

## 2016 TPM Asia 2016 Conference Proceedings

June.24 <sup>th</sup> , 2016	PROGRAM(Room)
9:30~10:00	<b>VIP Tea time/ Registration (Lobby of the B1 floor)</b>
10:00~10:30	<b>Opening Ceremony (Yongjae Hall)</b>
10:30~11:50	<b>Session1 (Yongjae Hall) Moderator : Dae Ryun Chang (Yonsei Univ.)</b> - Mahindra's use of culture in marketing : Vivek Nayer (VP, Mahindra & Mahindra) - Unlocking the code for global success in K-Food : Hee-young Noh (CEO, YG Food) - Why Theory and Practice in Marketing : Bernd Schmitt (Professor, Columbia Univ.)
11:50~13:10	<b>Lunch (Baekyangnuri Grandballroom/ MannaSam)</b>
13:10~14:40	<b>Session2 (Yongjae Hall) Moderator : Sang Yong Kim (Korea Univ.)</b> - The Evolving Korea Brand Agenda : Dong Ryun Chang (Chair, Korea Brand Task Committee) - Audi Korea Engagement Strategy_ A Movie Project: Jorg Dietzel (Director of Marketing, Audi) - Case Studies from fusion communication Jee-hee Baek (Executive, Daehan A&C)
	<b>Academic Session 1</b> 1.1 Creativity I (B101) 1.2 Cultural Contents I (B102) 1.3 Online Marketing I (B104) 1.4 Consumer Behavior I (B223) 1.5 Marketing Strategy I (B224) 1.6 Price(B225) 1.7 Product(B226) 1.8 Brand I (B227)
14:40~14:55	<b>Coffee Break (Lobby of the B1 floor)</b>
15:00~16:20	<b>Academic Session 2</b> 2.1 CreativityII (B101) 2.2 Creativity(Korean) (B102) 2.3 Cultural ContentsII(B104) 2.4 Online MarketingII (B223) 2.5 Online Marketing(Korean) (B224)

	2.6 Consumer Behavior II (B225) 2.7 Marketing Strategy II (B226) 2.8 BrandII (B227)
16:20~16:35	<b>Coffee Break (Lobby of the B1 floor)</b>
16:35~17:50	<b>Session3 (Yongjae Hall) Moderator : Jin Kyung Han (SMU)</b> - Culture marketing and strategy in Korean Television Content Production: Kyeong Soo Bae (Executive Producer, Descendants of the Sun) - Creating a New TV Category – Emotional Approach in Tech Marketing: Jeong Seok Lee (VP of Marketing, LG Electronics) - Lessons from Hollywood’s global marketing strategy: Sanjay Sood (Professor, UCLA)
17:50~18:10	<b>Closing Ceremony (Yongjae Hall)</b>
18:10~20:00	<b>Dinner (Baekyangnuri Grandballroom)</b>

**Academic Session 1.1 Creativity I (B101) 13:10~14:40****Chairman :** Nara Youn (Hongik Univ.)

No	Title	Authors
1	The Effect of Metaphor of Hand Use on Consumer Creativity	Nara Youn (Hongik Univ.)
		Jung Eun Lee (Hongik Univ.)
2	The Inspirational Power of Arts on Creativity	Nara Youn (Hongik Univ.)
		Donghwy An (Hongik Univ.)
3	Enhancing Creativity through Warm Temperature	Luqiong Tong (Beijing Normal Univ.)
		Rui (Juliet) Zhu (Cheung Kong Graduate School of Business)
4	O2O Competitive Marketing Strategy; A Korean Case	Kim, Yong Jun (SungKyunKwan Univ.)
		Seo, Hyeon Yeong (SungKyunKwan Univ.)

**Academic Session 1.2 Cultural Contents( B102) 13:10~14:40****Chairman :** Kanghyun Yoon (Univ. of Central Oklahoma)

No	Title	Authors
1	Gangnam Style Reconsidered	Jeffrey Kim (University of London and SKKU)
		Jessie Ji Yean Kim (Dong-Ah Institute of Media and Arts)
2	Download or streaming - The effect of commitment on digital music consumption	JaeWon Yoo (Yonsei Univ.)
		Jaeyoung Lee (Yonsei Univ.)
3	The Lost Meaning of Marketing in Genesis 1-3: Revisiting the Role of Marketing from the Biblical Perspective	Kanghyun Yoon (Univ. of Central Oklahoma)
4	Dalal Street Blues: The Economic Environment and the Demand for Bollywood Movies	Anirban Mukherjee (Singapore Management Univ.)
		Ping Xiao (National Univ. of Singapore)

### Academic Session 1.3 Online Marketing I ( B104) 13:10~14:40

**Chairman :** Yuna Kim (California State Univ.)

No	Title	Authors
1	Utilizing Qualitative Information in Online Reviews for Sales Forecasting: The Value of Functional and Emotional User-Generated Content	Jaihak Chung (Sogang Univ.)
		Seongsoo Jang (ESC Rennes)
2	A Recommendation System for Sequential Decisions Based on Semi-parametric Gaussian Copula	Mantian Hu (The Chinese Univ. of Hong Kong)
		Meng Zhang (The Chinese Univ. of Hong Kong)
		Leilei Gao (The Chinese Univ. of Hong Kong)
		Hwang Kim (The Chinese Univ. of Hong Kong)
3	Exploring the effect of new product residency on eWOM: The case of PS4 and XB1 product launch	Yuna Kim (California State Univ.)
		Jennifer Chandler (California State Univ.)
4	Customer Valuation and Segmentation in Social Networks	Hwang Kim (The Chinese Univ. of Hong Kong)
		Mantian Hu (The Chinese Univ. of Hong Kong)
		Meng Zhang (The Chinese Univ. of Hong Kong)
		Leilei Gao (The Chinese Univ. of Hong Kong)

### Academic Session 1.4 Consumer Behavior I (B223) 13:10~14:40

**Chairman :** Eun-Ju Lee (Sungkyunkwan Univ.)

No	Title	Authors
1	The Effect of Money Priming on Consumers' Choice	MyungWoo Nam (Sungkunkwan Univ.)
		HeeKyung Ahn (Hanyang Univ.)
		EunKyong Lee (Hanyang Univ.)
2	The Effect of Cute vs. Sexy Models on Consumers' Product Evaluation	Jong Myung Lee (Yonsei Univ.)
		Xu Ruiying (Yonsei Univ.)
		B. Kyu Kim (Yonsei Univ.)
3	Discussing Gender Difference in the Effect of Impression Management on Socially Responsible Consumption	ChiCheng Luan (Purdue Univ.)
		Sooyeon Choi (Purdue Univ.)
4	Discovering Time in Brain and in Life: Implications for Managers under Time Pressure	Eun-Ju Lee (Sungkyunkwan Univ.)
		Jin Ho Yoon (Sungkyunkwan Univ.)

**Academic Session 1.5 Marketing Strategy I (B224) 13:10~14:40****Chairman** : Sungtak Hong(LBS)

No	Title	Authors
1	Dual-Objective Incentives and Employee Performance: Evidence from Laboratory and Call Center Field Studies	Sung H. Ham (George Washington Univ.)
		Chanho Song (California State Univ.)
2	From Finance to Marketing: If high Leverage is destined to reduce customer satisfaction? Product Variety as a Barrier to Entry	Yanzhi Wang (Tianjin Univ. of Commerce)
3	Product Variety as a Barrier to Entry	Sungtak Hong (LBS)
		Jinhwa Chung (Keimyung Univ.)
4	Hot Hand Effects and Persistence in Salesperson Performance	Irene Nahm (Univ. of Houston)

**Academic Session 1.6 Price(B225) 13:10~14:40****Chairman** : Jae-Do Song (ChonNam Univ.)

No	Title	Authors
1	Probabilistic Price Promotions and Risk Preferences	Sungchul Choi (Univ. of Northern British Columbia)
		Paul Messinger (Univ. of Alberta)
2	Quantity Decision after Missing a Better Opportunity	Song SU (Beijing Normal Univ.)
3	The effect of price as an anchor on willingness-to-pay	Jae-Do Song (ChonNam Univ.)
4	Effects of Retargeting Upper and Lower Purchase Funnel: Field Experiments	Takeshi Moriguchi (Waseda Univ.)
		Guiyang Xiong (Univ. of Georgia)
		Xueming Luo (Temple Univ.)

**Academic Session 1.7 Product(B226) 13:10~14:40****Chairman** : Taewan Kim (Lehigh Univ.)

No	Title	Authors
1	Key Requirements for Successful Design Management in Korea: Experience Design, Collaboration, and Trial and Error	Jaewoo Joo (Kookmin Univ.)
		EunhyePark (Kookmin Univ.)
		Annie (Heejean) Lee (Seoul National Univ.)
2	Neural account for processing prototypicality and simplicity of product designs and their effects on consumer design preference	Erin Cho (Parsons The New School for Design)
		Shin-ae Yoon (Yonsei Univ.)
		Hae-Jeong Park (Yonsei Univ.)
3	Product design and firm value	Taewan Kim (Lehigh Univ.)
		Ravi Chitturi (Lehigh Univ.)
4	Could Consumers' Privacy Concern about a Drone be Attenuated by Categorical Cue and Background-Image?	Yong Wan Park(Yonsei Univ.)
		Jayeon Kim(Sogang Univ.)

**Academic Session 1.8 Brand I (B227) 13:10~14:40****Chairman** : Jung-Chae Suh (Yonsei Univ.)

No	Title	Authors
1	Internal Branding of Compliance Programs	Jung-Chae Suh (Yonsei Univ.)
2	Category Descriptors and Brand-Naming Decisions in Convergence Products: Subcategories, Willingness to Pay, and Product Replacement	Jin K. Han (Singapore Management Univ.)
		Seh-Woong Chung (Singapore Management Univ.)
		Yong Seok Sohn (KyungHee Univ.)
3	Spillover Effect of Component Branding on Brand Mindsets: A Two-Dimensional View of Mindsets on Downstream Brand Preferences	Yong Seok Sohn (KyungHee Univ.)
		Jin K. Han (Singapore Management Univ.)
4	Enhancing corporate brand power through sports sponsorship: the role of company familiarity and self-congruity with sports	Sungho Lee (Univ. of Seoul)
		Cho, Seung-U (Ryan & Co., strategy & marketing)
		Song, Ji-Hee (Univ. of Seoul)
		Park, Jeong-Eun (Ewha Womans Univ.)

**Academic Session 2.1 CreativityⅡ (B101) 15:00~16:20****Chairman** : Zhe Zhang (Fudan University)

No	Title	Authors
1	Segmenting Non-Audiences in Performing Arts Industry	Sanghoon Kim (Seoul National Univ.)
		Jisu Yi (Seoul National Univ.)
		Jungmin Suh (Seoul National Univ.)
2	Accelerating Demand of Creative Technology by Using Early Adopters' Word of Mouth Effects	Heonsoo Jung (Konkuk Univ.)
		Li Qinglin (Konkuk Univ.)
		Han Yu Ri (Economy & Management Institute, Kepco)
3	Configural modeling of consumer perceived risk, innate innovativeness, ongoing search, and pre-purchase search	Zhe Zhang (Fudan University)
		Yuansi Hou (Univ. of Surrey)
4	Impact of Promotional Mobile Application on Target Product: Empirical Evidence from the U.S. Motion Picture Industry	Sanghoon Kim (Seoul National Univ.)
		Youseok Lee (Seoul National Univ.)
		Jisu Yi (Seoul National Univ.)

**Academic Session 2.2 Creativity(Korean) (B102) 15:00~16:20****Chairman** : Jaewoo Joo (Kookmin Univ.)

No	Title	Authors
1	영화 선호도와 영화 차용 제품 태도의 관계:영화의 시장노출빈도의 조절효과를 중심으로	정보희 (충남대학교)
		주재우 (국민대학교)
		이연준 (홍익대학교)
2	What Makes a Kidult?: Social Influences on the Pursuit of Innocence	최지연 (연세대학교)
		노전표 (연세대학교)
		Nyamdulam Badam (연세대학교)
3	소비자의 추상적 사고와 복합감정으로 소구하는 광고가 제품 창의성 지각에 미치는 영향	윤나라 (홍익대학교)
		황은진 (홍익대학교)

### Academic Session 2.3 Cultural ContentsⅡ(B104) 15:00~16:20

**Chairman** : SungJoon Yoon (Kyonggi Univ.)

No	Title	Authors
1	When Marketing Strategy Meets Culture : The Role of Culture in Product Evaluation	Myunggook Song (California State Univ.)
		Sangkil Moon (Univ. of North Carolina Charlotte)
		Allan Chen (Texas A&M Univ.)
2	Culture's Influence on Family Decision Making and Consumption When Marketing Strategy Meets Culture : The Role of Culture in Product Evaluation	Shali Wu (KyungHee Univ.)
3	Does Culture Matter?: The Effects of Hallyu Cultural Experiences on SNS-based eWOM and Purchase Intention	SungJoon Yoon (Kyonggi Univ.)

### Academic Session 2.4 Online MarketingⅡ (B223) 15:00~16:20

**Chairman** : Jikyung (Jeanne) Kim (IE Univ.)

No	Title	Authors
1	Decoding Consumers' Online Search Processes: Through the Looking Glass with Entropy Tracking & Topic Modeling	Sang-man Han (Sungkwon Univ.)
		Jin-kyung Han (Singapore Management Univ.)
		Il Im (Yonsei Univ.)
		Jung-won Lee (Yonsei Univ.)
		Sung-in Jung (Sungkyunkwan Univ.)
2	Multichannel Sales and Geography	Jeeyeon Kim (Yonsei univ.)
		Mingyung Kim (UC Berkeley)
		Jeonghye Choi (Yonsei univ.)
		Sue Ryung Chang (Univ. of Georgia)
3	Virtual Goods and Social Influence: Evidence from the Online Game Industry	Wooyoung Jo (Yonsei univ.)
		Jeonghye Choi (Yonsei univ.)
4	Online Word-of-Mouth Generation for Small Brick-and-Mortar Businesses	Jikyung (Jeanne) Kim (IE Univ.)
		Jeonghye Choi (Yonsei univ.)
		Kyungmin Park (Yonsei univ.)



## Academic Session 2.5 Online Marketing(Korean) (B224) 15:00~16:20

Chairman : Innam Lee (Kyunghee Univ.)

No	Title	Authors
1	Act of interdependence on firms Network Ties and Hybrid Governance	손정은 (성균관대학교)
2	부정적 메시지가 소비자 태도에 미치는 영향에 관한 연구: 온라인 브랜드 커뮤니티 가입여부에 따른 조절효과	이영우 (경희대학교)
		신건철 (경희대학교)
		이영화 (Bryant University)
3	동일업체 온/오프라인 채널의 선택속성요인이 고객만족에 미치는 영향: 소비자 정보탐색처리유형의 조절효과	이인남 (경희대학교)
		신건철 (경희대학교)

## Academic Session 2.6 Consumer BehaviorⅡ (B225) 15:00~16:20

Chairman : MinHye Lee (Univ. of Winchester)

No	Title	Authors
1	“Experience Infusion” HOW TO IMPROVE CUSTOMER EXPERIENCE WITH INCIDENTAL ACTIVITIES	Mathew Chylinski (The Univ. of New South Wales)
		Ashish Sinha (The Univ. of New South Wales)
		David Lie (The Univ. of New South Wales)
		William Neill (The Univ. of New South Wales)
2	Go beyond loneliness in ethical consumption	MinHye Lee (Univ. of Winchester)
3	Beyond VR(Virtual Reality);Brain & Behavior	Sungyeun SU KIM (Syracuse Univ.)
		Frank Biocca (Syracuse Univ.)
		Seong-Whan Lee (Korea Univ.)
		Quanzheng Li (Harvard Medical School)
		Jun Young Chung (Harvard Univ.)
		Kyoung-Min Lee (Seoul National Univ.)

## Academic Session 2.7 Marketing Strategy II (B226) 15:00~16:20

**Chairman** : Ravi Parameswaran (Oakland Univ.)

No	Title	Authors
1	Fine-tuning Marketing Research For Exponential Growth: A Domain Knowledge Integrative Approach	Ravi Parameswaran (Oakland Univ.)
2	The Effect of Voluntary Information Disclosure on Buyer-Seller Exchanges: Does Certification Matter?	Seung Huh (George Washington Univ.) Sung H. Ham (George Washington Univ.)
3	Advertising and Firm Value: Examining the Risk Perspective	Sungkyun Moon (Singapore Management Univ.) Kapil R. Tuli (Singapore Management Univ.) Anirban Mukherjee (Singapore Management Univ.)
4	Dynamic Customer Population Management Model in Competitive Customer Market	Hyunkyung Kim (Hanyang Cyber Univ.) Geonha Kim (Myongji Univ.) Jongbae Kim (Seongsin Women's Univ.)

## Academic Session 2.8 Brand II (B227) 15:00~16:20

**Chairman** : Eunyoung Sung (Montana State Univ.)

No	Title	Authors
1	The Peak of Luxury: Vertical Height Enhances Perceived Prestige of Products	Eugene Chan (UTS)
2	The Effects of brand logo color on product evaluations: Warm and Cold colors Matter	MyungWoo Nam (SungKyunKwan Univ.) Eunmi Jeon (SungKyunKwan Univ.)
3	Effectiveness of Location-based Personalized Mobile Advertising: National vs. Local Brands Private Label Naming Architecture	Eunyoung Sung (Montana State Univ.)
4	Private Label Naming Architecture	Minha Hwang (McKinsey Analytics) Claudia Townsend (University of Miami)