



### Special Session 1. Economics of Open Innovation Dynamics

- Chair: JinHyo Joseph Yun(DGIST, Korea)

#### Paper Lists:

1. (JinHyo Joseph Yun\*, Xiaofei Zhao, Heungju Ahn, Kyungbae Park, (Kayhan Tajeddini, Solomon Darwin)): Open Innovation through Campus Architecture Design: Comparative analysis between DGIST Education & Research Campus, Dyson & Apple Park Campus
2. (JinHyo Joseph Yun\*, Xiaofei Zhao, Inhyouk Koo\*, Changhwan Shin, Valentina Della Corte, Giovanna Del Gaudio): Social Economy and Social Open Innovation in Different Contexts-South Korea and Italy
3. (JinHyo Joseph Yun\*, Xiaofei Zhao, Yuri Sadoi, Heongu Lee, Andreas Pyka): Open Innovation of Firms in the Value Chain of Semiconductor: International Comparative analyses among South Korea Japan and (Germany)
4. (JinHyo Joseph Yun\*, Xiaofei Zhao, Nguyen Van Phuong\*, OOO, (Yuri Sadoi, Ma Lei)): Difference of FDI outward Open Innovation to Vietnam from Korea, China and Japan
5. (JinHyo Joseph Yun\*): The Effects of OI on the Distribution of Wealth-Double Effects on Kuznets Curve



### Special Session 2. Innovation Diversity for Emerging Economies

- Chairs: Natalja Lace(Riga Technical University, Latvia) & Karine Oganisjana (Riga Technical University, Latvia)

#### Paper List:

1. (Andrejs Čirjevskis): Examining the Applications of Parallel Compound Option in Internationally Transactions for Evaluation of Collaborative Synergies
2. (Angelina Roša, Natalja Lace): Exploring the relationship between quality of employment and company's performance
3. (Anita Titova, Natalja Lace): Public Private Partnerships. Case of Baltics
4. (Alona Bahmanova, Natalja Lace): Factors Impacting company's cyber resilience
5. (Ieva Kustova, Justina Hudenko and Natalja Lace): Use of sustainable infrastructure criteria at publicly-owned infrastructure management companies





### Special Session 3. Innovation and Business Models in Emerging Economies

- Chairs: Elina Gaile-Sarkane(Riga Technical University, Latvia) & Inga Lapina(Riga Technical University, Latvia)

#### Paper List:

1. (Arta Pilena-Dalberga, Inga Lapina): Transformation of Standardization Value from Measurement Reference to Best Practice Benchmark
2. (Krista Opmane, Arturs Zeps, Inga Lapina): Exploring Openness within European Universities Alliances: Challenges and Opportunities of Open Innovation and Open Science
3. (Svetlana Mjakuskina, Maija Kavosa, Inga Lapina): Fostering Open Innovation for Societal Safety through Exploiting Digital Transformation in Market Surveillance
4. (Kristaps Banga, Elīna Gaile-Sarkane): The Role of Innovation Governance in Shaping Open Innovation Ecosystems in the Last Decade. Challenges and Opportunities
5. (Jana Ozoliņa, Elīna Gaile-Sarkane): On Classification of Factors for Analysis of Conflict Triggers and Prevention Mechanisms in Organizations
6. (Ilīna Pentjuša, Evita Kalmāne-Pivkina, Elīna Gaile-Sarkane): Evaluating Productivity in Flexible Work Settings: A Framework for Quick Assessment in European E-Commerce
7. (Rasma Pīpiķe, Elīna Gaile-Sarkane): Decision-making Styles of Top Management Teams and its Impact on Financial Outcomes of Enterprises: Insights from Latvia

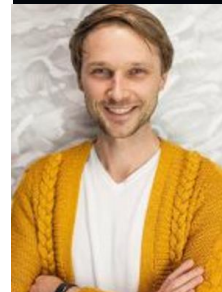


### Special Session 4. Impactful Sustainability Innovation: the Future Challenges of Business, Technology and Creative Industries

- Chairs: Deniss Ščeuļovs, Ilze Jankovska & Arturs Bernovskis (Riga Technical University, Latvia)

#### Paper List:

1. (Deniss Sceulovs, Jana Geldner, Viktorija Babica): Fostering Innovation in the News Media Industry: Exploring Creative Coding Workshops as Catalysts for Creativity and Skill Transfer
2. (Julija Surikova, Deniss Sceulovs, Valdis Luks, Zane Drinke): Exploring the Impact of Social Media on Sustainability Narratives: A Case Study of Creative Industries in Latvia
3. (Stephan Harith Shamalka Wanasinghe, Ieva Andersone, Deniss Sceulovs): The Impact of Social Media Marketing on Brand Engagement and Sales Performance of Online Service Companies
4. (Ilze Jankovska, Deniss Sceulovs): Transforming Consumer Behavior: Utilizing Uses and Gratifications Theory to Promote Sustainable Economic Growth
5. (Ilze Jankovska): Navigating Complexities in Virtual Consumer Behavior: Uses and Gratifications Theory-Driven Innovations for Sustainable Business Practices
6. (Deniss Sceulovs, Arturs Bernovskis, Viktorija Babica): Policy-making Innovation: Smart Contracts for Gamified Public Rewards Systems in Society 5.0
7. (Arturs Bernovskis, Deniss Sceulovs): Innovating Smart City Solutions through Gamification in Society 5.0





### Special Session 5. Innovation for Sustainable Development: Current Status, Challenges, Opportunities, and Future Directions

• Chair: Katarzyna Turoń (Silesian University of Technology, Poland)

Paper List:

1. (Szabolcs Duleba): Ensuring the sustainability of innovation results by creating consensus among stakeholder groups
2. (András Lakatos, János Tóth, Keeyeon Hwang): Innovative benchmarking of demand responsive solutions for public bus transport
3. (Radosław Wolniak): The implementation of open innovation in energy recovery towards sustainable development
4. (Martin Ševčovič, Barbora Kováčová, Daniela Valachová): Metamorphoses of action art in the adult group
5. (Bożena Szczucka-Lasota, Tomasz Węgrzyn, Abilio Silva): Carbon Footprint as a Welding Challenge and Innovation for Environmental Protection
6. (Bożena Szczucka-Lasota, Tomasz Węgrzyn, Abilio Silva): Increasing the importance of biofuels in the global energy mix as a determinant of innovation and changes in research methodology
7. (Izabela Jonek-Kowalska, Aneta Michalak): Open Innovation for Green Transition in Energy Sector : A Literature Review
8. (Katarzyna Turoń, Andrzej Kubik): Open Innovation in Micromobility – From Crowdsourcing to Co-Creating Sustainable Solutions



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### Special Session 6. Digital Innovation and Capabilities

• Chair: Nguyen Van Phuong (Vietnam National University, Vietnam)

Paper List:

1. (Nga Thuy Thanh Le, Phuong Van Nguyen\*, My Linh Tran): The Impact of Digital Capability, Technological Capability, and Transformation Leadership on Firm Performance: The Mediating Roles of Digital Innovation and Organizational Agility
2. (Nga Thuy Thanh Le, Phuong Van Nguyen\*, Hang Thuy Nguyen): An Empirical Analysis of Risk Management Culture, Knowledge Sharing, Cooperation, and Supply Chain Resilience in Firm Performance Enhancement
3. (Nga Thuy Thanh Le, Phuong Van Nguyen\*, Phi Dinh Nhat Nguyen): The Role of Digital Transformation in Enhancing Organizational Performance
4. (Nga Thuy Thanh Le, Phuong Van Nguyen\*, Chi Tai Tran): Exploring the Impact of AI Capability, Knowledge Sharing, and Strategic Foresight on Firm Performance: The Mediating Role of Firm Creativity and Absorptive Capacity
5. (Nga Thuy Thanh Le, Phuong Van Nguyen\*, Nhi Hoai Xuan Dang): Integrating Intellectual Capital, AI Management, and Government Incentives to Enhance AI-driven Decision-making and Firm Performance





### Special Session 7. Confirmed

- Chairs: Lei Ma(Nanjing Univ. of Science and Technology, China) & Zheng Liu(Greenwich Univ., UK)

#### Paper List:

1. (You Tian, Lei Ma\*, Zheng Liu): A study on the practical path of empowering urban governance modernization with digital twin technology: A case study of Shanghai
2. (Wenyan Wei, Lei Ma\*, Zheng Liu, Junlin Zhu): Research on the mechanism and path of synergistically advancing open source platform governance through standards and intellectual property rights
3. (Junlin Zhu, Lei Ma\*, Zheng Liu, Wenyan Wei): Navigating knowledge sourcing and appropriability risk in open source platforms
4. (Xinwei Ye\*, Lan Du, Lei Ma, Zheng Liu): The co-evolution strategy of government, industrial Internet platform and enterprises in regional industrial Internet development: The role of government subsidies and shared benefits
5. (Tao Li\*): Embodied intelligent alignment strategies and user radical preferences in the man-machine dilemma
6. (Sirirat Sae Lim, Yun Chieh Chen, Zheng Liu\*): Circular economy innovation in SMEs: A case study



### Special Session 8. Green Governance and Evaluation

- Chair: Weian Li(Nankai University & Tianjin University of Finance and Economics, China)





### Special Session 9. Open innovation and sustainability: strategies for transforming industries

- Chairs: Valentina Della Corte & Giovanna Del Gaudio(University of Naples Federico II, Italy)

#### Paper List:

1. (Valentina Della Corte, Enrico Di Taranto, Simone Luongo): Reshoring strategies in the "Made in Italy"
2. (Giovanna Del Gaudio, Valentina Della Corte, Vincenzo Carraturo): The co-creation of sustainability transition in air mobility
3. (Giovanna Del Gaudio, Elena Lupolo, Fabiana Sepe, Valentina Della Corte): The open decision support systems in the food and beverage sector
4. (Valentina Della Corte, Enrico Di Taranto, Simone Luongo, Vincenzo Carraturo, Giovanna Del Gaudio): Open Innovation and intellectual capital in the fashion and textile industry
5. (Valentina Della Corte, Fabiana Sepe, Elena Lupolo, Giovanna Del Gaudio): The role of open innovation in the food waste management



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### Special Session 10. Business Innovation in Digital Transformation

- Chair: Yuri Sadoi(Meijo University, Japan)

#### Paper List:

1. (Joe Justice, Kazutaka Sankai, Yuri Sadoi): How AI helps team autonomy?
2. (Yuri Sadoi and Sergei Shaposhnikov): Succession in Driving Innovation within Family-Owned Businesses in Japan
3. (Aruna Gamage, Yuri Sadoi, Sriya Kumudini and Toshiyuki Sadoi): Human Resource Development in IT industry in Sri Lanka - Its challenge and practices-
4. (Nguyen Manh Quan, and Yuri Sadoi): Business Incubation in Japan (BIJ) model analysis in Vietnam
5. (Han Nu Ngoc Ton\*, Trang Minh Tran-Pham, Tran Quang Tuyen, Chanh Thanh Minh Nguyen, Phuong Lan Nguyen): Professional Coping among Street-Level Bureaucrats in Vietnam: Explanation from Job Characteristics and Job Outcomes





### Special Session 11. Confirmed

- Chair: JinXi Wu (Tsinghua University, China)

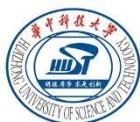


### Special Session 12. Open Innovation Network in the Digital World

- Chair: Ben Zhang (Huazhong University of Science & Technology, China)

#### Paper List:

1. (Ben Zhang): The Open Network Architecture of Data Element Flow: A Theoretical Framework
2. (Yakun Ji): Exploring open innovation patterns in automobile industry under the wave of artificial intelligence: A network-based perspective
3. (Runzhe Zhang): The Model and Risks of Personal Data Open License: Taking DeepFake as an Example
4. (Hua Wang): Prediction of the Evolution of Emerging Technology Patent Networks: A Patent Roadmap Analysis
5. (Ziyang Huang): Dynamic evolution of policy-protected space for the disruptive technology based on sustainability transitions



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### Special Session 13. AI and the firms' twin transition

- Chair: Jun JIN(Zhejiang University, China)

#### Paper List:

1. (Jun JIN): Innovation System for Twin Transition
2. (Liyang WANG): AI governance and the firms' Patent Strategy
3. (Ying DONG): Impact of AI tech adoption on the GHG emission of firms
4. (Zhengyi Zhang): AI adoption, SDGs, and Firms' Growth



### Special Session 14. Marketing & Innovation

- Chair: Sungho Lee(University of Seoul, Korea)

#### Paper List

1. (Shin, Sohyoun & Sungho Lee): Understanding the market-based capability of Korean firms based on dynamic capability and resource-advantage theory
2. (Oh, Kyungmin & Jeong Eun Park): The impact of AI innovation company evaluation and consumer trust formation on business-consumer relationships
3. (Chang, Woojung, Jeong-Bin Whang & Jong-Ho Lee ): The strategic use of digital transformation capability: A meta-analytic approach
4. (Whang, Jeong-Bin, Jong-Ho Lee, Sungho Lee): Integrating ESG into organizational strategies: roles of resilience and adaptive capabilities
5. (Lee, Sungho & Choong Il Lim): Antecedents and consequences of outside-in marketing capabilities with the mediating role of marketing innovations and moderating role of ambidexterity
6. (Lee, Sungho & Dong Hawn Kim): Explaining the foundation and change of product meaning by the social cognitive dynamic theory in a product market: Applying in the bottled water and water purifier product market in Korea





### Special Session 15. Decision making and business model innovation

- Chair: Nga Thuy Thanh Le(Vietnam National University, Vietnam)

#### Paper List:

1. (Vu Van Nguyen, Phuong Van Nguyen\*, Nhi Tran Thao Dinh, Huan Tuong Vo): Synergizing Corporate Foresight, Eco-Innovation, and Learning for Sustainable Infrastructure and Agile Green Supply Chains
2. (Vu Van Nguyen, Phuong Van Nguyen\*, Kha Thi Tuyet Nguyen, Huan Tuong Vo): Leveraging Corporate Foresight and Big Data: Unveiling the Path to Green Agility, Decision-Making, and Business Model Innovation
3. (Phuong Ngoc Huynh, Phuong Van Nguyen\*, Truc Thanh Phan): From Environment to Impact: How AI Capacity Drives Organizational Creativity, Decision-Making, and Performance
4. (Phuong Ngoc Huynh, Phuong Van Nguyen\*, Linh Ho Ngoc Cao): Enhancing Organizational Performance: The Role of Government Support, AI Capability, and Strategic Foresight
5. (Linh My Bui, Phuong Van Nguyen, Ulrich Elmer Hansen): LNG Supply Chain Optimization: Open Innovation in Transportation and Energy in Vietnam



### Special Session 16. Exploring the Impact of Open Innovation on Entrepreneurial Intentions and Social Performance

- Chair: SungYong Choi(Hanyang University, Korea)

#### Paper Lists:

1. (ByungYun Bae, Sungyong Choi\*): The Effects of Autonomy, Proactivity, and Competitive Aggression on Management Performance: The Moderating Effect of Learning Orientation
2. (ByungYun Bae, Sungyong Choi\*): Does prospective entrepreneurs' SNS use and collaboration skills affect their entrepreneurial intentions?
3. (ByungYun Bae, Sungyong Choi\*): The Impact of Social Startup Networks on Economic and Social Performance
4. (Saimi Woo): Analyzing the Outcomes of Fostering Regional Women in STEM in context of Open Innovation







### Special Session 17. Business Model Competition Session

- Chair: JuHyun Eune(Seoul National University, Korea)

#### Paper List:

1. (Heehyeon Park, Juhyun Eune\*) : Service Design Strategies for Enhancing Socialization of Children with Developmental Disabilities
2. (Woori Kim, Juhyun Eune\*) : A Public Business Model for Addressing Digital Divide and Traditional Literacy Decline: An Intergenerational Approach
3. (Seohyo Ahn, Juhyun Eune\*) : Pet Management System Combining DNA & Nose Print Registration with AI Analysis: Policy Design for Preventing Abandonment and Regulating Illegal Breeding
4. (Hyeyoung Kim, Juhyun Eune\*) : Policy Proposal for a VR-Based Smart Safety Education System in the Ministry of Land, Infrastructure, and Transport: Focusing on the Smart Crosswalk System
5. (Siwon Park, Juhyun Eune\*): A Business Model for Supporting Youth Wedding Preparation: Enhancing Accessibility through Transparency and Autonomy
6. (Seojin Hong, Juhyun Eune\*) : Proposed mentoring program model to support North Korean women's settlement



### Special Session 18. Future-Forward: Exploring the Intersection of Emotion, Technology, and Decision-Making in Contemporary Markets

- Chair: Inhyouk Koo(Sookmyung Women's University, Korea)

#### Paper List:

1. (Sang-Joon Kim, Inhyouk Koo\*, Zhang Yuanqi): Investigating Employees' Emotional Labor Patterns Driven by Customer-Robot Interactions: Evidence from China's Hospitality Industry
2. (Shijith Kumar PM, Inhyouk Koo\*, Ronny Estrella, Hojung Ha\*\*): Adoption of Ideas from Innovation Contests – Evidence from a Korean Financial Institution
3. (Umer Zaman, Shahid Nawaz, Inhyouk Koo\*): Human vs. AI: Exploring the Impact of AI-Personalization on Destination Image, Competitiveness and Visitor's Intention in Regenerative Tourism
4. (Shijith Kumar PM): Idea selection accuracy and wisdom of crowds: a look into the scoring and ranking rules
5. (Byung Yong Hwang\*, Sin Lee Kim, Eun Song Bae): Analysis of effects before and after enactment of the National R&D Innovation Act



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**Special Session 19. Non-Confirmed**

- Chair: Joao Leitao(University of Beira Interior, Portugal)

**Special Session 20. Key Issues in Government Innovation in the AI Era**

- Chair: Dongwook Kim(Seoul National University, Korea)

## Paper List:

1. (Hanbyul Choi & Dongwook Kim): Advancing Public Administration through Information Governance: An Academic Study in the AI Era
2. (Young-hwan Jeon): Institutional Characteristics and Roll-Call Voting in EU AI Act
3. (Meeyoung Park): Comparative Study of Artificial Intelligence Regulations: Focusing on the EU and US
4. (Sen Zhan & Choong-Sik Chung): Comparative Study of AI National Strategies in Major Countries: Focusing on the UK, France, China, and South Korea





### Special Session 21. Knowledge Management and Open Innovation in Biomedical Industry

- Chair: Eungdo Kim(Chungbuk National University, Korea)

Paper Lists:

1. (Jooyeon Oh, Eungdo Kim\*, Dohyoung Kim\*): Impact of Middle Manager Characteristics on Innovation Performance
2. (JaehoonYang, YungilRoh, EungdoKim\*): Factors Affecting Corporate Efficiency in Korean Biopharmaceutical Industry -Focusing on Business Model and Open Innovation Types
3. (MiSeon Kim, Eungdo Kim\*): Analysis of Current Status of Pharmaceutical Education and Direction of Development Pharmaceutical Education
4. (Narae Lee, Eungdo Kim\*): Analyzing the Impact of Open Innovation Factors on the Performance of Firms in Korean Bio Clusters: A Study on Key Characteristics and Outcomes
5. (Kisoon Shin, Eungdo Kim\*): Spatial Analysis of Korea's Bio Industry Clusters: Insights from Industrial Cluster and Regional Innovation System Theories



### Special Session 22. Advancing ESG Innovation and Sustainable Practices in SMEs: Insights on Leadership, Culture, and Strategic Collaboration

- Chair: Kwangho Jung(Seoul National University, Korea)

Paper List:

1. (Gi Ran Kim & Kwangho Jung): CEO Perspectives on ESG in Korean SMEs: A Q-Methodology Approach
2. (Yoonseo Jung): Leveraging Open Innovation to Enhance ESG Solutions in Small and Medium Enterprises
3. (Minseo Jung): Strategic Private Equity Investment in Open Innovation Ventures and SMEs: Key Success Factors
4. (Seung-Hee Lee & Kwangho Jung): Circular Economy and Innovative ESG in Global Fashion Industry
5. (Gi-Ran Kim & Kwangho Jung): Aligning Organizational Culture with ESG Goals in Korean Small and Medium Enterprises





### Special Session 23. Open Innovation, Entrepreneurship, and Innovation Ecosystem in Biohealth Industry

- Chairs: Kwangsoo Shin(The Catholic University of Korea, Korea) & Harry Jeong (Central Research Institute of Dr.Chung's Food, Korea)

#### Paper List:

1. (Changhyeon Song; Harry Jeong; Hyejoo Wang; Kwangsoo Shin\*): Assessing Industry-Specific Environments for AI Adoption: Evidence from the Korean Innovation Landscape
2. (Harry Jeong; Changhyeon Song; Hyejoo Wang; Kwangsoo Shin\*): The Emergence and Evolution of the Hospital-based Healthcare Innovation Ecosystem: A Case of Korean Healthcare Industry
3. (Kwangsoo Shin; Harry Jeong\*): Entrepreneurship in Hospital, Emerge of Doctorpreneur
4. (Dongwoo Kim; Kwangsoo Shin\*): Unlocking new growth opportunities for medical device startups after IPO
5. (YuCheong Jeon; Kwangsoo Shin\*): Can technological regime reconfigure an alliance portfolio?



### Special Session 24. Eco-innovation and Sustainable Business

- Chairs: Chavis Ketkaew(Khon Kaen Univ., Thailand) & Phaninee Naruetharadhol(Khon Kaen Univ., Thailand)

#### Paper List:

1. (Wutthiya Aekthanate Srisathan & Phaninee Naruetharadhol\*): Exploring the Non-Linear Relationship Between Open Innovation and ESG-Focused Resilience in Complex Innovation Ecosystems
2. (Wutthiya Aekthanate Srisathan & Phaninee Naruetharadhol\*): Complex Adaptive Systems and Circular Economy Business Model Resilience in Sustainable Innovation Ecosystems
3. (Sasichakorn Wongsachia and 2. Assoc. Prof. Dr. Chavis Ketkaew\*): A Qualitative Study of Circular Business Models: Insights from Small and Medium-Sized Enterprises (SMEs)
4. (Teerapong Pienwisetkaew & Chavis Ketkaew\*): Adoption Behavior of SMEs Entrepreneurs Towards Carbon Footprint Labels on Organic Food Products: A Business Model Innovation for Sustainability
5. (Chavis Ketkaew\*): The Influence of Carbon Perception on Sustainable Behaviors: A Multigroup Moderation Analysis of Openness to Technology Adoption





### Special Session 25. Confirmed

- Chair: Sang-Don Lee(Ewha Womans University, Korea)



### Special Session 26. AI-Driven Convergence: Shaping Innovation Policy through Open Innovation

- Chair: DongHoon Oh(Ministry of Trade, Industry and Energy, Office of Strategic R&D Planning, Korea)

#### Paper List:

1. (Jeon hyungseo, KIM HYUN CHEOL, DongHyun Lee): Industrial Workforce Market Trends and Demand Analysis Using Recruitment Big data and Large Language Models
2. (Hyojung JANG, Jee-Wook Lee, Donghoon Oh): Open R&D Project Planning Approach to Develop Collaborative Value Technology
3. (Heongu Lee, Jun jin-woo): Converging Robotics and Design: Leveraging Open Innovation for Enhanced Human-Machine Collaboration
4. (Ansun Park): Exploring Intellectual Structure, Network and Research Themes in Open Innovation
5. (Hyoung Ryul Ma): Network Analysis of the Adoption and Diffusion of Industrial AI in Korea





### Special Session 27. What are Drivers of Innovation and Entrepreneurship? : Cases of South Korea and Other Countries

- Chairs: Junghyun Yoon(Yeungnam University, Korea) & Sanghyun Sung(GyeongSang National University, Korea)

#### Paper Lists:

1. (Sanakulova, Rizakulovna Nodira & Yoon, Junghyun): Drivers of Creative Deviance: From Perspective of Open Innovation and Entrepreneurship
2. (Sung, Sanghyun & Yoon, Junghyun): Process Analysis of Startup Support Programs in Korea Using Process Mining: A Focus on Growth Stages of Startup
3. (Kim, Daesu & Kim, Yongwoo): Comparing Roles of Regional Innovation Actors between South Korea and European Countries
4. (Kim, Chunghyun., Ma, Ziyu., Gao, Ya., & Yoon, Junghyun): Resilience as Driver of Start-up Failure's Rechallenge
5. (Lim, Jitaek., Sung, Sanghyun., & Yoon, Junghyun): Process Analysis of Utilizing Creative Human Resource in the Context of Lack Workforce



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### Special Session 28. Innovation & Growth

- Chairs: Kangwon Lee(Korea Institute for Advanced Study, Korea) & Jaeho Jung(Korea University, Institute of Future Growth, Korea)

#### Paper List:

1. (Jaeho Jung, Kangwon Lee): Dynamic Analysis of R&D Productivity among European Countries
2. (Daeyu Kim, Seunghoo Jin): The Effects of External Cooperation on Innovation Performance of Information Technology Firms in South Korea
3. (Jieun Hong, Jaeho Jung): Global Supply Chain Analysis of Korea's Growth Engine Industry
4. (Woojoong Kim, Dongsoo Paik, Sunghyung Kong, Ahyoung So, Kyunghye Lee, Hyewhon Rhim): Impact of Global Convergence Trends on R&D Investment in South Korea: A Comparative Analysis by Research Field
5. (Minho Kim, Sangok Choi): A Study on the Dynamic Relationship between Research and Development Expenditure and Management Performance of Research and Development Companies Using Vector Autoregressive Models





### Special Session 29. Innovative Business Models and Strategic Collaborations for Future Growth

- Chair: Junic Kim(KonKuk University, Korea)

#### Paper List:

1. (Achim Jang, Junic Kim): University-Industry Collaboration as a Catalyst for Regional Innovation: Strategies and Impact
2. (Haksung Lee, Junic Kim): The Impact of Consumer Engagement on Entrepreneurial Innovation in YouTube
3. (Yeji Yun, Junic Kim): The Transformative Impact of Artificial Intelligence on Business Model Innovation
4. (Huan Meng, Junic Kim): Drivers of Business Model Innovation: Agility, Open Innovation, and Export Performance
5. (Junic Kim): A Systematic Literature Review on the Business Model of Higher Education: Trends, Challenges, and Future Directions



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### Special Session 30. The New Cultural Paradigm: The Future of Culture Shaped by AI and Digital Technologies

- Chair: Kim Bo Kyong(International Cultural Industries at Nanchang Institute of Science &Technology, China)

#### Paper List:

1. (Xie luJun): A Study on the Smart Museum in China: on the case of Dunhuang Museum, The Palace Museum, China Arts and Crafts Master Museum
2. (Lixin Wang): Research on the Development of China's Online Video Industry and Brand Cultivation of Public Cultural Space
3. (Song Fagang): The Breaking and Establishing of Film Aesthetics in the Dimensions of Technological Transformation
4. (Xi Chen): Study on the Influence of City Cultural Brands and Shooting Perspectives in Short Videos on User Social Media Sharing Intentions
5. (Kim Bo Kyong): Collaboration Between Generative AI and Humans: A New Paradigm in Business Writing



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