2016 KSMS International Conference

Extended Submission Deadline: October 10th, 2016

Theme	Reshaping Marketing and Management for the Global Future
Host	Center for Sustainable Culture & Service, Yonsei University
Organizers	Korean Scholars of Marketing Science Global Alliance of Marketing & Management Associations
Partners	Australian & New Zealand Marketing Academy Keio University National Research Foundation of Korea Korea Economy & Management Development Institute
Conference Chair	Charles R. Taylor (Villanova University), *charles.r.taylor@villanova.edu*
Venue	Samsung Hall, Yonsei University, Seoul, Republic of Korea
Date	November 12th – 13th , 2016
Extended Submission Deadline	October 10th, 2016
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: *gammacentraloffice@gmail.com*

Program (Nov. 12th, 2016)

09:00~ 11:00	**2016 KSMS Doctoral Dissertation Award Competition** **2016 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 ~ 13:00	**Registration**
13:00 ~ 14:20	**Opening Ceremony** - Welcoming Speeches: Seong-Yeon Park (Ewha Women's University), President of Korean Scholars of Marketing Science Charles R. Taylor (Villanova University), Conference Chair - Keynote Speech: Naveen Donthu (Georgia State University) Editor-in-Chief of Journal of Business Research - Marketing Pioneer Award
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 2016 / JGSMS Best Reviewer Award 2016 JGFM Best Paper Award 2016 / JGFM Best Reviewer Award 2016 Best Conference Paper Award KSMS Service Excellence Award; Doctoral Dissertation Award Global Business Review Competition Award

Invited Exhibition: 2016 GAMMA Young Artist Competition (Nov. 8-12, 2016)

Theme	Mapping a Global Art and Innovation Landscape
Co-Hosts	Global Alliance of Marketing & Management Associations Center for Sustainable Culture & Service, Yonsei University
Date	Nov. 8-12, 2016
Venue	Muak Rotary Exhibition Hall, Yonsei University
Partners	Korean Scholars of Marketing Science Korean Economy & Management Institute
Committee Chair	Jee Hyun Lee (Yonsei University), ez2@yonsei.ac.kr

2016 ANZMAC - KSMS Joint Symposium in Seoul

Theme	New Marketing Insights: Lessons from the Asia Pacific
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

2016 Keio University - GAMMA Joint Symposium

Theme	Reshaping Marketing Management in Korea and Japan
Date	10:00-12:00 Nov. 13th, 2016
Co-Hosts	Keio University Global Alliance of Marketing & Management Associations
Co-Organizers	Korean Scholars of Marketing Science Center for Sustainable Culture & Service, Yonsei University
Symposium Co-Chairs	Ikuo Takahashi (Keio University), *takahasi@fbc.keio.ac.jp* Eunju Ko (Yonsei University), *ejko@yonsei.ac.kr*

2016 Sustainable Fashion and Social Learning Platform Symposium II

Theme	Sustainable Fashion in Social Learning Platform
Host	Yonsei University
Organizer	Korean Scholars of Marketing Science
Sponsor	National Research Foundation of Korea
Symposium Chair	Charles R. Taylor (Villanova University), Editor of International Journal of Advertising *charles.r.taylor@villanova.edu*

2016 Global Fashion Market Equity Symposium for Traditional Market

Theme	Measurement of Fashion Market Equity in Traditional Market
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*

2016 KSMS Doctoral Dissertation Competition

Extended Submission Deadline	October 10th, 2016
Organizer	Korean Scholars of Marketing Science
Committee Chair	Yongjun Sung (Korea University), gradysung@gmail.com

2016 Global Business Review Competition: Case and Research

Theme	Reshaping Marketing and Management for the Global Future
Hosts	Global Alliance of Marketing & Management Associations
Partners	Korean Scholars of Marketing Science Center for Sustainable Culture & Service, Yonsei University Korea Economy & Management Development Institute
Committee Chair	Han-Mo Oh (Chonbuk National University), ice1004@jbnu.ac.kr
Extended Submission Deadline	Oct. 10th, 2016

Tracks

Track		Chair
Track 1	**Interactive Marketing Communication**	Yung Kyun Choi (Dongguk University) *choiyung@dgu.edu*
Track 2	**Marketing in Japan**	Changju Kim (Ritsumeikan University) *changju2002@hotmail.com* Junghwa Son (Sejong University) *jhson@sejong.ac.kr*
Track 3	**Digital Marketing**	Alex Jiyung Kim (Ewha Womans University) *alex.kim@ewha.ac.kr* Jae Young Lee (Yonsei University) *jaelee@yonsei.ac.kr*
Track 4	**Innovation and Strategy**	Jina Kang (Seoul National University) *profkang@snu.ac.kr*
Track 5	**Consumer Brand Relationship**	Sujin Song (Korea University) *sjsong1@gmail.com*
Track 6	**Sustainable Marketing**	Juran Kim (Jeonju University) *jrkim@jj.ac.kr*
Track 7	**Fashion Marketing and Research**	Eun Young Kim (Chungbuk National University) *eunykim@chungbuk.ac.kr* Eun Joo Park (Dong-A University) *ejpark@dau.ac.kr*
Track 8	**Marketing Management**	Junyean Moon (Hanyang University, ERICA) *jmoon@hanyang.ac.kr*
Track 9	**Strategic Market Management**	Jongho Lee (Korea University) *jongholee@korea.ac.kr*
Track 10	**Luxury Brand Consumption and Culture**	Yuri Seo (The University of Auckland) *y.seo@auckland.ac.nz*
Track 11	**Food, Hospitality and Tourism Management**	Sunny Ham (Yonsei University) *sham2@yonsei.ac.kr*
Track 12	**Social Media Marketing**	Yonggui Wang (University of International Business and Economics) *Ygwang@uibe.edu.cn* Honglei Liu (Dalian University of Foreign Languages) *honglei.liu2010@hotmail.com*
Track 13	**Emerging Issues in Sport Management**	Kihan Kim (Seoul National University) *kihan@snu.ac.kr*
Track 14	**Culture and Marketing**	Sung-Joon Yoon (Kyonggi University) *sjyoon@kyonggi.ac.kr*
Track 15	**New Normal in China**	Guofeng Li (Harbin Institute of Technology), *600726@sina.com* Peng Zou (Harbin Institute of Technology), *zoupeng@hit.edu.cn*
Track 16	**Consumer Behavior and Marketing**	Junyong Kim (Hanyang University, ERICA) *junykim47@hanyang.ac.kr*

Track 17	**Marketing-Deep Emotion & Deep Impact: Consumer Behavior and Neuromarketing**	Eun-Ju Lee (Sungkyunkwan University) *dr.eunju.lee@gmail.com*
Track 18	**Cultural Marketing and Performing Arts**	Hwa Suk Lee (Chonbuk National University) *sedona98@daum.net* Jae-Hee Choi (Chonbuk National University) *Yellow7001@hanmail.net*
Track 19	**Visual Cognition and Consumer Behavior**	Sangdo Oh (Yonsei University) *sdoh@yonsei.ac.kr*
Track 20	**Product Innovation Management and Industrial Marketing**	Jaesu Kim (Volvo Group Korea) *kjsint@nate.com*
Track 21	**Marketing Management in the Global Environment**	Jong-Kuk Shin (Pusan National University) *shinjk@pusan.ac.kr*

Editor of Proceedings: Jeonghye Choi (Yonsei University)

jeonghye@yonsei.ac.kr

Local Arrangement Committee Chair: Yongjun Sung (Korea University)

gradysung@gmail.com

For More Information:

Central Office
Korean Scholars of Marketing Science
Dept. of Business Administration, Changwon National University, 9 Sarimdong,
Changwon, Gyeongnam, Republic of Korea
Tel: +82 55 213 3346; Fax: +82 55 263 9096: e-mail: gammacentraloffice@gmail.com
www.kams.org; www.gamma20.org : www.gammaconference.org
http://www.tandfonline.com/rgam; www.tandfonline.com/rgfm