

3rd Organizing President & 3rd Executive President(2021-2023)



3rd Organizing President
Prof. Dr. JinHyo Joseph Yun
(DGIST, Korea)
Term: 2017.12.08 -2020.12.31



3rd Executive President
Prof. Dr. KwangHo Jung
(Seoul National University, Korea)
Term: 2017.12.08 -2020.12.31

2021 Welcome Speech

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Prof.
Jinhyo Joseph Yun



Welcome Speech by the Organizing President of SOI

Prof. Dr. Jinhyo Joseph Yun

I am so proud of SOI 2021 members. SOI 2021 Korean speakers, all of you have become so much respected the presence of COVID-19 and gathered here with various ideas on "Open Innovation and Business Model after Pandemic" at SOI 2021 office and online Conference.

Dear Professor Philip Cooke, Paul Philips, Kevin Lee, Giovanni Schiuma, Yoon Kihwan, Kwangho Jung, Alexander Breen, Soohye Lee, and my best of colleagues professors, and researchers, we are here at DGIST in Korea again with much more meaningful opportunities at Pandemic and the time after the Pandemic. Let us go.

Thanks a lot to the hosting chair, Professor Soohye Lee, and all Riga Technical University colleagues for hosting, preparing, and giving us the online conference. Most of all, I thank to Mr. Kim, the president of DGIST for giving us a chance to organize SOI 2021 at DGIST again.

Nearly 170 papers from more than 110 universities or research institutes in about 20 countries will be presented about "Open Innovation and Business Model after Pandemic" at COVID-19. Thanks to all organizers and attendees at SOI 2021 especially the great fabrication ideas which would contribute to the recovery of world economy after Pandemic.

My 1 research my own 1 idea to host "Open Innovation and Business Model after Pandemic at COVID-19" I individually prepared 1 working paper to tackle this issue with total about 20 colleagues from 6 countries.

First I analyzed the dynamic changes which had appeared before Pandemic, and which is being realized during the Pandemic in worldwide society. At my own working paper for SOI 2021 "Three critical challenges, recovery open innovation." The difference between the nature of the pandemic disease paper and the traditional design access journal in quantity and quality together. I prepared this paper with Dr. Eungho Jung, and Sangyeon Kim from KIST in Korea, and the Agricultural Science and Food Administration Research Institute in Korea.

Second, I analyzed the dynamic evolution of smart payment industry which has dramatically been increased during the Pandemic. My own working paper which is prepared for SOI 2021 to tackle this issue, has title "The dynamics of open innovation and business model in mobile payment industry: empirical evidence from countries, Korea, China, and U.K." I prepared this paper with professor Xianlei Zhao from DGIST in Korea, professor M. Yun-Hwang, Technology University of China, professor Jang Ho from Malmö Metropolitan university in UK, and professor Yang Bin who is Strathclyde University in UK.

Third, I analyzed open innovation and business of customer goods because the value of customer goods such as health of community, the value of trust, customer knowledge, or the environmental safety of our community etc. is increasing more and more attention from the public in the Pandemic. I prepared my working paper for SOI 2021 about this issue, which is "The synergy of community, participation, innovation, and open

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innovation with new business model." I prepared this paper with professor Xianlei Zhao from DGIST in Korea, professor Kwangho Jung from Daegu University in Korea, Professor Yoonkwan Chae from Seoul National University in Korea, Professor Soohye Lee from Seoul National University in Korea, professor Soohye Lee from Riga Technical University in Latvia, and professor Soohye Lee from DGIST in Korea. Another two professors will present this working paper soon.

Fourth, I analyzed open innovation and business model of furniture design which was one of core of the office to boost life during the Pandemic. I prepared my working paper for SOI 2021 after 2 years in advance preparation, the title of which is "Open innovation dynamics of furniture design: the difference between B2B and B2C". I prepared this paper with professor Yun Sukho from Migo university in Japan, and professor Xianlei Zhao from DGIST in Korea. Another two professors will present this working paper soon.

Finally this paper soon.

Fifth, I am analyzing the explosive growing of subscription during the Pandemic in UK, and I prepared my own 1 idea to host "Open Innovation and Business Model after Pandemic" at COVID-19. Thanks to all organizers and attendees at SOI 2021 about this issue, the title of which is "Regulation customer fitting to open innovation." I prepared this working paper with professor Xianlei Zhao from DGIST in Korea, professor Kwangho Jung from DGIST in Korea, professor Yung Bin from Strathclyde University in UK, and professor Chung Ho from Cardiff Metropolitan university in UK.

Sixth, I built the simulation model of the open innovation dynamics of micro simulation to understand the open innovation strategies of firms under the Pandemic. I prepared this working paper for this issue which will be presented at SOI 2021. Its title is "Micro simulation of open innovation under the post-pandemic: modeling and analyzing the diversity in work, health, and time-log." I prepared this working paper with professor Kwangho Jung from DGIST, Professor Soohye Lee from DGIST, Dr. Eungho Jung from KIST, and professor Kwangho Jung from Daegu university.

Let us enjoy dynamic, forward, creative papers & business model presentations, and 2 days intensive SOI 2021 summer school lectures all together in addition to well-prepared material from various topic: VP dinner, Gala dinner, and evening Dinner, all of which will be provided by free of any advance registration.

July 15th, 2021



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2021 Welcome Speech

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Prof.
KwangHo Jung



Welcoming Speech by the Executive President of SOI

Prof. Kwangho Jung

Dear SOI Members,
The COVID-19 pandemic has been spreading and affecting residents all over the world. The COVID-19 pandemic initially limited both developed and underdeveloped countries. However, the diversity of the nature of the pandemic in the global society has been growing. A pandemic cannot infectively limit humans to some countries that have responded well while affecting catastrophically damage to other countries that have not responded well. Differences in how society or company responds to this pandemic involve a kind of natural experiment. As such a natural experiment, the COVID-19 pandemic provides appropriate applications for open innovation research. The natural experiment made by COVID-19 pandemic creates a competitive (i.e., innovation group) that responded well to COVID-19 and those that responded poorly (i.e., control group).

The diverse effects of pandemic depend not only on company or society performance effective open innovation. Governments and societies preparing open innovation have successfully connecting the spread of COVID-19 and maintaining its age. As one try that effectively responds to the pandemic is likely to not follow legacy learned from past experiences. The nature of applying central knowledge and good ideas in light of COVID-19 crises from social learning. Governments and businesses that effectively respond to COVID-19 may learn innovative insights and knowledge with external organizations, actively bring in creative ideas and resources from outside.

South Korea is an excellent example of how COVID society and the government responded to COVID-19 with an open innovation approach. Civil society has introduced innovative such as university and sport disciplines for maintaining the private healthcare professionals themselves. These citizens' ideas flowed into the government. Private companies such as Samsung and LG have also provided the government with internal resources such as treatment centers against COVID-19, an in-kind-out open innovation. The government has actively accepted and utilized ideas and resources from the private sector to create an open innovation. The legacy of past MERS failures has encouraged their open innovation.

The IPRM, smart open innovation COVID-19 through open innovation for the government, market, and civil society. This legacy of innovation and knowledge can improve a COVID-19 and other future open COVID-19. For example, the United States and other countries have made considerable investments in private companies to develop a vaccine for COVID-19 through an open innovation approach to leverage private expertise.

With government subsidies, private companies have focused on open innovation that connects their ideas to developing a COVID-19 vaccine. COVID-19 vaccine production and distribution should go beyond vaccine development and aim at a sustainable society through effective vaccine sharing. A sustainable COVID-19 vaccine occurrence requires both relational-based social capital and open innovative competitiveness. Furthermore, effective COVID-19 overcoming for the sustainable should eventually find a solution through open innovation. The reason is that open innovation that most effectively utilizes existing resources and knowledge can go beyond the open innovation model of

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international and commercial inherent in the COVID-19 vaccine industry. The SOI 2021 provides an excellent opportunity to present and discuss open innovation papers. The ideas and knowledge from the SOI 2021 will become the most effective weapons necessary to fight against COVID-19. I believe that our SOI members can expand the role and influence of SOI 2021, even amid the COVID-19 pandemic. Once again, I warmly welcome all members to this conference and thank you very much for your contributions.



Kwangho Jung
Dean, Graduate School of Public Administration,
Seoul National University, Korea
July 15, 2021

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2022 Welcome Speech





Welcoming Speech by the Organizing President of SOI

- Prof. Dr. Jinhyo Joseph Yun

Dear my brave professors and SOI 2022 keynote speakers, and SOI members,

Thank you for your joining at SOI 2022 conference. Welcome, Welcome, and Welcome.

We are all here to present, discuss, and exchange our own creative ideas on "Digital Transformation, New Directions for the World Economy, Financial Systems, and Business Models."

Here Professor Philip Cooke, Ulrich Witt, Fred Phillips, Veen Krishna, Andrian Pyla, Yang, Bo, Kwangho Jung, and my long-time professors, researchers, and colleagues, we are here at Science University in Wals, UK, after four years of online conferences including SOI & Biga Technical University 2021, and SOI & Oklahoma State University 2020. We expect to see you in person for our coming back to the SOI offline conference again.

Thank a lot to the hosting chair, Professor Yang Bo, and all friends from university of Science colleges for hosting, preparing, and joining at this fantastic conference. And I appreciate to Professor Zheng Lin, the professor of Cardiff Metropolitan University for organizing the organizing team of EGISST, and hosting team of Swansea University for last nearly 2 years.

Nearly 100 papers from more than 100 universities or research institutes in about 19 countries will be presented at SOI 2022. Thanks to all presenters and discussors at SOI 2022 especially for your original ideas which could contribute to prepare the new directions in Digital Transformation.

I.S. Eliot sang as follows in his poem "Four Quarters".

*In order to arrive at what you do not know
You must go by a way which is the way of ignorance. (Leaving "Four Quarters" by I.S. Eliot)*

We must take a road which is "gray and walled near (Among "The Road not Taken" by Robert Frost) to arrive a new economy with digital transformation.

Fortunately, we had a chance to finally see the world which will be come true after digital transformation in 2 years during the Pandemic.

Let us embrace the road of ignorance which is from digital transformation with the beacon lamp by SOI conference.


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Welcoming Speech by the Executive President of SOI

- Prof. Kwangho Jung

The global society has struggled with the COVID-19 pandemic and global insecurity. The profound impact of the pandemic and the Ukraine-Russia war has been demoting and reorganizing the current global market economy. However, despite these uncertain circumstances, many members of the SOI Society of Open Innovation have been participating in this year's SOI international conference co-hosted with Swansea University. The SOI members' enthusiastic participation and critical and creative perspectives on the 2022 SOI conference. I believe that your outstanding presentations and discussions will significantly contribute to exploring emerging theoretical models of the future global innovation ecosystem.

The social pandemic catastrophe and the Russian invasion of Ukraine are simultaneously sparking a paradigm debate about ending globalization, involving emerging dark sides from demoting the global supply chain and narrowing the freedom-based property economies. The significant challenges of creating sustainable green space markets and restoring free market-based global political economy across four policy-makers and researchers worldwide. Climate change, global inequality, and democracy remain significant challenges for global communities, businesses, and states, even after the COVID-19 pandemic and Russia's devastating war in Ukraine. Even under the massive pandemic and resulting global security, human innovation has been attracting attention again as a source of human property. As we know, global free markets and innovative economies are the sources of human property, including numerous historical innovation ideas. Now, the SOI members are to find the next innovation paradigm beyond Silicon Valley for a new sustainable innovation ecosystem.

This year's SOI international conference will discuss and reflect emerging global innovation trends from various interdisciplinary perspectives. The powerful concepts of open innovation, sustainable community innovation, and industry-based innovation that the SOI has emphasized will draw attention in the current turbulent global economy. The 2022 SOI seeks to present novel ideas and perspectives on various and/or the conventional principles of open, social, and digital innovation. Beyond the dominant capitalism-based economic model, the SOI should design and practice pioneering visions and smart policy instruments to promote sustainable development through alternative-based strategies with human solidarity and collective intelligence. I believe that SOI members will enthusiastically discuss current global challenges from the diverse perspectives of public policy, covering social design and engineering, artificial intelligence, business management, and regional innovation perspectives. Finally, I would like to express my deepest gratitude for all participants' academic enthusiasm and dedication.


 Kwangho Jung
 Executive President of the 2022 SOI Conference
 Dean, Graduate School of Public Administration
 Seoul National University, Korea

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Welcoming Speech by the Organizing President of SOI

- Prof. Dr. Jinhyo Joseph Yun

Ladies and gentlemen, distinguished guests, and esteemed members of the Society of Open Innovation: Technology, Market, and Complexity (SOI).

Welcome to the prestigious SOI 2023 conference, hosted by the esteemed Naples Federico II University! It is an honor to stand before you as the founder of this remarkable gathering and the organizing president of SOI 2023.

As we come together in this momentous event, we are presented with an extraordinary opportunity to explore the new frontiers of open innovation and embrace transformative business models, particularly in the wake of the global pandemic. Under the theme of "New Way of Open Innovation and Open Business Model After Pandemic for the Recovery of World Economy," we gather here to discuss, analyze, and collectively envision a path forward towards economic recovery on a global scale.

The world has witnessed unprecedented challenges and disruptions, but through adversity comes the potential for innovation, resilience, and growth. The SOI 2023 conference provides a platform to share groundbreaking ideas, research, and insights, all aimed at paving the way for a brighter and more inclusive future.

During these extraordinary days, we will delve into the evolving landscape of open innovation, exploring the dynamic interactions between technology, market dynamics, and the complexities of our modern society. With renowned experts, scholars, industry leaders, and visionaries among us, we have the unique opportunity to redefine the norms, strategize business models, and foster an environment of collaboration that transcends borders.

Let us seize this moment to reflect on the lessons learned from the pandemic, to identify the untapped potential within our economies, and to harness the power of open innovation to fuel recovery and progress. Together, we will forge new alliances, bridge disciplines, and inspire collective action to overcome the challenges we face.

I extend my heartfelt appreciation to the organizing committee, the Naples Federico II University, our esteemed partners, and each and every one of you for your invaluable contributions to the success of this conference. Your presence here today signifies a shared commitment to driving positive change and shaping a future that is defined by innovation, resilience, and inclusive growth.

On behalf of the entire SOI community, I invite you to engage in meaningful discussions, form lasting connections, and embark on a journey that will undoubtedly inspire transformative ideas and actions. Let us work together to create a new era of open innovation and open business models, setting the stage for the recovery of the world economy.


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