

15TH INTERNATIONAL CONFERENCE ON  
IT APPLICATIONS AND MANAGEMENT

JANUARY  
28 - 30  
2016

MAISON DES  
SCIENCES  
DE L'HOMME  
DE DIJON  
FRANCE

Mobility,  
Culture and  
Tourism in the  
Digitalized  
World

Program

Graphisme et réalisation - M. Foucher MSH de Dijon, M. Kospicowicz et. C. Zaza I3 Pro TUS



UBFC



UNIVERSITE BOURGOGNE-FRANCHE-COMTE



HOST AND VENUE: UNIVERSITE DE PARIS, SUD & BOURGOGNE UNIVERSITY,  
DIJON, FRANCE

CO-HOST: KOREA DATABASE SOCIETY, INTERNATIONAL ITAM SOCIETY

SUPPORTED BY: KOREA DATABASE AGENCY, HANYANG UNIVERSITY

# I . CONFERENCE ITAM

(BOURGOGNE UNIVERSITY, JANUARY 28 THR)

## REGISTRATION

### Inauguration Session

#### 1 - Opening Announcement

- Anne-Marie Lebrun - Chair of Organizing Committee, Bourgogne U., France

#### 2 - Greeting Speech

- Jaehoon Whang - Conference General Chair, Yonsei U., S. Korea

#### Welcoming Remarks

- Louis de Mesnard - Vice-chancellor, Bourgogne U., France

#### Software Donation Ceremony

#### 3 - Keynote Speech

#### Mobility, Culture and Tourism in the Digitalized World

- Namjae Cho - Conference General Chair, Hanyang U., S. Korea

### Track A1

#### Financial Application

Chairperson :

Uthai TANLAMAI

(Chulalongkorn U., Thailand)

#### Effect of Graph Orientation and Trend on Perception of Financial Data

- Jitsama Kurusakdapong

- Uthai Tanlamai

Chulalongkorn U., Thailand

#### Quality Types of Crowdfunding to Intention to Use

- JiHyun Lee

- DongBack Seo

Chungbuk National U., Korea

#### ICT, Local Governance and Branchless Banking: Triangular Efforts to Make Social Cash Transfer Easy and Transparent

- Subarna Shakya

Tribhuvan U., Nepal

- Mahesh Maharjan

Singhaniya U., India

### Track B1

#### IT and Tourism

Chairperson :

Jeonghoon Lee

(Hoseo U., Korea)

#### Individual Dispositions, Resistance Change and Organizational empathy in the Hospitality Industry: When Change means Implementation of a New IS

- Soo Kyung Kim

Dankook U., Korea

- Jeonghoon Lee

Hoseo U., Korea

#### Startup-City, Reinventing Paris: Tourism Business incubator "Welcome city lab"

Hyo Dan Cho

U. Paris 1 Panthéon-Sorbonne, France

#### User Generated Content (UGC) and Travel Planning

Bidur Raj Joshi

Career Point U., India

#### Technology and Quality of Human Life

Y.D. Tripathi

City Education Foundation, Nepal

### Track C1

#### Information Behavior

Chairperson :

Sean WATTS

(RMIT U., Vietnam & Yonsei U., Korea)

#### Descriptive Analysis of Internet Deviance in Indonesian Workplace

Yanki Hartijasti

(U. of Indonesia, Indonesia)

#### The use of digital technologies in designers' information activities - Beneficial or not?

- Sung Kun Kim

Chung-Ang U., Korea

- Nam Young Im

Osan U., Korea

- Eugene D. Kim

Pratt Institute, USA

#### Relevancy of Multivariate Analysis as a Data Analysis Tools for Business research

Satesh Kumar Ojha

Tribhuvan U., Nepal

8:00~9:00

9:00~10:30

10:30~12:00

## Track A2

**Cyber Community**

Chairperson :  
Nanthawan Leamprecha  
(Naresuan U. Thailand)

**Virtual Self: Who are you? Are you a part of me?**

Eden Lee, DongBack Seo  
Chungbuk National U., Korea

**Sharing of Telecommunication Data in Nepal**

Pratima Pradhan  
Singhania U., India

**Forest Resource Mobilization for Sustainable livelihood: a Community Approach to Local Governance**

Dwarika Upreti  
Singhania U., India

**Analysis of Radio Audiences in Kathmandu Valley**

Miresh Adhikari  
Career Point U., India

## Lunch

## Track B2

**Tech. & Business Design**

Chairperson :  
Yanki Hartijasti  
(Universitas Indonesia, Indonesia)

**Experimental Analysis of the Effect of a New Approach to Creative Product Idea Generation**

- Namjae Cho  
- SeungHee Oh  
- Dae-Kyung Ko  
Hanyang U., Korea

**Comparing Usability between Native and Web Application for Tablet Computer**

Anirut Asawasakulsorn  
Naresuan U., Thailand

**A Case Study of New Competitive Dynamics of Transient Advantage in the Korea Cosmetic Industry**

- Soora Kwon  
Hanyang U., Korea  
- Suhyoung Christine Park  
U. of Southern California, USA

## Track C2

**Mobile Application**

Chairperson :  
Kijoo Kim (Konyang U., Korea)

**A Classification of Car-related Mobile Apps**

- Chao Zhang  
Korea University, Korea  
- Lili Wan  
Hankuk U. of Foreign Studies, Korea  
- Daihwan Min  
Korea U., Korea

**Learner's Cognitive Engagement with Interactive e-Books**

- Thirayu Yaemcharun  
- Uthai Tanlamaib  
Chulalongkorn U., Thailand

**Culture, Technology, and Design Preferences' for Increased Chinese, Korean, & Vietnamese Adoption of Mobile Online Educational Resources**

- Sean Watts  
- Hoa Pham  
MIT U., Vietnam

## Coffee Break

## Track A3

**Marketing Application**

Chairperson:  
Patrick Bouchet  
(Bourgogne U., France)

**Customer Perceived Value and Satisfaction in Shopping at Thai Market**

Nanthawan Leamprecha  
Naresuan U., Thailand

**Social Media Impact on Electronics Related Brand Communities in Korean College Students**

Sean Watts  
RMIT U., Vietnam & Yonsei U., Korea

**Implementation of Effective Internal Control System as the Tools and Control on Information Technology for Financial Accountability**

Sarika Amatya  
Singhania U., India

## Track B3

**Industry and Government**

Chairperson:  
Pratima Pradhan  
(Singhania U., India)

**Multinational firms and territories: integrating local expectations, the case of Thailand**

- Adisak Chotitumtara  
Naresuan U. Thailand  
- Benoît Pigé  
Cerego- U. of Franche-Comté, France

**Use of ICT in Management of Voters Registration in Nepalese Context**

Amar Bahadur Lama  
Singhania University, India

**The Use of Mobile Technology to Enhance the Capability of Nepalese Entrepreneurs**

Hariraj Rajaure  
Singhania U., India

## Track C3

**Innovation and Personnel**

Chairperson:  
DongBack Seo  
(Chungbuk Nat'l U., Korea)

**Consequences of Government Support in Innovations and Technology for Improvement and Sustainability of SMEs: The Case of Turkey**

Mehmet Ali Gurol  
(Turkey)

**A Critical Review on ISO/IEC 25000SQuaRE Model**

- SeokhaKoh  
Chungbuk National U., Korea  
- Jaehoon Whang  
Yonsei U., Korea

**Designing the Right Route to Market for Competitive Advantage**

Pratap Rawal  
Career Point U., India

3:30~5:00

5:00~5:30

6:00~9:00

**A case study on status of Nepali workers in gulf countries**

Pushpamani Bhandari

Singhania University, India

**Selection Test and Predictability of Job Performance of the Employees**

Satesh Kumar Ojha

Tribhuvan U., Nepal

### Valedictory Session (Room 101)

#### 1) Announcement of the Next Conference

**Namjae Cho** - Conference General Chair, Hanyang U., S. Korea

#### 2) Closing Address

**Anne-Marie Lebrun** - Chair of Organizing Committee, Bourgogne U., France

### Banquet

# II . CONFERENCE FIELD TRIP

January 29 FRI

#### Lecture on Bourgogne Wine:

**Construction of the wine region of Burgundy**

**Jean-Pierre Garcia** - Université de Bourgogne

**Tourism and regional images with commercial usage for wine in Burgundy**

**Olivier Jacquet** - Chaire Unesco - Université de Bourgogne

January 30 SAT

#### Dijon City and Museum Tour

<http://blog.u-bourgogne.fr/itam/>