

4th Organizing President & 4th Executive President(2024-2026)



4th Organizing President
**Prof. Dr.
JinHy0 Joseph Yun**
(DGIST, Korea)

Term: 2024.01.01 -2026.12.31



4th Executive President
**Prof. Dr.
Sangdon Lee**
(Ewha Womans University,
Korea)

Term: 2024.01.01 -2026.12.31

2024 Welcome Speech

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 Welcoming Speech by the Organizing President of SOI -Prof. Dr. JinHy0 Joseph Yun	
Dear honorable professors, researchers, colleagues, students, and esteemed SOI (Society of Open Innovation: Technology, Market, and Complexity) members	
Welcome to SOI 2024, which is hosted by my long-time friend Natsuko Lutz, and Riga Technological University. I am so happy to have a chance to send greetings to you as the organizing president of SOI 2024 and the founder of SOI. I appreciate to professor Lutz and Riga Technological University for their fantastic preparation of SOI 2024, and their great supports as efforts in preparing this conference well during for last one year.	
Even though mankind conquered the risk of Pandemic successfully, all capitalist economies are under various economic recession and high inflation together now. World economic recession with high inflation has arrived here from various reasons such as, 1) the growth of world economy without employment by AI, digital transformation, big data, or intelligent robots and etc.; 2) the average from nature in social life of human in addition to the economic life by the over usage of nature by capitalist economy last 200 years; or 3) the accumulation of extreme limits of capitalism which had not paid on care economy including elder generation care, the decrease of birth rate in several economies, the increase of global immigration issues, or a kind of local wars in the world (Yun and etc., 2024-1).	
"New Frontiers of Business Model and Sustainability of Economy", which is the theme of SOI 2024, will raise diverse economic issues including business models, or engineering breakthroughs to escape the world economy risks. Scholars from nearly 100 universities or research institutes, and 13 countries will present their own creative ideas and deeply discuss on those issues together.	
A lot of creative papers and business models will be presented at SOI 2024 as following: 1) the ways of post-capitalism which will conquer the hazards of modern capitalism (Yun and etc., 2024-1); 2) the analysis of the disempower of world value chains in the semiconductor industry with the re-appearance of protectionism in the post era of American unipolarity (Yun and etc., 2024-2); 3) the transformation of open innovation in automotive industry with digital transformation (Yun and etc., 2024-3); 4) the business model nudges which will motivate creative innovation (Yun and etc., 2024-4); 5) the individual AI which will conquer the risk of singularity by the general AI (Yun and etc., 2024-5), and others.	
I appreciate again to 1) Professor Natsuko Lutz and all hosting committee members from Riga Technological University; 2) all organizing committee members from DGIST, SOI board members, and special session chairs, in addition to 3) all scholars in SOI 2024.	
Your presence and meaningful discussions, and building up academic networks at SOI 2024 will undoubtedly motivate the new ideas and theories on new in the future of capitalism or	
post capitalism. Let us collaborate together to build up the new frontiers of business model, and the sustainability of economy.	
July 10 th , 2024	
 Prof. Dr. JinHy0 Joseph Yun Organizing President of the Society of Open Innovation: Technology, Market, and Complexity Principal Professor of Open Innovation, Academy Founding Editor in Chief of the Journal of Open Innovation: Technology, Market, and Complexity	
«References» Yun and etc. (2024-1) Yun, J.H.(et al.), Zhao, X., Dai, Gaudin, G. (et al.), Valentina, D.C. (2024), Chaos of Post-Capitalism in the Origins of Commercial Capitalism: Geneva, Milan, and Naples, where are roots of modern capitalism. <i>Proceeding of the Society of Open Innovation: Technology, Market, and Complexity 2024 Conference.</i> Yun and etc. (2024-2) Yun, J.H.(et al.), Zhao, X. (et al.), Alm, H. (2024), Open innovation effect over the regional and national boundaries in the semiconductor industry. <i>Proceeding of the Society of Open Innovation: Technology, Market, and Complexity 2024 Conference.</i> Yun and etc. (2024-3) Yun, J.H.(et al.), Zhao, X., Kim, L. (et al.), Sadek, Y., Pyka, A. (2024), Automotive Open Innovation with Digital Transformation: Comparative Analysis among South Korea, Japan, and Germany. <i>Proceeding of the Society of Open Innovation: Technology, Market, and Complexity 2024 Conference.</i> Yun and etc. (2024-4) Yun and etc. (2024-5)	

2024 Welcome Speech

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 Welcoming Speech by the Executive President of SOI - Prof. Sangdon Lee	
Dear distinguished guests, esteemed colleagues, and dear friends	
It is my immense pleasure and privilege to welcome you all to the SOI 2024 Conference here in the beautiful city of Riga, Latvia. As the Executive President, I am delighted to see such a distinguished gathering of minds, united by our common passion for innovation, collaboration, and progress in our field and it is wonderful to see so many familiar faces as well as new ones joining us this year at SOI 2024 at Riga Technological University, Latvia.	
Riga, with its rich history and vibrant culture, serves as the perfect backdrop for this year's conference. This city, which has long been a crossroads of ideas and cultures, now welcomes us to share and exchange our knowledge, to inspire and be inspired, and to push the boundaries of what we can achieve together.	
Finally, I would like to extend my heartfelt gratitude to all our participants, speakers, and sponsors for their unwavering support and dedication. Your commitment to excellence and your passion for advancing our industry are what make SOI 2024 possible.	
This year's theme, "New Frontiers of Business Model and Sustainability of Economy", is particularly timely and relevant. As we navigate the challenges of our rapidly changing world, the importance of sustainable practices, innovative solutions, and collaborative efforts cannot be overstated. Our sessions over the next few days will explore cutting-edge research, pioneering technologies, and visionary ideas that have the potential to transform our industry and, indeed, our world.	
We are privileged to have a lineup of exceptional speakers who are leaders in their fields. Their insights and experiences will undoubtedly spark thought-provoking discussions and inspire new approaches to the challenges we face. I encourage you to take full advantage of the opportunities to engage, ask questions, and share your own perspectives.	
The SOI conference has always been more than just a series of presentations. It is a community of like-minded individuals who share a common goal: to drive progress and innovation. I urge you to network, collaborate, and build lasting connections. It is through these relationships that we can collectively achieve great things.	
I would also like to acknowledge the hard work and dedication of the organizing committee and volunteers. Their tireless efforts behind the scenes have ensured that every detail is in place, creating a seamless and enriching experience for all of us.	
As we embark on this exciting journey over the next few days, let us keep in mind the profound impact our work can have. Together, we have the power to shape a better, more sustainable future.	
Once again, welcome to SOI 2024. I look forward to the inspiring exchanges and groundbreaking developments that will emerge from our time here in Riga. Let us make this conference not only a success but a milestone in our collective endeavor.	
 Warm regards Prof. Sangdon Lee Dept of Environmental Sciences & Engineering, College of Engineering, Ewha Womans University, Seoul, Korea Executive President, SOI 2024	

2025 Welcome Speech

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Welcoming Speech by the Organizing President & Hosting Chair of SOI 2025

Prof. Dr. Jinhyo Joseph Yun

Distinguished Guests, Esteemed Colleagues, and Dear Friends,

It is a profound honor and a great pleasure for me to welcome you to the 10th Annual Conference of the Society of Open Innovation: Technology, Market, and Complexity (SOI 2025), hosted at the Daegu National Convention Center (DCC) and Technology (DCC) in Daegu, South Korea.

This welcome conference marks a decade of scholarly exchange and collaborative spirit, reflecting the vibrant energy between open innovation, technological advancement, market dynamics, and societal complexity. The gathering today is a testament to the ongoing commitment of the SOI community to explore and address the multidisciplinary challenges and opportunities that define our global landscape.

Reflecting upon our journey, we recall the inaugural SOI conference held in 2015 at Jeju National University in the United States. Since then, our community has continued to grow, expand, and thrive across various international venues.

- SOI 2015 - Daegu (Gyeongbuk Institute of Science and Technology, South Korea)
- SOI 2016 - San Jose State University, USA
- SOI 2017 - Ege Technical University, Turkey
- SOI 2018 - Ege Technical University, Turkey
- SOI 2019 - Ege Technical University, Turkey
- SOI 2020 - Ege Technical University, Turkey
- SOI 2021 - Virtual Conference (Platform)
- SOI 2022 - Ege Technical University, Turkey
- SOI 2023 - Ege Technical University, Turkey
- SOI 2024 - Ege Technical University, Turkey

This year, we are privileged to host the distinguished assembly at SOI 2025, a hub of innovation and societal complexity. In South Korea, the theme "Open Innovation: Technology, Market, and Complexity" builds upon the foundation laid at SOI 2015, reflecting the rapid pace of technological change and the need for interdisciplinary collaboration. The SOI 2025 conference is a testament to the ongoing commitment of the SOI community to explore and address the multidisciplinary challenges and opportunities that define our global landscape.

The "Way to Computer the Growth of Capitalism" in 2025, we continue our exploration of how open innovation can reshape and shape the existing means of production, market structure, and societal complexity.

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As the organizing president and individual scholar member of SOI, I am honored to present five of my co-authored papers featured at this year's conference. I expect that each will contribute to the discourse on open innovation across diverse domains.

- "How Does Computer Architecture Design Influence Open Innovation?"
- "A Comparative Analysis of the Architectural Design of Apple, Tesla, Google, Microsoft, and Amazon: Examining how physical architecture influences innovation and collaboration across diverse domains."
- "Social Learning and Social Open Innovation in Different Contexts"
- "A Case Study on the Impact of the Transformation of Social Open Innovation in South Korea, Japan, and France: Highlighting the role of social economy in shaping innovative industries."
- "An in-depth investigation into the impact of open innovation on the Korean, Japanese, and German industries, highlighting the role of social economy in shaping innovative industries."
- "Open Innovation in the Era of Industry 4.0"
- "An exploration of the current state of open innovation and the future prospects within the era of social, challenging traditional means of innovation."
- "Influence of Machine Design Based on the Open Innovation Paradigm"

A forward-looking study proposing new mechanisms for managing artificial intelligence into open innovation paradigms in the real-world context.

"The Role of Business Models in Bridging Technology and Market Mechanism: Bridging the Gap between Technology and Market Mechanism."

Each of these works reflects our collective endeavor to understand and shape the future of open innovation in complex, interconnected worlds.

I extend my deepest gratitude to the President of SOI 2025, the Society of Open Innovation: Technology, Market, and Complexity, and to all the scholars who have contributed to the success of this conference. Your dedication and collaboration are the heart of our shared mission.

I encourage all participants to engage actively in the sessions, discussions, and networking opportunities throughout the event. Let us collaborate, learn from one another, and create knowledge that will drive sustainable and inclusive innovation forward.

Thank you once again for your participation and contribution. I look forward to a fruitful and inspiring conference.

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Welcoming Speech by the Executive President of SOI

Prof. Sandon Lee

Dear distinguished guests, esteemed colleagues, and dear friends,

It is my immense pleasure and privilege to welcome you all to the SOI 2025 Conference here in the beautiful campus of DUST, Daegu. As the Executive President, I am delighted to see such a distinguished gathering of minds, united by our common passion for innovation, collaboration, and progress in our field and it is wonderful to see so many familiar faces as well as new ones joining us this year.

It is with profound joy and gratitude that I welcome you all to this very special occasion—the 10th Anniversary Celebration of the Society of Open Innovation, SOI.

In a world that is changing faster than ever, no single organization, institution, or individual can solve complex challenges alone. The power of open innovation lies in the collective—the willingness to listen, to share, and to build together. And that is exactly what SOI has stood for these ten years.

Over the past ten years, SOI has grown from a modest initiative into a vibrant and respected organization, known for its commitment to excellence, its inclusive community, and its forward-looking spirit. Together, we have overcome challenges, embraced new opportunities, and made contributions that have resonated far beyond our original hopes.

Firstly, I would like to extend my heartfelt gratitude to all our participants, speakers, and sponsors for their unwavering support and dedication. Your commitment to excellence and your passion for advancing our industry are what make SOI 2025 possible.

Today, as we look back on the milestones we've achieved, we also look ahead—with ambition and a renewed sense of purpose. The next chapter of SOI begins now, and it is one that will demand even greater collaboration, creativity, and courage.

This anniversary is not just a milestone—it is a moment of reflection and renewal. As we celebrate our history, we also look ahead to the next decade with confidence and determination. What will the next ten years hold? That depends on us—on our vision, our creativity, and our continued willingness to lead with integrity and purpose.

To all of you who have walked with us on this journey—whether from the very beginning or newly joining us—thank you. Your belief in SOI's mission and your continued engagement are what sustain and inspire us.

Let us celebrate this special anniversary with pride—and look forward to the next decade of meaningful impact, together.

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Happy 10th anniversary to us all. And welcome to this celebration.



Prof. Sandon Lee

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Executive President, SOI 2025

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2026 Welcome Speech

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Welcoming Speech by the Organizing President of SOI

Prof. Dr. Jinhyo Joseph Yun

Dear SOI Members and Distinguished Scholars,

Welcome to SOI 2026 and all presenting scholars. I am very pleased and honored to see all of you here in Messina.

First, I would like to express my sincere gratitude to Professor Vincenzo and the entire hosting team of SOI 2026 for their tremendous efforts in preparing this conference over the past year. I would also like to thank Professor Alex, Dr. Xianqi Zhao, Professor Park, and all members of the organizing committee for their dedication and contributions. In fact, Dr. Zhao and I worked almost every weekend during the last month to prepare for SOI 2026, and I deeply appreciate the commitment of everyone involved.

Sicily, the host region of SOI 2026, holds a unique economic position at the crossroads of Europe, Africa, and the Middle East. For centuries, the island has served as a strategic gateway for trade, cultural exchange, and innovation across the Mediterranean. Today, this geographical advantage is becoming increasingly important in the era of digital transformation, where the movement of data, knowledge, and technology is as critical as the movement of goods and people.

In the age of artificial intelligence and digitalization, Sicily is emerging as a promising platform for innovation-driven economic growth. The region is actively investing in digital infrastructure, smart mobility, renewable energy systems, and advanced research capabilities. As Europe accelerates its digital and green transitions, Sicily is well-positioned to serve as a living laboratory where technological innovation can be applied to address real-world challenges in energy, transportation, tourism, agriculture, and public services.

The University of Messina, one of Italy's oldest and most distinguished universities, provides an ideal setting for SOI 2026. Located at the heart of the Mediterranean, the University has long served as a bridge between cultures, knowledge, and innovation. Its strong commitment to interdisciplinary research, digital transformation, and international collaboration closely aligns with the conference theme, "Innovation Dynamics in the Age of Digital Transformation and AI Bridging Market Forces and Societal Impacts." By fostering dialogue among scholars, industry leaders, and policymakers, the University of Messina offers an inspiring environment for exploring how technological innovation can create sustainable value for both the economy and society.

At the dawn of human civilization and throughout the Middle Ages, Sicily and the Mediterranean region served as an important platform that stimulated and facilitated the development of democracy and commercial capitalism, which became fundamental pillars of modern political and economic systems.

Now, at the dawn of artificial intelligence and the emerging post-capitalist era, the cultural and intellectual heritage of Sicily and the University of Messina may once again serve as a powerful engine for fostering the growth of a socio-ecological economy beyond the traditional boundaries of capitalism.

The SOI 2026 Conference at the University of Messina, under the theme "Innovation

SOI & University of Messina 2026 Conference

Dynamics in the Age of Digital Transformation and AI: Bridging Market Forces and Societal Impacts," may become an important starting point for such discussions and developments.

I hope that all SOI members and scholars participating in SOI 2026 will contribute to leading the way toward a more sustainable and human-centered economic and social system in their respective regions and fields.

Let us enjoy this opportunity to learn from one another, build new collaborations, and create meaningful impact together.

Thank you very much.

July 8th, 2026



Prof. Dr. Jinhyo Joseph Yun

Organizing President of the Society of Open Innovation: Technology, Market, and Complexity

Research Fellow at the Unit of Hubei

Tenured principal researcher at DUST

Principal Professor of Open Innovation Academy

Founding Editor-in-Chief of the Journal of Open Innovation: Technology, Market, and Complexity

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2026 Welcome Speech

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Welcoming Speech by the Executive President of SOI - Prof. Sangdon Lee

Dear distinguished guests, esteemed colleagues, and dear friends

It is my great pleasure and privilege to welcome you all to the SOI 2026 Conference in the beautiful place of **University of Messina** campus here in Sicily, Italy. As the Executive President, I am delighted to see such a distinguished gathering of minds, united by our common passion for innovation, collaboration, and progress in our field and it is wonderful to see so many familiar faces as well as new ones joining us this year.

It is with profound joy and gratitude that I welcome you all to this very special occasion—the 10th of the Society of Open Innovation, SOI as we celebrated the decade of the Society last year in Digne.

In a world that is changing faster than ever, no single organization, institution, or individual can solve complex challenges alone. The power of **Open Innovation** lies in the collective—the willingness to listen, to share, and to build together. And that is what SOI has meant to us.

Over the past decade, SOI has grown from a modest initiative into a vibrant and respected organization, known for its commitment to excellence, its inclusive community, and its forward-looking spirit. Together, we have overcome challenges, embraced new opportunities, and made contributions that have resonated far beyond our original hopes.

Finally, I would like to extend my heartfelt gratitude to all our participants, speakers, and sponsors for their unwavering support and dedication, especially to hosting chair University of Messina Prof. Dr. Vincenzo Corvillo. Your commitment to excellence and your passion for advancing our industry are what make SOI 2026 special.

Today, as we look back on the milestones we've achieved, we also look ahead—with ambition and a renewed sense of purpose. This year in the era of AI we prepared the round table talk: 'AI as a Trigger for Post-Capitalism'. This signifies the next chapter of SOI, and it is one that will demand even greater collaboration, creativity, and courage.

This year should be a collection of unity, friendship and harmony—it is a moment of reflection and renewal. As we celebrate our history, we also look ahead to the beginning of next decade with confidence and determination. That depends on us—on our vision, our creativity, and our continued willingness to lead with integrity and purpose.

To all who have shared this journey with us—whether since the beginning or as new colleagues and friends—thank you for your commitment, support, and trust in SOI's mission. Today, we celebrate not only our achievements but also the community we have built together. Let us carry this spirit forward as we prepare for the SOI Conference, confident that through collaboration and shared purpose, we can make a meaningful and lasting impact.

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Thank you, and I wish you an inspiring and memorable meeting.



Prof. Sangdon Lee

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