums**
16:10 ~ 17:40	**Academic Sessions Part II and Symposiums**
17:40~ 18:00	**Reception:** - Awards Ceremony: JGSMS Best Paper Award 2019 / JGSMS Best Reviewer Award 2019 JGFM Best Paper Award 2019 / JGFM Best Reviewer Award 2019 JGSM Best Paper Award 2019 / JGSM Best Reviewer Award 2019 Best Conference Paper Award / KSMS Service Excellence Award Doctoral Dissertation Award / Global Business Review Competition Award

2019 ANZMAC - KSMS Joint Symposium in Seoul

Theme	New Marketing and Innovation
Co-Hosts	Australian & New Zealand Marketing Academy Korean Scholars of Marketing Science
Organizer	Global Alliance of Marketing & Management Associations
Symposium Co-Chairs	Ian Phau (Curtin University), *ian.phau@cbs.curtin.edu.au* Tony Garrett (Korea University), *tgarrett@korea.ac.kr*

2019 Marketing Research Trends in Asia

Theme	Marketing Research Trends in Asia
Hosts	Global Alliance of Marketing & Management Associations
Organizer	Korean Scholars of Marketing Science
Symposium Chair	Jaihak Chung (Sogang University), *jaihak@sogang.ac.kr*

2019 NZAI - GAMMA Joint Symposium

Theme	Consumer Research and Wellbeing in Asia and Beyond
Co-Hosts	New Zealand Asia Institute of the University of Auckland Global Alliance of Marketing & Management Associations
Organizer	Korean Scholars of Marketing Science
Symposium Chair	Yuri Seo (University of Auckland), *y.seo@auckland.ac.nz*

2019 Global Culture Market Equity Symposium

Theme	Application of Culture Market Equity
Host	Yonsei University
Organizer	Korean Scholars of Marketing Science
Sponsor	National Research Foundation of Korea
Symposium Chair	Eunju Ko (Yonsei University), *ejko@yonsei.ac.kr*

2019 KSMS Doctoral Dissertation Competition

Submission Deadline	October 15th, 2019
Organizer	Korean Scholars of Marketing Science
Committee Chair	Shijin Yoo (Korea University Business School), *shijinyoo@korea.ac.kr*

2019 KSMS/GAMMA Business Meetings

Date	10:00 - 12:00 November 17th, 2019
Venue	Hyehwa 1938, Seoul, Republic of Korea
Organizers	Korean Scholars of Marketing Science Global Alliance of Marketing & Management Associations

Tracks

Track		Chair
Track 1	**Future of Brands and Consumer Behavior**	Yong-Ki Lee (Sejong University) *yongki2@sejong.ac.kr* Yaeri Kim, Sejong University, *yaerikim17@gmail.com*
Track 2	**AI in Digital Marketing**	Yongjun Sung (Korea University) *gradysung@gmail.com*
Track 3	**Digital Marketing**	Alex Jiyoung Kim (Sungkyunkwan University), *alex.kim@skku.edu*
Track 4	**Internet Research and Consumer Behavior**	Yuri Seo (The University of Auckland) *y.seo@auckland.ac.nz*
Track 5	**Culture and Sustainable Advertising**	Yung Kyun Choi (Dongguk University) *choiyung@dongguk.edu*
Track 6	**Strategic Market Management**	Subin Im (Yonsei University) *imsubin@yonsei.ac.kr* Yerim Chung (Yonsei University) *yerimchung@yonsei.ac.kr*
Track 7	**Digital and Technology Driven Marketing**	Juran Kim (Jeonju University) *jrkim@jj.ac.kr*
Track 8	**Fashion Marketing and Research**	Yoon Jung Lee (Korea University) *yleehe@korea.ac.kr* Heeju Chae (Kyungsung University), *heejuchae@gmail.com*
Track 9	**Innovation and Marketing**	Junyean Moon (Hanyang University, ERICA) *jmoon@hanyang.ac.kr*
Track 10	**Industrial Marketing Management**	Jaesu Kim (Volvo Group Korea) *kjsint@nate.com*
Track 11	**Marketing Management in the Global Environment**	Han-Mo Oh (Chunbuk National University) *ice1004@jbnu.ac.kr*
Track 12	**Emerging Issues in Sport Management**	Kihan Kim (Seoul National University) *kihan@snu.ac.kr*
Track 13	**Cultural Marketing and Performing Arts**	Joonmo Lee (Chonbuk National University) *sedona98@daum.net* Hyun Joo Choi (Sangmyung University) *dancelove3@hanmail.net*
Track 14	**Product Innovation and Consumer Behaviors**	Yang Sun (Zhejiang SCI-TECH University) *sunyang8227@hotmail.com* Hakil Moon (Eastern Michigan University) *hmoon3@emich.edu*
Track 15	**Neuromarketing and Big Data Network in Sustainable Business Environment**	Eun-Ju Lee (Sungkyunkwan University) *dr.eunju.lee@gmail.com*
Track 16	**Digital Business Strategy**	Jeonghye Choi (Yonsei University) *jeonghye@yonsei.ac.kr* Jeeyeon Kim (National Sun Yet-sen University) *Jeeyeon.kim@cm.nsysu.edu.tw*
Track 17	**Entrepreneurship and Marketing**	Honglei Liu (Dalian University of Foreign Languages) *honglei.liu2010@hotmail.com*

Track 18	**Safety Management: Theory & Practice**	Heeseok Woo (Nara Corporation) *heeseokki@hanmail.net* Sang Jin Kim (Nara Corporation) *sangjin_kams@naver.com*
Track 19	**Marketing in General**	Jong-Kuk Shin (Pusan National University) *shinjk@pusan.ac.kr* Mi-Ok Oh (Pusan National University) *omo@pusan.ac.kr*

Editor of Proceedings: Yerim Chung (Yonsei University), *yerimchung@yonsei.ac.kr*

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Korea University Business School: https://biz.korea.ac.kr/en

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