

## *Conference program*

### **Innovative Economic Symposium 2021**

New Trends in Business and Corporate Finance in COVID-19 Era

Seoul, South Korea, November 11, 2021

4pm~8:10pm (Seoul)\* over the zoom meeting room at

<b>4:00~4:30pm</b> (South Korean time)	<i>Opening Ceremony and Introduction</i>	
	<b>Prof. Hong Jae Yim, Ph.D.</b> President Kookmin University	
<b>8:00~8:30am</b> (Czech Republic time)	<b>Prof. Ing. Marek Vochozka, MBA, Ph.D.</b> Rector Emeritus Institute of Technology and Business in České Budějovice	
<b>4:30~5:50pm</b> (South Korean time)  <b>8:30~9:50am</b> (Czech Republic time)	<i>Scholarly Session I (Two parallel sessions)</i>	
	Session 1-1 Marketing (Session Chair: Prof. Jaewoo Joo)	Session 1-2 Finance (Session Chair: Prof. Yongjae Kwon)
	Hašková Simona (Czech Republic) <b>A Prognosis of non-Bankruptcy Tendency Based on the Fuzzy Approach</b>	Sangjip Ha, Eun Ju Yi, In jin Yoo, Do Hyung Park (South Korea) <b>A Study on the Mechanism of Social Robot Attitude Formation through Consumer Gaze Analysis: Focusing on the Robot Face</b>
	Muhammad Shadab Iqbal, Lin Li (South Korea) <b>Does COVID-19 Really Make People Risk Aversion in Investment Decision-Making?</b>	Ismael Rezaeinejad (Russia, Moscow) <b>Impact of online marketing strategies on improving the status of businesses in the covid-19 situation in Iran</b>
Rousek Pavel (Czech Republic) <b>Quantification the Significance of Value Streams that Flow through the Business Sector and Generate a Macroeconomic Product.</b>	Byungchul Choi, Seunghyun Kim (South Korea) <b>Exploratory Study on Digital transformation: Capabilities and Expected Performances</b>	
Veselý Stanislav, Kubeš Filip (Czech Republic) <b>How Bitcoin affects the future not only of graphics cards</b>	Kalinová Eva (Czech Republic) <b>ANN &amp; SNN - Boom or Way to Better Data Analysis?</b>	
<b>5:50~6:20pm</b> (South Korean time)  <b>9:50~10:20am</b> (Czech Republic time)	<i>Dinner/Coffee Break</i>	

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<b>Scholarly Session II (Two parallel sessions)</b>		
	Session 2-1 Logistics & Management (Session Chair: Prof. Daeheon Choi)	Session 2-2 Entrepreneurship (Session Chair: Prof. Woo Jin Lee)
<p><b>6:20~7:40pm</b> (South Korean time)</p> <p><b>10:20~11:40am</b> (Czech Republic time)</p>	<p>Najung Kim, Jaekyoung You, Eunhyung Lee (South Korea) <b>Varying importance of work-life balance for Korean accountants: The effects of gender and generation</b></p> <p>Šuleř Petr (Czech Republic) <b>Global Incident - Opportunity and Threat, Fake News</b></p> <p>Dolgion Boldbaatar, Daeheon Choi (South Korea) <b>Design Crowdsourcing Supply Chain in Short Life Cycle Products</b></p> <p>Milichovský Frantisek (Czech Republic) <b>Significance of reverse logistics</b></p>	<p>Woo Jin Lee, Yongseok Jang (South Korea, USA) <b>Organizational Ambidexterity for Time of Crisis : A Contingency Approach of Startups</b></p> <p>Ismael Rezaeinejad (Russia, Moscow) <b>Challenges and Opportunities Cryptocurrency in Iran economy &amp; E-businesses</b></p> <p>Yoo-Jin Han (South Korea) <b>Platform Business in Korea: Advent and Growth of Kakao</b></p> <p>Bozhuk, Krasnostavskaia (Russia, St. Petersburg) <b>New goods demand patterns in digital economy environment: The case of electric vehicles in Russia</b></p>
<b>Closing Ceremony</b>		
<p><b>7:40~8:10pm</b> (South Korean time)</p> <p><b>11:40am ~12:10pm</b> (Czech Republic time)</p>	<p><b>Prof. Taehee Lee, Ph.D.</b> Dean, Graduate School of Entrepreneurship Professor of Accountancy Head of the Organizers from Kookmin University, South Korea</p> <p>Organizers</p> <p>Prof. Taehee Lee, Ph.D. Dean, Graduate School of Entrepreneurship Professor of Accountancy</p> <p>Prof. Jaekyung Yi, Ph.D. Professor in Accounting</p> <p>Prof. Daeheon Choi, Ph.D. Head of Corporate Management Department Associate Professor of Operations Management</p> <p>Prof. Najung Kim, Ph.D. Associate Professor of Management</p>	

**\*Because we are organizing a synchronous conference with geographically dispersed participants, the organizers will keep a strict control over the schedule. Please do cooperate so everyone can get to bed or have lunch at a reasonable hour.**