

BICCS 2025

9th Busan International Conference on China Studies

China's Transformation: A Synthesis of Tradition and Modernity

Date June 19 – 21, 2025

Venue Busan Port International Exhibition &
Convention Center, Busan, Republic
of Korea

Hosted by Institute of China Strategy
PNU-The PIONEER



Acknowledgments

The BICCS 2025 Organizing Committee would like to express its sincere gratitude to the following supporters and sponsors.



Welcome Message

Welcome to the 2025 9th Busan International Conference on China Studies (BICCS).

On behalf of the organizing committee of BICCS 2025, we are honored to welcome each of you. The Institute of China Strategy at Pusan National University will host the 2025 9th Busan International Conference on China Studies (BICCS) on the theme of "China's Transformation: A Synthesis of Tradition and Modernity" in Busan, on June 20th.

The last eight 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) 2025 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
Program Chair

Woosun Shin (Pusan National University)
Dokyung Kwon (Pusan National University)

Organizing Committee

Conference and Organizing Chair

Woosun Shin (Pusan National University)

Program Chair

Dokyung Kwon (Pusan National University)

Conference Advisory Committee

Seung-Ryong Kim (Pusan National University)

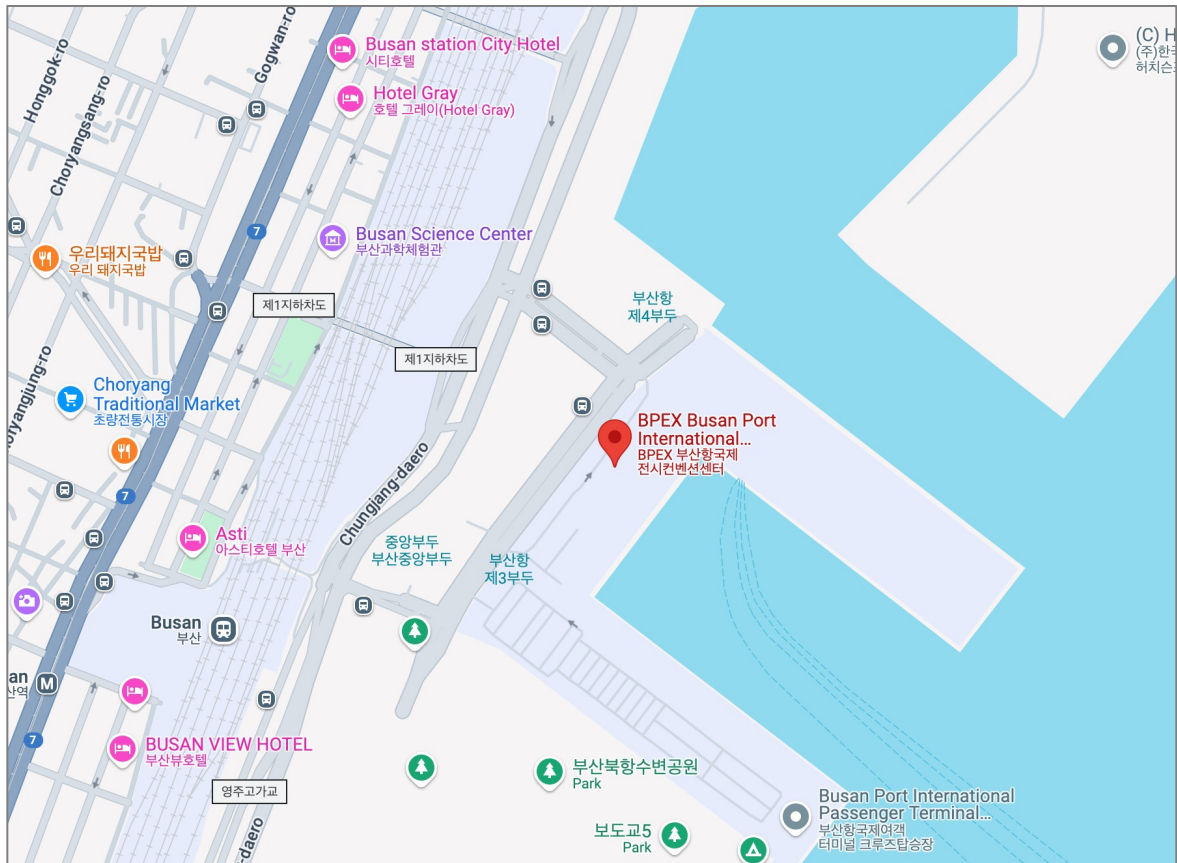
Taeho Hong (Pusan National University)

Tae Ho Song (Pusan National University)

Organizing Committee Member

Chia-Jung Kuo (Pusan National University)

Direction



Address : 5th Floor (Choryang-dong, Busan Port International Passenger Terminal), 206, Chungjang-daero, Dong-gu, Busan, 48751, Republic of Korea

Conference Room: No. 3 & 4

Transportation: <https://www.bpex.co.kr/index.nm?menuCd=45>

Contact : +82-51-400-1280

Program

Date : June 19 – 21, 2025

Venue : Busan Port International Exhibition & Convention Center, Busan, Republic of Korea

June 19, 2025 (Thursday)

15:00-18:00

Opening and Greeting

18:00-19:00

Editorial Board Meeting

19:00-21:00

Welcome Dinner

June 20, 2025 (Friday)

08:40-09:00

Registration and Reception

Welcome Ceremony

09:00-09:05

- | Chair – **Dokyung Kwon** (Program Chair, Pusan National University)
- | Welcome Address – **Woosun Shin** (Conference Chair, Pusan National University)

Session 1

Digital Organizations and Innovative Work Behavior Session Chair – Jianbo Wang (Pusan National University)

09:05-10:10

The Impact of Job Crafting on Organizational Commitment and Innovative Behavior Among Employees in Chinese Internet Companies

Yuli Wang, Suheyong Choi
(Pusan National University)

Unpacking the Privacy Paradox: Why Concern Alone Is Not Enough

Jianbo Wang, Jongki Kim
(Pusan National University)

The Impact Mechanism of Digital Leadership on Employee Innovative Behavior in the Context of Digital Transformation: The Mediating Roles of Perceived Organizational Support and Digital Competence

Yunfei Ma, Yannan Li
(Kyung Hee University)

Driving Employee Innovation and Job Performance Through Artificial Intelligence: The Mediating Role of AI Self-Efficacy and the Moderating Effect of Digital HRM

Xiao Xiao Geng, Yannan Li
(Kyung Hee University)

10:10-10:20

Coffee Break

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10:20-11:10	Session 2	Classical Literature and Philosophical Imagination Session Chair – Hwajin Lee (Pusan National University)	
	黃衷《海語》的物怪書寫與論述觀照	Yi-Ru Fan (National Taiwan Normal University)	
	幸福家園：山東沂南漢畫像的敘事空間	Pei-Tzu Lee (Tunghai University)	
	朱子人鬼觀新探	Wei-Hsuan Ho (Yuan Ze University)	
11:10-11:30	Opening Ceremony		
	Chair – Woosun Shin (Conference Chair, Pusan National University)		
	Opening Remark – TaeHo Hong (Director, Institute of China Strategy, Pusan National University)		
	Congratulatory Remarks – Sang-Hu Park (Vice President, Pusan National University) Bonghee Han (Chairman of Board, Busan Technopark Enterprises Council)		
	Appreciation Awards – Bonghee Han (CEO, Dowon Apex Corporation) Jonghyun Cho (CEO, JK Innovation)		
11:30-12:35	Session 3	Cultural Identity and Literary Boundaries in Contemporary Societies Session Chair – Jiyeon Han (Chung-Ang University)	
	陰森詩學：張詩勤《森森》詩集研究	Yu-Tso Lin (Tunghai University)	
	在地化與離散性的調焦：眷村中興莊的家/國敘事與文化觀察	Yi-Hsuan Chiu (National Changhua University of Education)	
	製造華語的聲音：從《迷失安狄》的台灣聲腔到《富都青年》的無聲華語	Shi-Siang Teo (National Taiwan University)	
	越南華人帮会管理的历史演变（从阮朝至今）	Đoàn Thị Cảnh (Vietnam National Institute of Culture and Arts Studies)	

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12:35-13:40	Lunch	
13:40-14:45	Session 4	Philological Transitions in East Asian Classical Texts Session Chair – Woosun Shin (Pusan National University)
	中國 刊行 『朝鮮詩選』 과 許筠-許蘭雪軒	Wenxuan Zhao, Hae Kwan Kim, Younghoon An (Kyung Hee University)
	朝鮮 前期 稗說의 中國 文論과 稗說觀 受容 및 變容 研究	Weiyu Chen, Younghoon An (Kyung Hee University)
	<노걸대>류 문헌의 개수에서 보이는 중국어 및 한국어의 변화	Inyeong Heo (Inha University)
	關於《伍倫全備諺解》“ㅌ ㅌ ㅌ”聲母的討論	Mei Li, Woosun Shin (Pusan National University)
14:45-14:55	Coffee Break	
14:55-16:00	Session 5	Digital Heritage and Global Communication Strategies Session Chair – Hwajin Lee (Pusan National University)
	Digital Survival of China's Intangible Cultural Heritage in Cross-cultural Perspective	Yingxia Guo, Peiyao Yin (Communication University of China)
	全球化传播视角下电影《哪吒之魔童闹海》现象级火爆原因解析	Yingxia Guo (Communication University of China), Dawei Fang (Beijing Radio & Television Station)
	中国非物质文化遗产国际传播对促进文化多样性的贡献与挑战	Chunying Wang (Communication University of China, Taras Shevchenko National University of Kyiv)
	China's Strategy for the U.S. under the 2nd Trump Administration: Walking a Tightrope between Offensive and Defensive Approaches	Jih-Un Kim (Chungnam National University)
16:00-16:10	Coffee Break	

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16:10-17:00	Session 6	Linguistic Structures and the Interpretation of Philosophical Texts Session Chair – Hyesu Kim (Pusan National University)
	清代善書《敬信錄》所收醫方《觀音大士普濟籤詩》的語言特點	Hsiao-Chi Chen (National Taiwan Normal University)
	台灣華語-ə、-ə及-ɾ元音音變現象及字詞誤寫	Yan-June Chen (National Changhua University of Education)
	《墨子・非儒下》“施則助之胥車”諸訓平議	Wing Kin Lee (The University of Hong Kong)
17:00-17:20	Closing Ceremony	
	Chair – Dokyung Kwon (Program Chair, Pusan National University) Best Paper Awards Prize Draw Closing Remarks – Woosun Shin (Conference Chair, Pusan National University) Taeho Hong (Director, Institute of China Strategy, Pusan National University)	
17:20-20:00	Dinner	
June 21, 2025 (Saturday)		
09:50-17:10	Korean Culture Exploration	

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