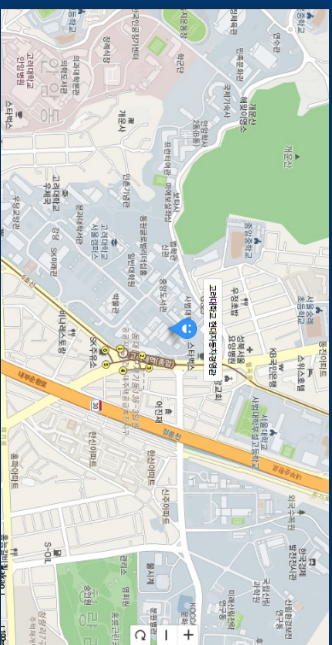


2023 KRAIS Summer Workshop

# The Future of Human-AI Collaboration: Opportunities, Challenges, and Best Practices

Korea University, Seoul, Korea

July 4 - 6, 2023



| Host | Korea University Business School

BK21 FOUR R&E Center for Business Administration  
KRAIS, KMIS



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**Korea University, Seoul, Korea, July 4-6, 2023**

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The Korean Chapter of the Association for Information Systems (KrAIS) will hold its inaugural annual KrAIS Summer Workshop (henceforth, “the Workshop”) in Korea University, Seoul, Korea on July 4-6, 2023. As a chapter of the Association for Information Systems (AIS), KrAIS aims to promote the scholarship of AIS members with Korean heritage. Any Korean scholars and professionals – both domestic and abroad – who are interested in the development, management, and use of information systems and technologies are encouraged to participate.

The objective of this inaugural Summer Workshop is to provide a forum where its members can exchange ideas and information and promote possible collaboration among its members. In addition, the Workshop will provide networking opportunities for possible industry collaborations with Korean companies and organizations. The Workshop focuses on helping graduate students and junior faculty improve their research and develop scholarship and careers through close interactions with and guidance from peers and senior faculty. Notably, Doctoral Consortium will be held along with the Workshop.



## From the KrAIS Co-presidents



Dear colleagues and honored guests,

As Co-Presidents of KrAIS (Korean Chapter of the Association for Information Systems), we would like to welcome you to join us for the inaugural KrAIS Summer Workshop in Seoul, Korea.

KrAIS aims to promote the sharing and exchange of ideas, experiences, and knowledge among the members of Korean IS community. Since 2010, our Post-ICIS Research Workshop has served as a great venue for getting early feedback on research, networking with peers and senior scholars, and sharing knowledge and insights on various topics. Based on our members' desire for another forum for more substantive research discussions and networking (with other academics as well as industry), the idea of having annual summer workshop was proposed in 2022.

The planning for the inaugural KrAIS Summer Workshop started in January 2023 based on the recommendations from KrAIS 2.0 Taskforce and the feedback from the Korean IS community. The inaugural Summer Workshop has three distinguishing features. First, the Workshop has industry sessions that will provide a venue for networking and collaboration between industry and IS scholars. Second, each paper in regular paper sessions has been assigned a discussant, which will allow more substantive discussion and feedback. Lastly, the Workshop hosts a doctoral consortium for Korean IS doctoral students, which will provide an excellent opportunity for networking and getting helpful tips and advice from both junior and senior faculty mentors.

This workshop would not have been possible without many colleagues' dedication and efforts. We first would like to thank the workshop co-chairs and KrAIS executive team members for working tirelessly to put together an excellent workshop program. We also would like to thank KMIS (Korea Society of Management Information Systems) for continued support and BK21 FOUR R&E Center for Business Administration at Korea University Business School for generous financial support. Last but not least, we are very grateful to those who graciously agreed to serve as session chairs, discussants, panelists, doctoral consortium mentors, and program committee members. Thank you so much for all your help and dedication!

We hope you enjoy the workshop and look forward to meeting you.

Warmest regards,

**Dongwon Lee and Kunsoo Han**  
Co-Presidents of KrAIS

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## From the Workshop Co-chairs



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Greetings!

We are thrilled to welcome you to the inaugural KrAIS Summer Workshop in Seoul, Korea.

The workshop theme is “The Future of Human-AI Collaboration: Opportunities, Challenges, and Best Practices.” Artificial Intelligence (AI), as exemplified by ChatGPT, is disrupting many businesses, industry sectors, and our society. One central question related to this phenomenon is to understand the future of human-AI collaboration. In addition to this theme, a wide range of IS topics will be covered by 23 full papers (with discussants) and 23 short papers. In the workshop, there will also be an academic panel discussion by editors in premier IS journals (Editor-in-Chief, Senior Editors, and Associate Editors of Information Systems Research and MIS Quarterly).

The KrAIS Summer Workshop 2023 will provide you with great opportunities to exchange ideas and discuss possible collaborations not only among KrAIS scholars but also with organizations that are willing to sponsor and collaborate with academics. Moreover, the KrAIS Doctoral Consortium will serve as a platform where doctoral students in the IS and related fields, both domestic and abroad, get along with other peers and are mentored by established scholars.

We appreciate all the contributors, including the authors, program committee members, session chairs, panelists, discussants, and doctoral consortium mentors, who volunteered their time and made superb efforts to make it a wonderful reality. We also want to express our special thanks to the KrAIS co-presidents, workshop advisory members, corporate sponsors, and former workshop co-chairs for their wonderful advice and support in preparing the first-ever summer workshop.

We sincerely hope you will enjoy and take advantage of the workshop!  
Warmest regards,

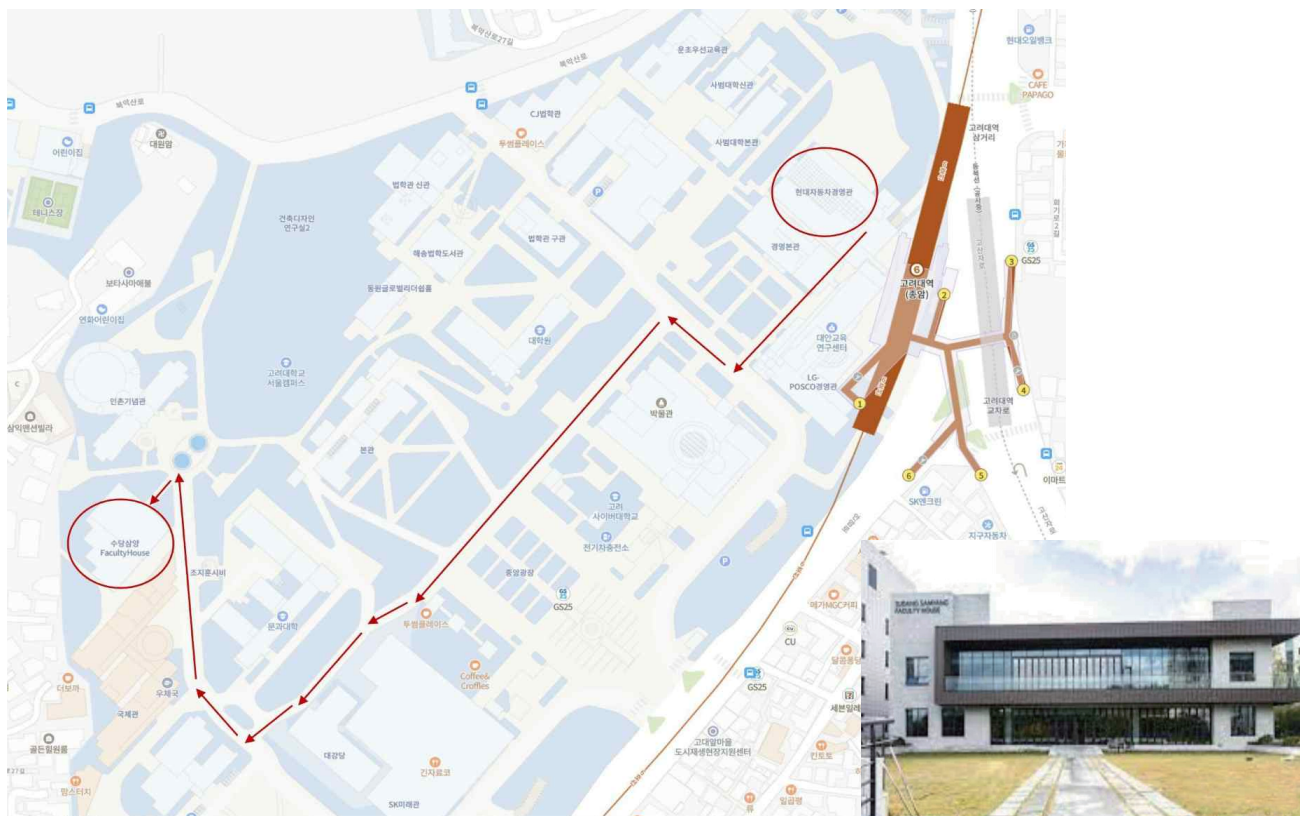
**Chulho Lee, Byungwan Koh, Gene Moo Lee, and Jiyong Park**  
**Co-Chairs of KrAIS Summer Workshop 2023**



## Past Workshops

2022 Workshop   <a href="#">Copenhagen, Denmark</a>	Co-Chairs: Kyung Jin Cha, Youngseok Thomas Choi & Sunghun Chung
2021 Workshop   <a href="#">Austin, TX &amp; Hybrid</a>	Co-Chairs: Hyeyoung Hah, JaeHong Park & Gene Moo Lee
2020 Workshop   <a href="#">Virtual</a>	Co-Chairs: Hyelim Oh, Jaewon Choi & Kyung Young Lee
2019 Workshop   <a href="#">Munich, Germany</a>	Co-Chairs: DongBack Seo, Min-Seok Pang & Younghoon Chang
2018 Workshop   <a href="#">San Francisco, CA</a>	Co-Chairs: Jinyoung Min, Kyung Young Lee & Mike Tae-In Eom
2017 Workshop   <a href="#">Seoul, Korea</a>	Co-Chairs: Sangmi Chai, Seung Hyun Kim & Sungjune Park
2016 Workshop   <a href="#">Dublin, Ireland</a>	Co-Chairs: Dongmin Kim, Habin Lee & Jae Yun Moon
2015 Workshop   <a href="#">Fort Worth, TX</a>	Co-Chairs: Yongsuk Kim, One-Ki Lee & Dongback Seo
2014 Workshop   <a href="#">Auckland, NZ</a>	Co-Chairs: Jungpil Hahn, Ghiyoung Im & Hyunjeong Kang
2013 Workshop   <a href="#">Milan, Italy</a>	Co-Chairs: Kunsoo Han, Habin Lee & Byungjoon Yoo
2012 Workshop   <a href="#">Orlando, Florida</a>	Co-Chairs: Jahyun Goo & Sang-Yong Tom Lee
2011 Workshop   <a href="#">Shanghai, China</a>	Co-Chairs: Dan J. Kim & Gee-Woo Bock
2010 Workshop   <a href="#">St Louis, Missouri</a>	Co-Chairs: Hee-Woong Kim & Dong-Gil Ko
2007 Workshop   <a href="#">Montreal, Canada</a>	Co-Chairs: J. P. Shim, Youngjin Yoo & Hee-Woong Kim

## Gala Dinner Venue



## KrAIS Doctoral Consortium

### July 4th(Tue) – Doctoral Consortium

Time	
13:00 pm – 14:00 pm	Welcome & Flash Talk (Short Introduction)
14:00 pm – 15:30 pm	Round Table Talk: Road to Success in Doctoral Program (슬기로운 대학원생활)
15:30 pm – 15:45 pm	Break
15:45 pm – 16:45 pm	Group Mentoring
16:45 pm – 17:00 pm	Break
17:00 pm – 18:00 pm	Talk with Senior Scholars
18:00 pm –	Networking Dinner

### Confirmed Senior Scholars

Name	Affiliation	
Suprateek Sarker	University of Virginia	Editor-in-Chief of Information Systems Research
Jungpil Hahn	National University of Singapore	Senior Editor of MIS Quarterly
Hee-Woong kim	Yonsei University	Associate Editor of MIS Quarterly

### Confirmed DC Mentors

Name	Affiliation	Region
Kyuhan Lee	Korea University	Korea
Sangseok You	Sungkyunkwan University	Korea
Jiye Baek	Korea University	Korea
Sohyun Lee	Kyunggi University	Korea
Junyeong Lee	Chungbuk National University	Korea
Dongwon Lee	Hong Kong University of Science and Technology	Asia
Hyeokkoo Eric Kwon	Nanyang Technological University	Asia
Jonghyuk Cha	University of Westminster	Europe
Sang Pil Han	Arizona State University	USA
Hyunjung (Elina) Hwang	University of Washington	USA
Yun Young Hur	George Mason University	USA
Yeongin Kim	Virginia Commonwealth University	USA
Jaeung Sim	University of Connecticut	USA
Miyeon Jung	University of Nevada, Las Vegas	USA
Daehwan Ahn	University of Georgia	USA



# KrAIS Summer Workshop Program

## Program Outline

July 5th (Wed)		
Time	Session A (B301)	Session B (B306)
Combined Sessions (Supex Hall)		
8:00 am – 8:45 am	Registration	
8:45 am – 10:15 am	Paper Session 1	Paper Session 2
10:15 am – 10:30 am	Coffee Break	
10:30 am – 12:00 pm	Paper Session 3	Paper Session 4
12:00 pm – 13:30 pm	Lunch Break	
13:30 pm – 14:00 pm	Welcome: Dr. Dong-One Kim (President of Korea University) Award Ceremony	
14:00 pm – 14:30 pm	Keynote: Dr. Suprateek Sarker(Editor-in-Chief of Information Systems Research)	
14:30 pm – 15:30 pm	Panel Discussion	
15:30 pm – 16:00 pm	Coffee Break	
16:00 pm – 17:00 pm	Short Paper Slam 1	Short Paper Slam 2
17:00 pm – 17:15 pm	Coffee Break	
17:15 pm – 18:15 pm	Short Paper Slam 3	Short Paper Slam 4
18:15 pm – 18:30 pm		
18:30 pm –	Gala Dinner (All Participants)	

July 6th (Thu)		
Time	Session A (B301)	Session B (B306)
Combined Sessions (Supex Hall)		
8:00 am – 9:00 am	Registration	
9:00 am – 10:30 am	Paper Session 5	Paper Session 6
10:30 am – 10:45 am	Coffee Break	
10:45 am – 12:15 pm	Paper Session 7	Paper Session 8
12:15 pm – 14:00 pm	Lunch Break	
14:00 pm – 15:00 pm	Industry-Scholar Matching Forum 1	
15:00 pm – 15:15 pm	Networking Break	
15:15 pm – 16:15 pm	Industry-Scholar Matching Forum 2	
16:15 pm – 16:30 pm	Networking Break	
16:30 pm – 18:00 pm	Industry-Scholar Matching Forum 3	
18:00 pm – 18:15 pm	Networking Break	
18:15 pm – 18:30 pm		
18:30 pm –	Networking Dinner (Pre-Registered Only)	

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Under the workshop theme of “*The Future of Human-AI Collaboration: Opportunities, Challenges, and Best Practices*,” the featured programs are as follows:

### 1) Paper Session & Academic Panel

Every full paper will be given the opportunity to have a discussant-led in-depth discussion on how to improve it toward publication. There will also be an academic panel discussion by editors in premier IS journals (Editor-in-Chief, Senior Editors, and Associate Editors of Information Systems Research and MIS Quarterly).

### 2) Industry-Scholar Matching Forum

To promote industry collaborations with Korean companies and organizations, a matching forum between organizations and academics will be hosted. Participating organizations will present challenges they are willing to sponsor and collaboration opportunities with researchers. Academics interested in industry collaborations will have opportunities to discuss potential projects to solve real-world problems and publish results. Confirmed participating organizations include:

#### Companies

Naver (AI Lab), VAIVcompany, Maum AI, Action Power, Konan Technology

#### Public organizations

National Information Society Agency (NIA), Korea Information Society Development Institute (KISDI)

### 3) Doctoral Consortium

The consortium will provide a platform for doctoral students - both domestic and abroad - to get to know other peers in the IS field. It will also offer an opportunity to discuss academic career development and job markets with early- and mid-career faculty members as well as to meet an esteemed group of senior scholars (see Doctoral Consortium for details).



# KrAIS Summer Workshop – Detailed Program

Session A (Seminar Room B301)			
8:45 – 10:15	Full Paper Session 1		
	Session Topic: Cryptocurrency      Session Chair: Keumseok Kang (KAIST)		
	Paper Title	Authors	Discussant
	From Opaque to Accountable Governance: Investor Activism for Transparency Amid Disruption in Cryptocurrency	Jaeho Myeong (KAIST), Miyeon Jung (University of Nevada Las Vegas), Seigyoung Auh (Arizona State University), Sang Pil Han (Arizona State University)	Jee-Hae Lim (University of Hawaii)
	Leveraging the Predictive Power of Microblog Sentiment for Cryptocurrency Returns	Gisu Kim (Korea University), Dongwon Lee (Korea University), James L. Park (Korea University),	Jaeung Sim (University of Connecticut)
	Can Stablecoins Actually Improve Financial Inclusion: Exploring the IT Affordances of Token-Based Digital Currencies	Henry Kim (York University)	Young Bong Chang (SungKyungKwan University)
10:30 – 12:00	Full Paper Session 3		
	Session Topic: Security and Societal Impacts of IT      Session Chair: Wooje Cho (Seoul National University)		
	Paper Title	Authors	Discussant
	Significant Data Security Breach Impacts on CEOs and CFOs	Jee-Hae Lim (University of Hawaii), Jacob Haislip (Texas Tech University), Robert Pinsker (Florida Atlantic University)	Gun-Woong Lee (Korea University)
	Toward Equitable Care Access: The Impact of Telehealth Adoption in Safety-Net Health Centers	Jenny K Rhee (Arizona State University), Xiao Liu (Arizona State University), Tan Lekwijit (Arizona State University), Pei-yu Chen (Arizona State University)	Seokjun Youn (University of Arizona)
	Demand Change in Movie Consumption Channels in Response to Outdoor Air Quality	Youngchan Hwang (KAIST), Daegon Cho (KAIST)	Kyung Sun (Melissa) Rhee (University of Florida)
12:00 – 13:30	Lunch Break		
13:30 – 14:00	Welcome: Dr. Dong-One Kim (President of Korea University) Award Ceremony		
14:00 – 14:30	Keynote: Dr. Suprateek Sarker (Professor at University of Virginia & Editor-in-Chief of Information Systems Research)		
14:30 – 15:30	Panel Discussion		
	Suprateek Sarker (University of Virginia, Editor-in-Chief of Information Systems Research) Youngjin Yoo (Case Western Reserve University, Senior Editor of Information Systems Research) Wonseok Oh (KAIST, Senior Editor of Information Systems Research) Jungpil Hahn (National University of Singapore, Senior Editor of MIS Quarterly) Hee-Woong Kim (Yonsei University, Associate Editor of MIS Quarterly) Moderator: Sang Pil Han (Arizona State University)		
16:00 – 17:00	Short Paper Slam 1		
	Session Topic: AI      Session Chair: Gene Moo Lee (University of British Columbia)		
	Paper Title	Authors	
	ChatGPT’s Impact on Job Divide: Comparing Perceptions in Prepared vs. Less-Prepared Occupations	Seung Jong Lee (Arizona State University), Jenny K Rhee (Arizona State University), Joey Choi (Arizona State University), Heejin Jeong (Arizona State University), Donghyuk Shin (Arizona State University), Kyuhan Lee (Arizona State University), Sang Pil Han (Arizona State University)	
	What if it came from ChatGPT? The moderating role of expertise on programming solution adoption	Ziyi Zhao (Temple University), Kanghyun Cho (Temple University), Aleksi Aaltonen (Temple University)	
	Human-AI Interaction: Augmenting IT Leader Decision-Making for IT Project Selection	Jarrett Judkins (Fidelity Investments), Yujong Hwang (DePaul University)	
	What is the Best Expert Intervention for the Explainable Artificial Intelligence? Evidence from a Field Experiment in Online Peer-to-Peer Lending Platform	Daehwan Ahn (University of Georgia), Heeseung Lee (University of Texas at Dallas), Sunghun Chung (George Washington University), Dokyun Lee (Boston University)	
	Effect of Explainable Artificial Intelligence on Self-regulation Behavior in Healthcare Management: Evidence from A Large-Scale Randomized Field Experiment	Donggyu Min (KAIST), Chul Ho Lee (KAIST), Sunghun Chung (George Washington University), Wendy Duan (George Washington University)	
17:15 pm – 18:15 pm	Short Paper Slam 3		
	Session Topic: Multimodal Data Analytics      Session Chair: Sung-Hyuk Park (KAIST)		
	Paper Title	Authors	
	Aha Moments and Non-Verbal Vocal Bursts: Decoding Their Impact on Interpersonal Communication and Success	Donghyuk Shin (Arizona State University), Katsiaryna Siamionava (Arizona State University), Juhyun Kim (Columbia University), Sang Pil Han (Arizona State University)	
	Does Money Make Creators Work Harder? A Case of Short-Form Video Advertising	Soonjae Kwon (KAIST), Kitae Kim (KAIST), Sung-Hyuk Park (KAIST)	
	Is Photoshop Worth It?: Assessing the Business Impact of Image Warping on Startup CEO Profile Photos in Talent Recruitment	Yun Young Hur (George Mason University), Elizabeth Han (McGill University)	
	Virtual YouTubers: Influence of Management Companies on Popularity in Social Media	Seunghoon Woo (Seoul National University), Byungjoon Yoo (Seoul National University)	
	Is a Picture Worth a Thousand Words? The Role of Faces in Online Reviews Photos	Yan Sun (Kyung Hee University), Sung-Byung Yang (Kyung Hee University)	
	Economic Implications of Sentiment-Rating Inconsistency in Online Reviews and the Role of User-Generated Photos	Heui Jae Choi (McGill University), Warut Khern-am-nuai (McGill University), Kunsoo Han (McGill University), Hyunji So (McGill University)	

## July 5 (Wed)

## Session B (Seminar Room B308)

## Full Paper Session 2

Session Topic: Social Media and Online Community

Session Chair: Joon Koh (Chonnam National University)

Paper Title	Authors	Discussant
How is user-to-user communication satisfied on SNS?	Ahyun Kim (Dongyang Mirae University), Sang Soo Kim (YongIn University), Yong Jin Kim (Sogang University)	Ayoung Suh (SungKyungkwan University)
Synergy and Overcoming: How Contradictions Drive the Evolution of Group Norms in Open Online Communities	Habin Lee (Brunel University), Eunhyang Kim (LK Knowledge Engineering)	Yong Suk Kim (SungKyungkwan University)
Determinants of digital shadow work awareness in shared mobility services: A mixed-methods approach	Shaoyang Bu (Chonnam National University), Woong-Kyu Lee (Daegu University), Joon Koh (Chonnam National University)	Un-Kon Lee (University of Suwon)

## Full Paper Session 4

Session Topic: Digital Platforms

Session Chair: Sang Pil Han (Arizona State University)

Paper Title	Authors	Discussant
The Role of Status in Launching a Digital Platform by Incumbent Industrial Firms: Empirical Study of Large Firms in China	Mengjin Gao (Korea University), YoungKyu Kim (Korea University), Sungyong Um (National University of Singapore), Jieun Kim (Korea University), Dongwon Lee (Korea University)	Youngsok Bang (Yonsei University)
In-App Payment Regulation and Platform Governance	Jihye Kim (KAIST), Hyeokkoo Eric Kwon (Nanyang Technological University), Wonseok Oh (KAIST), Kun Shin Im (Yonsei University)	Yun Young Hur (George Mason University)
StumbleUpon: User Churn Prediction	Sumin Lim (KAIST), Chul Ho Lee (KAIST), Keumseok Kang (KAIST), Yasin Ceran (San Jose State University)	Kyuhan Lee (Korea University)

Lunch Break

## Short Paper Slam 2

Session Topic: Platforms

Session Chair: Hyelim Oh (Sogang University)

Paper Title	Authors
When the Tortoise Beats the Hare: An Empirical Investigation of the Distributional Effects of Fulfillment by Platform	Euro Bae (KAIST), Yeongwoo Kim (KAIST), Jin Soo Han (KAIST), Daegon Cho (KAIST), Soo-Haeng Cho (Carnegie Mellon University)
Mobile Location-based Recommendation Systems and Local Business: Evidence from the Restaurant Industry	Jin Soo Han (KAIST), Gunwoong Lee (Korea University), Keongtae Kim (Chinese University of Hong Kong), Dokyun Lee (Boston University)
Extracting Offline Retail Shopping Patterns: Collaborative Filtering with Restricted Boltzmann Machines	Myounggu Lee (KAIST), Jihoon Cho (Kansas State University), Youngju Kim (NEMOA Business School), Hye-Jin Kim (KAIST)
Should we follow others when we need? An experimental study of rational herding	Chengnan Jiang (Kyung Hee University), Sung-Byung Yang (Kyung Hee University)
The Effect of Person-Environment Misfit of Gamified Applications on Users' Discontinuous Usage Intention	Shuxian Li (Kyung Hee University), Sung-Byung Yang (Kyung Hee University)
Why Do We Overlook Shadow Work in the Self-Service Environment?: A Qualitative Exploration by the Dual-System Theory	TingTing Liu (Chonnam National University), Joon Koh (Chonnam National University)

## Short Paper Slam 4

Session Topic: Societal Impacts of IT

Session Chair: Yeongin Kim (Virginia Commonwealth University)

Paper Title	Authors
Effects of Expert- and User-Generated Evaluations on Food Product Choices via a Food Literacy App	Hyelim Oh (Sogang University), Jieun Shin (Samsung Research), Atreyi Kankanhalli (National University of Singapore), Khim Yong Goh (National University of Singapore)
The Role of Data Sharing and Analytics Capabilities in Interoperable Healthcare Services: A Game-Theoretical Approach	Yeongin Kim (Virginia Commonwealth University), Geng Sun (University of Texas Rio Grande Valley), Byung Cho Kim (Korea University)
Unmasking Inequity in Metaverse: An Analysis of CryptoPunks	Sungeun Han (Arizona State University), Michael (Zhan) Shi (Arizona State University)
Binge-scrolling behavior of short-form video: Negative responses and coping behavior based on the S-O-R model	Joohye Park (Korea University), Yoonhyuk Jung (Korea University)
Exploring the Mechanism of Digital Shadow Work in the Music Apps Use: A Longitudinal Approach by the Grounded Theory Method	Haoxi Wu (Chonnam National University), Joon Koh (Chonnam National University)
Unlocking Personal Growth and Altruism through Perimutuel Betting Contracts: An Empirical Analysis	Seung Jong Lee (Arizona State University), John Zhang (Arizona State University), Sang Pil Han (Arizona State University)



# KrAIS Summer Workshop – Detailed Program

Session A (Seminar Room B301)			
9:00 – 10:30	<b>Full Paper Session 5</b> Session Topic: Artificial Intelligence (1)      Session Chair: Donghyuk Shin (Arizona State University)		
	Paper Title	Authors	Discussant
	AI vs. Human Influencers: Comparing Customer Attitude toward Products Mediated by Experience	Jingjing Wu (SungKyungKwan University), Gee-Woo Bock (SungKyunKwan University)	Daehwan Ahn (University of Georgia)
	Comparing AI and Human Recommendations: How Technological Self Efficacy Shapes the Way Consumer Perceptions in a Dual Process Model	Sieun Kim (KAIST), Keumseok Kang (KAIST), Inkyoung Hur (Florida Atlantic University)	Sangseok You (SungKyungKwan University)
10:45 – 12:15	<b>Full Paper Session 7</b> Session Topic: Artificial Intelligence (2)      Session Chair: Gene Moo Lee (University of British Columbia)		
	Paper Title	Authors	Discussant
	Battle of the AIs: The Impact of Generative Language Models on AI Services	Seung Jong Lee (Arizona State University), Donghyuk Shin (Arizona State University), Sang Pil Han (Arizona State University)	Heeseung Lee (University of Texas at Dallas)
	How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok	Xiaoke Zhang (University of British Columbia), Mi Zhou (University of British Columbia), Gene Moo Lee (University of British Columbia)	Sung-Hyuk Park (KAIST)
12:15 – 14:00	Lunch Break		
14:00 – 15:00	Industry-Scholar Matching Forum 1 - 바이브컴퍼니 ( <a href="https://www.vaiv.kr">https://www.vaiv.kr</a> ): 윤준태 인공지능&빅데이터연구소 소장 - 코난테크놀로지 ( <a href="https://www.konantech.com">https://www.konantech.com</a> ): 최정주 비전AI연구소 소장		
15:15 – 16:1	Industry-Scholar Matching Forum 2 - 한국지능정보사회진흥원 (NIA): 이재원 공공데이터개방활용팀 팀장 - 정보통신정책연구원 (KISDI): 윤성욱 디지털경제연구실 실장		
16:30 – 18:00	Industry-Scholar Matching Forum 3 - 액션파워 ( <a href="https://actionpower.kr">https://actionpower.kr</a> ): 조홍식 대표 - 네이버 클라우드 ( <a href="https://www.ncloud.com">https://www.ncloud.com</a> ): 하정우 AI Innovation Center 센터장 - 마음AI ( <a href="https://maum.ai">https://maum.ai</a> ): 유태준 대표		

## July 6 (Thu)

## Session B (Seminar Room B308)

## Full Paper Session 6

Session Topic: Digital Resilience

**Session Chair: Sung-Byung Yang** (Kyung Hee University)

Paper Title	Authors	Discussant
Mobile Resilience: The Effect of Mobile Device Management on Firm Performance during the COVID-19 Pandemic	Jaechool Park (University of British Columbia), Myunghwan Lee (University of British Columbia), Gene Moo Lee (University of British Columbia)	Jiye Baek (Korea University)
From Offline to Online and Small to Big: Stimulus Payments and Spillover Effects	WanGyu H Heo (KAIST); Yoonseock Son (University of Notre Dame), Dongwon Lee (Korea University); Wonseok Oh (KAIST)	Sungyong Um (National University of Singapore)
Effects of Work-from-home on Collaborative Task Performance: A Coordination Theory Perspective	Taeyoung Kim (Yonsei University), Youngsok Bang (Yonsei University) Seung Hyun Kim (Yonsei University), Yeolib Kim (UNIST)	Dongwon Lee (HKUST)

## Full Paper Session 8

Session Topic: Economics of IS

Session Chair: YoungKi Park (George Washington University)

Paper Title	Authors	Discussant
The Contingency of Prior Backers' Influences on Subsequent backers' Pledge Decisions	Yuxian Jin (SungKyunKwan University), Yongsuk Kim (SungKyungKwan University), Keongtae Kim (Chinese University of Hong Kong)	Jin Soo Han (KAIST)
Who Is Handling My Case? How Identity Disclosure Enhances Customer Service: Evidence from a Large-Scale Field Experiment	Sunghun Chung (George Washington University), Jaehwuen Jung (Temple University), Jooyoung Park (Peking University), Chul Ho Lee (KAIST), Yasin Ceran (San Jose State University)	Hyeokkoo Eric Kwon (Nanyang Technological University)
Goal-Setting for On-Demand Learning: A Field Experiment	Jaeung Sim (University of Connecticut), Dongwon Lee (HKUST), Yeolib Kim (UNIST), Jiye Baek (Korea University)	Elina Hwang (University of Washington)

Lunch Break





뉴럴서치 엔진

# VAIV Search

독보적인 바이브컴퍼니만의 AI 기술로  
궁금한 질문의 답을 빠르게 찾고, 요약하고,  
원문 데이터까지 한번에 찾아주는

## 바이브 서치

🔍 생성형 AI와 일반 AI의 차이는?

### 📄 AI 답변 요약

생성형 AI는 기존 콘텐츠를 학습해 인간이 만든 것과 유사한 콘텐츠를 새로 만들어내는 인공지능 기술이다. [1][2]

#### 1 게임 체인저 떠오른 생성형 AI

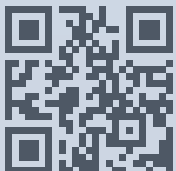
... 데이터 분석을 통한 이상 징후 감지가 주 **생성형은 확보한**

**데이터를 바탕으로 결과물을 도출해낸다는 점에서 다르다.**

매경이코노미

#### 2 AI가 설명하는 생성형 AI

아래 QR에서 바이브 서치를 체험해 보세요!



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# AI로 만들어가는 더 나은 세상

Konan Technology will take a step forward



AI

for

Text



AI

for

Video

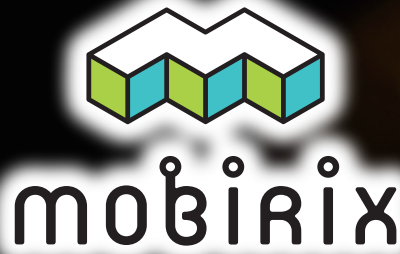


AI

for

Digital Twin





## 모두가 플레이 할 수 있는 게임 놀이터

모비릭스(MOBIRIX Corporation)는 게임을 사랑하는 사람들이 모여  
누구나 즐길 수 있는 게임을 개발하고, 최고의 재미를 제공하는 모바일게임 전문 기업입니다.  
모비릭스 놀이터에서는 다양한 국적의 유저들이 모여 모바일 게임을 즐기고 있습니다.

## 양방향 커뮤니케이션을 추구하는 모비릭스

모비릭스는 양방향 커뮤니케이션을 중시합니다.  
유저들에게 즐거움과 행복함을 주는 게임을 제공하고,  
그에 따른 유저들의 피드백은 자사의 게임을 한 층 더 완성도 있게 만들어줍니다.  
더불어 파트너사와는 상생을 최고의 가치로 여기며 차별화된 글로벌 전략과 경험으로  
성공적인 퍼블리싱을 진행하고 있습니다.

## 글로벌 모바일 게임 문화를 선도하는 퍼블리셔

모비릭스는 수많은 게임을 제작하며 습득한 노하우를 바탕으로  
더욱 창의적이고 기발한 게임을 선사하며 글로벌 모바일 게임 문화를 선도해 나갈 것입니다.





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## Acknowledgement

The organizing committee of 2023 KRAIS would like to express our gratitude to the following sponsors.



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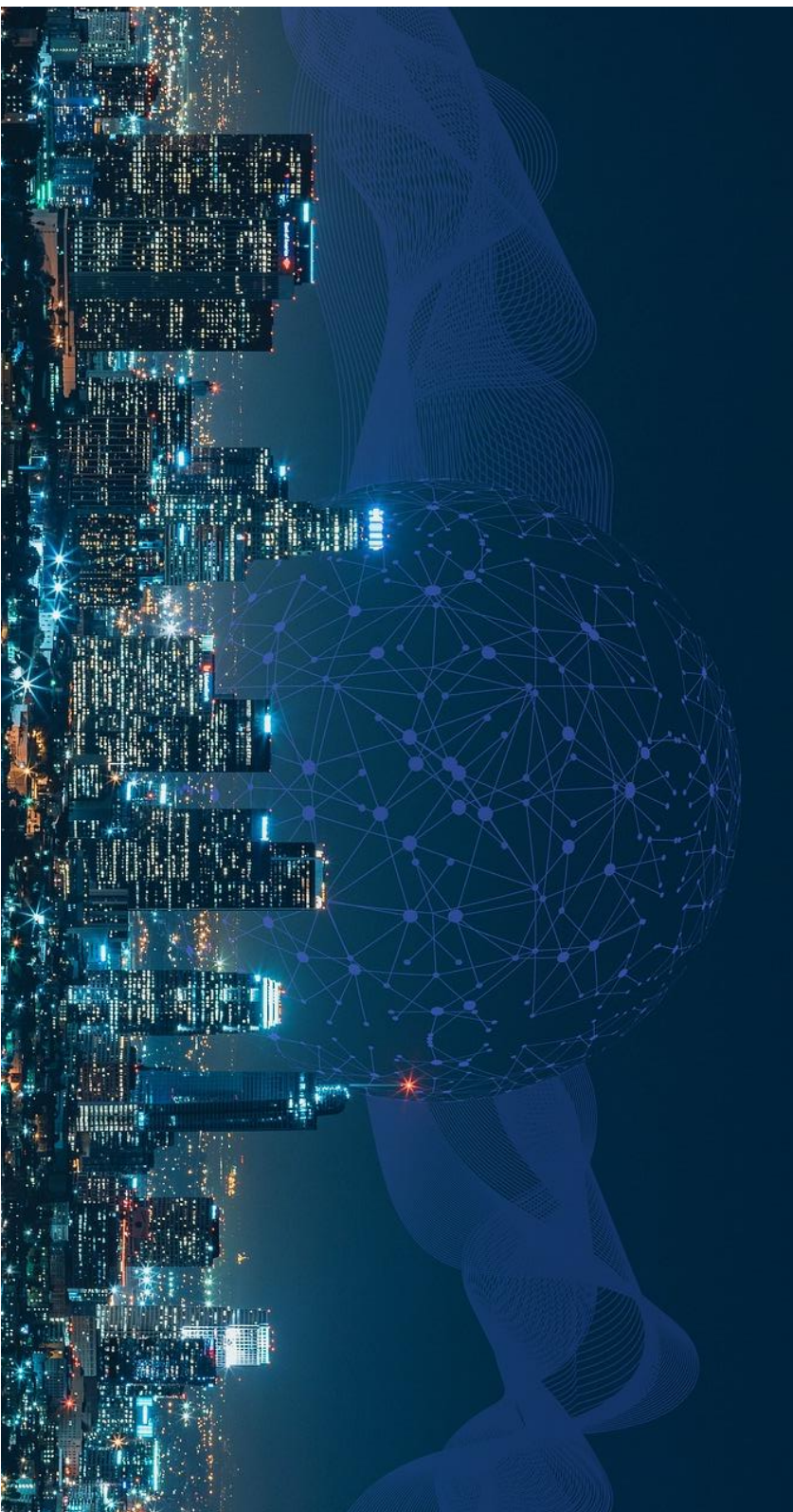
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꿈 · 첨단 · 창意的 빛으로

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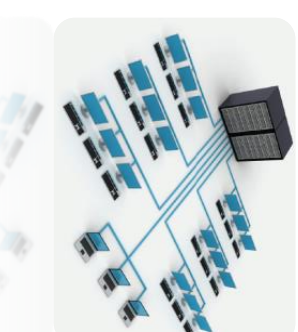
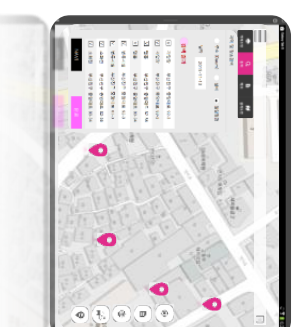
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