

KPA & KINFORMS 2009 INTERNATIONAL CONFERENCE

“New Challenges in Service Productivity and Innovation”

May 30(Sat.), 2009

College of Business Administration

Seoul National University, Seoul, Korea

Hosted by

Korea Productivity Association (KPA) and INFORMS Korea Chapter (KINFORMS)

Supported by



Korea Productivity Association (KPA) and INFORMS Korea Chapter (KINFORMS) host the KPA & KINFORMS 2009 International Conference, "New Challenges in Service Productivity and Innovation". KPA has built a reputation in productivity studies since 1985 in Korea, KINFORMS is an active INFORMS chapter specialized in Korean business studies. KPA and KINFORMS together raise issues on service productivity and innovation under rapidly changing environment toward service economy. Industry sectors of financial service, health care service, and logistics service & ICT are covered in depth. Conference committees express heartfelt welcome to all participants.

Conference Chairs

Sang Hyung Ahn

President, INFORMS Korea Chapter
Seoul National University

Kwangtae Park

President, Korea Productivity Association
Korea University

Conference Committees

International Program Committee

Maged Dessouky (University of Southern California, USA)
Uday Karmarkar (UCLA, USA)
Liam O'Neill (University of North Texas, USA)
Marco Perona (University of Brescia, Italy)

Rajesh Piplani (Nanyang Technological University, Singapore)
Ananth Srinivasan (The University of Auckland, New Zealand)
Mei Xue (Boston College, USA)

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Young Rok Choi (Inha University)
Seong Tae Hong (Sangmyung University)
Sung Min Kang (Catholic University of Korea)
Daeki Kim (Korea University)
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Yong Kyeom Kim (Kyungwon University)
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Gun Hee Lee (Sogang University)
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Shin Mo Lee (Dong Duk Women's University)
Jae Hyung Min (Sogang University)
Myung Soo Nam (Inha University)
Jose L. Tongzon (Inha University)
Hosun Rhim (Korea University)
Kyung-Ho Roh (Daelim College)

Program

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|-------------|--|
| 09:40~10:00 | Opening Ceremony Presider : Prof. Changwon Lee Hanyang University, Korea Congratulatory Speech : Prof. Sang Hyung Ahn Seoul National University, Korea Welcome Speech : Prof. Kwangtae Park Korea University, Korea |
| 10:00~10:30 | Keynote Speech Prof. Uday Karmarkar (UCLA, USA) Industrialization, Productivity and the Service Economy |
| 10:30~10:50 | Break |
| 10:50~12:20 | Plenary Session Prof. Mei Xue (Boston College, USA) Customer Efficiency Management(CEM) and Financial Service Delivery in the Internet Age Prof. Liam O'Neill (University of North Texas, USA) Cardiac Specialty Hospitals: Focused Factories or Cream Skimmers? : Evidence from Texas Prof. Rajesh Piplani (Nanyang Technological University, Singapore) Inventory Policies for Service differentiated Customer Classes |
| 12:20~14:00 | Luncheon |
| 14:00~16:30 | Sponsored and Contributed Sessions KPA General Meeting Presider : Prof. Hosun Rhim Korea University, Korea INFORMS Korea Panel Discussion Presider : Prof. Changwon Lee Hanyang University, Korea |
| 16:30~17:30 | |
| 17:30~18:30 | Closing Ceremony and General Reception |

Sponsored and Contributed Sessions

(14:00~16:30)

Session I : Financial Service

Session Chair : Prof. Gun Hee Lee (Sogang University, Korea)

| | Presenting Author / Title | Discussant |
|---|---|--|
| 1 | <p>Ki-Hoon Lee Leuphana University, Germany</p> <p>Christian Herzig Nottingham University Business School, UK The development of corporate sustainability management application tools in Germany –The concepts and Instruments focused approach–</p> | <p>Jae Gu Kim Myongji University, Korea</p> |
| 2 | <p>Jung Dong Kim NICE Investors Service, Korea Corporate Credit Rating Service in Korea</p> | <p>S. Hun Seog KAIST, Korea</p> |
| 3 | <p>Changwan Jin Hyundai Card Inc., Korea Service Quality Management in Korean Credit Card Industry</p> | <p>Seonmin Kim Seoul National University of Technology, Korea</p> |
| 4 | <p>Naoki Ando Hosei University, Japan Firm's Competitiveness, Institutions and FDI Performance</p> | <p>Jeongil Seo Hanyang University, Korea</p> |
| 5 | <p>Sung Jun Chun Korea Credit Bureau, Korea Consumer Credit Rating Services in Korea</p> | <p>Yoocheul Song Dongduk Women's University, Korea</p> |

Session II : Health Care Service

Session Chair : Prof. Changik Jo (Hallym University, Korea)

| | Presenting Author / Title | Discussant |
|---|---|--|
| 1 | Eunjeong Kang KIHASA, Korea Willingness-to-pay for smoking and the price elasticity of cigarette demand by socioeconomic status | Jae-young Lim Korea University, Korea |
| 2 | Madoka Aragaki University of Tokyo, Japan The accidents occurring in the hospital volunteer activities: from the nation-wide survey in Japan | Seunghyun Yoo Seoul National University, Korea |
| 3 | Myoungsoon You Hallym University, Korea An imperative for tailored approaches to breast cancer screening: a theoretical explanation of inaccurate risk perception of breast cancer | Sangil Jun KIEH, Korea |
| 4 | Ik-Whan Kwon Saint Louis University, USA Health care supply chain operations: case in the United States | Suk-Ki Hong Dankook University, Korea |
| 5 | Fen-Ju Chen I-Shou University, Taiwan The impacts of global budgeting payment scheme on inpatient care performance in Taiwan-The early evidence | Changwon Lee Hanyang University, Korea |

Sponsored and Contributed Sessions

(14:00~16:30)

Session III : Logistics Service & ICT

Session Chair : Prof. Daeki Kim (Korea University, Korea)

| | Presenting Author / Title | Discussant |
|---|---|---|
| 1 | <p>Lijun Chai, Zhihan Yan Qingdao University of Science & Technology, China</p> <p>A Game Theoretical Meditation on the Strategy of Industrial competition in technological innovation</p> | <p>Hosun Rhim Korea University, Korea</p> |
| 2 | <p>Chuhwan Park Yeungnam University, Korea</p> <p>Mobile Telecommunications Market Regulations and Carrier Performance: The Korean Case</p> | <p>Byung Joon Yoo Seoul National University, Korea</p> |
| 3 | <p>Jin Namkoong LG CNS, Korea</p> <p>Industry Trend – Logistics Service Providers</p> | <p>Minho Lee Namseoul University, Korea</p> |
| 4 | <p>Jie Wei, Stephen Leung City University of Hong Kong, China</p> <p>S.C. Lee and Ben Kwok Avanti Innovation Technology Group Ltd., China</p> <p>Simulation Study of RFID-enabled Mixed-product Loading Strategy for Outbound Logistics</p> | <p>Seungwook Park Inha University, Korea</p> |
| 5 | <p>Chang Hwan Lee Ajou University, Korea</p> <p>Byong-Duk Rhee Syracuse University, USA</p> <p>Inventory and Production Financing in Supply Chain</p> | <p>Seung-Chul Kim Hanyang University, Korea</p> |

Session IV : SBC (Small Business Corporation) Sponsored Session (In Korean)

Session Chair : Prof. Seong Tae Hong (Sangmyung University, Korea)

| | Presenting Author / Title | Discussant |
|---|---|---|
| 1 | Junki Kim Seoul National University, Korea Minho Lee Korea Institute of Public Administration, Korea Kichul Shin SBC, Korea Risk Analysis on the Government Loan Program for SMEs | Euishik Kim Incheon University, Korea |
| 2 | Seong Tae Hong, Yeong Do Han Sangmyung University, Korea A Study on the Improvement Strategy of Service Productivity through Relationship Marketing : Focused on the Telecommunication Service Industry | Shinmo Lee Dongduk Women's University, Korea |
| 3 | Kyunghwan Kim Sungkyunkwan University, Korea The Effect on the Enterprise Result with SME' s Research Equipment Public Use | Sun Choi Hanyang Cyber University, Korea |
| 4 | Beom Cheol Cin Kyonggi University, Korea Eui Young Lee Kunsan National University, Korea Empirical Analysis on effects of R&D Expenditure on Productivity Growth in Korean Small and Medium Enterprises | Kyung Ho Roh Daelim University, Korea |
| 5 | Yongrok Choi Inha University, Korea Neo-Productivity and the Role of a Intermediary in a Global e-Trade | Sang-Jong Kim Dongguk University, Korea |
| 6 | Hyung Nam Moon, Hyun Ju Yang Sookmyung Women's University, Korea Mijung Rho Sogang University, Korea A Study on the Improvement of Procurement and Purchase Process for Military Office Management | Taehwan Kim Dankook University, Korea |

Conference Venue:

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