

BICCS 2024

8th Busan International Conference on China Studies

Studies on Emerging Technology for Korea-China Humanities and Social Science in the Era of AI

Date : July 2-4, 2024

Venue: Haeundae Kolon Seacloud Hotel, Busan,
South Korea

Hosted By



ICS

Institute of China Studies

PIONEER

부산대학교 국립대학육성사업



BICCS 2024

Welcome to the 2024 8th Busan International Conference on China Studies (BICCS).

On behalf of the organizing committee of BICCS 2024, we are honored to welcome each of you. The Institute of China Studies at Pusan National University will host the 2024 8th Busan International Conference on China Studies (BICCS) on the theme of "Studies on Emerging Technology for Korea-China humanities and Social Science in the Era of AI" in Busan, on July 3rd.

The last seven conferences presented research achievements in various fields, including politics, economics, business management, history, language, culture, literature and law, all of which provided a good opportunity to understand Chinese society and culture. We hope that outstanding papers in these fields will be presented and shared at this conference to provide a better forum for discussion.

We would like to inform you that the papers presented at this conference will be granted an opportunity to be published to the Journal of China Studies(JCS) 2024 Special Issue through a quick and impartial review(Fast-track).

We would like to ask for your interest and participation, and we look forward to seeing you at the conference.

Sincerely,

Conference Chair	Dokyung Kwon (Pusan National University)
Operation Chair	Kim, Eunmi (Pusan National University)
Organization Chair	Ziyan Yao (Pusan National University)
Program Chair	Zhang, Chenglong (Kookmin University)

Program

Date : July 2 – 4, 2024

Venue : Haeundae Kolon Seacloud Hotel, Busan, South Korea

July 2 , 2024 (Tuesday)

15:00-18:00	Opening and Greeting
18:00-19:00	Editorial Board Meeting
19:00-	Welcome Dinner

July 3 , 2024 (Wednesday)

10:00-10:30	Registration	
10:30-12:00	Digital Business and Marketing	
	Session Chair : Yao, Ziyang (Pusan National University)	
	Factors Influencing the Perceived Helpfulness of Online Reviews: Exploring the Interaction between Textual and Visual Cues	Yao, Ziyang (Pusan National University)
	Development of Future Energy Education Program Using Generative AI in Virtual Space	Kim, Myeungseok (Uiduk University)
	The Use of Large Language Models for the Analysis of Textual Data	Kim, Eunmi (Pusan National University)
	The Effects of Consumer Choice for Donation in Cause Related Marketing: Focusing on Consumer Price Perception	Song, Jae-Do (Chonnam National University)
12:00-12:30	E-Learning at-Risk Group Prediction Considering the Semester and Realistic Factors	Zhang, Chenglong (Kookmin University)
	Welcome Remark – Kwon, Dokyung (Pusan National University)	
	Congratulatory Remarks – Hong, Taeho (ICS Director)	
12:30-14:00	Lunch	

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July 3 , 2024 (Wednesday)

14:00–15:15	Business	
	Session Chair : Zhang, Chenglong (Kookmin University)	
	The Effect of Psychological Empowerment on Turnover Intention : A Focus on the Dual Mediating of Job Crafting and Job Satisfaction	Wang, Yu-Li Choi, Suheyong (Pusan National University)
	Green Transformational Leadership in the Chinese Internet Industry: Mediating Roles of Green Innovation and Creativity in Enhancing Environmental Performance	Jiaming Hu, Li, Yannan (KyungHee University)
	Reality and Prospect of US-China Strategic Competition	Kim, Jih-Un (Chungnam National University)
	Advancing protection motivation theory through online privacy practices in China	Jianbo Wang, Kim, Jongki (Pusan National University)
15:15–15:30	The Impact of Digital Transformation on Green Innovation Efficiency : The Moderating Role of Management Capability	Yang Jing Jing Lee, Eonseong (Pusan National University)
	Coffee / Tea Break	
15:30–16:45	Humanities	
	Session Chair : Kwon, Dokyung (Pusan National University)	
	襯字對元散曲語言風格的影響	Chen, Yan-Jun (National Changhua University of Education)
	針對中國籍韓語學習者的中韓慣用語比較研究	Yang, Fang (Pusan National University)
	為研究北京宣南和清朝知識分子的試論	Kim, Seung-Ryong (Pusan National University)
	從「多向同理性未了」出發：臺灣文化／地景的多重脈絡詮釋	Chiu, Yi-Hsuan (National Changhua University of Education)
16:45–17:00	Coffee / Tea Break	

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Politics & Society

Session Chair : Sung, Haengnam (Pusan National University)

17:00-
18:15

China's Economic Direction and Risks through the 2024 Two Sessions

Kim, Sunjin
(Dong-A University)

U.S.-China Strategic Competition and Two-Track Hedging Strategy of China

Seo, Chang-Bae
(Pukyong National University)

A Study on the Impact of Social and Technological Confidence on the Intention to Accept Technology-Based Self-Service: A Comparative Study of Korean and Chinese Active Seniors

Sung, Haengnam
Hong, Taeho
(Pusan National University)
Shin, Jae-ik
(Gyeongsang National University)

An empirical study on the impact of the Russia-Ukraine war on the connectivity between oil and stock markets

Li Na, Jung, Dae Sung,
(Gwangju University)

US-China Trade War, Uncertainty, and the Financial Markets connectivity

Li Hong,
Jung, Dae Sung,
(Gwangju University)

18:15-18:45

Closing Ceremony

19:00 -

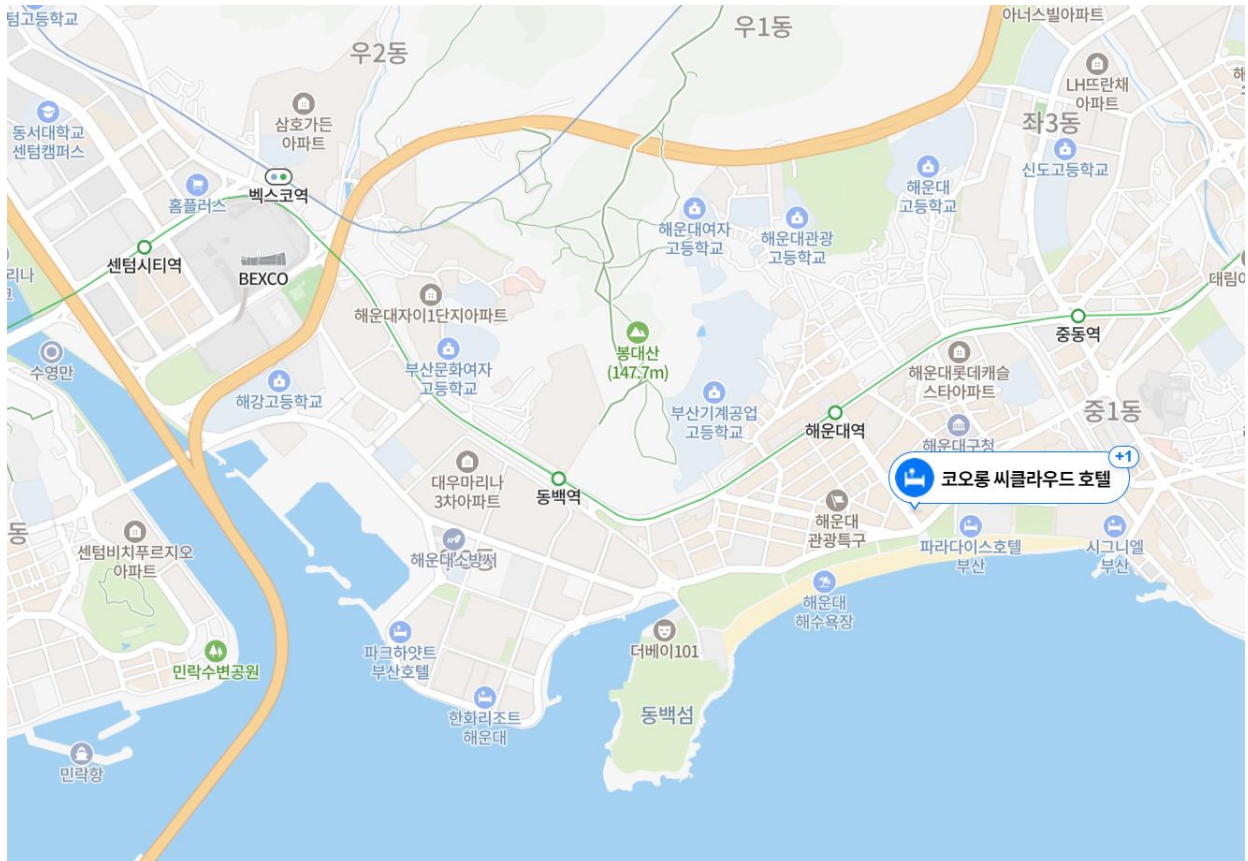
Dinner

July 4 , 2024 (Thursday)

10:00-12:00

Korean Culture Exploration - Busan Cinema center

Direction



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