SmartConnected.World 2017

in conjunction with ICEC 2017 (the 19th International Conference on Electronic Commerce),
the world's oldest international conference on e-Commerce, and
2017 Spring Conference of Korea Intelligent Information Systems Society (KIISS)

Date	**August 17-18, 2017**
venue	**Startup Campus, Pangyo, Korea**
Registration Due	**Early Bird: ~July 31**
	Pre-registration: August 1-14

http://SmartConnected.World   대부분의 강연을 한국어 (동시통역)로 제공합니다.

Hosted by   International Center for Electronic Commerce (ICEC, http://ICEC.net)
Korea Intelligent Information System Society (KIISS)

Organized by   **Story&Plan**
Humanitas Big Data Research Center

Sponsored by
(To be added)   미래창조과학부 Ministry of Science, ICT and Future Planning | KOREA TOURISM ORGANIZATION 한국관광공사 | 경기MICE뷰로 Gyeonggi MICE Bureau | SK telecom | Heart for Excellence INFOTECH HAREX | ALLWIN | benple*

지능정보기술연구원(AIRI)   정보통신기술진흥센터(IITP)

Keynote Speeches

Business Transformation Using Artificial Intelligence: How Do I Get Started?

KNS-1 Aug.17 (Thu.) 09:20-10:05
Kyung-Shik Shin
Professor, Ewha Womans Univ.

**People-Aware Systems
– The Challenges of a New Approach**

KNS-2 Aug. 17 (Thu.) 10:05-10:50
Paulo Novais
Professor, Univ. of Minho

Combining Machine-Based and Econometrics Methods for e-Commerce Insights

KNS-4 Aug. 17 (Thu.) 11:55-12:40
Robert J. Kauffman

How Artificial Intelligence will Redefine Management

KNS-5 Aug.17 (Thu.) 09:20-10:05
Vegard Kolbjørnsrud

Market Driven Bright Internet Business Models

KNS-6 Aug.17 (Thu.) 09:20-10:05
Jae Kyu Lee
Professor, Yonsei Univ.

Where the Value of AI comes from?

KNS-11 Aug. 18 (Fri.) 11:55-12:40
Jin Hyung Kim
Professor, AIRI

How to apply AI innovatively for your business?

KNS-9 Aug. 18 (Fri.) 09:20-10:05
Kyoung Jun Lee
Professor, Kyung Hee Univ.

The 4th Industrial Revolution and Digital Transformation

KNS-10 Aug. 18 (Fri.) 10:05-10:50
Alex Jinsung Choi, Ph.D.
CTO, SK Telecom

Policy direction toward 'Smart Connected World'
KNS-3 Aug. 17 (Thu.) 11:25 – 11:55
Seong Ju Kang
director general of ICT Industry Policy Bureau at Ministry of Science and Technology

Knowledge As A Service(KAASH) by Field Trainable Neuromorphic Chip

KNS-7 Aug. 17 (Thu.) 15:50 – 16:35
Guy Paillet
President and CEO of General Vision Inc.

Special Session: AI "Speakers"   Conference Hall, Aug. 18 (Fri.) 14:00-15:30

This special session is devoted to discussing the prospect on the market, the competition, the technology development, and the customer expectation etc. of the AI "Speakers" such as SKT Nugu, Amazon Echo, KT Giga Genie, Apple HotPod, Naver Amica.AI, Samsung Bixby.
Moderator: Dr. David Jinyoung Kim (CEO of ROA Invention Lab)
Panelists: WooJin Jung (Amazon Echo), SKT Nugu, Kakao, and KT GiGA Genie

Business AI Expert Training   Conference Hall, Aug. 18 (Fri), 15:50-17:20

Panel Discussion on "Business AI Expert Training"
"How to train business people with AI disciplines?"
Panelist: Representatives from IBM, Amazon, KIISS, and AIRI

AI Company Exhibition   Multi-function Hall, 2F. Aug. 17-18

This exhibition focuses on big data, solution of IoT companies and various application based on Artificial Intelligence.

AI Company Sessions   Multi-function Hall, 2F. Aug. 17-18

In this session, the CEOs of AI start-ups, AI incumbents, and AI-deployed organizations will share their experience, knowledge, and prospects of AI development and deployment.
DeepBio, BigTree, RecoBell, Benple, and LegalTech etc.

ICEC Sessions (in English)   Seminar Room #1, #2 Aug. 17-18

Data Mining in Business
Foreign Player Recommendation based on Ant Colony Algorithm for the KBO Team
Metaheuristic approach on Temporal Pattern Matching for box office prediction
Semi-Supervised Document Classification using Heterogeneous Rule Selection

Crowdfunding and Online Collaboration
Identifying and Reducing Individual's Perceived Risk in Crowdfunding Investment
The Anatomy of Facial Expression in Online Crowdfunding Platform: A Machine Learning Approach
Factors That Influences a Consumer's Willingness to engage in Co-Creation of value
Exploring the effect of network structure on team performance in virtual teams:
A transactive memory system perspective

Smart Tourism
An Impact of Tourism Experience on the Quality of Life: The Roles of Autobiographical Memory and SNS
Exploring the Effect of Heuristic Factors on the Popularity of "Best Places to Visit" Recommendation
Qualitative Content Analysis in Hospitality and Tourism Online Reviews Research

Big Data Analysis
Big Data Analysis of Local Business and Reviews
Predicting E-Commerce Sales of Hedonic Information Goods via Artificial Intelligence Imagery Analysis of Thumbnails
Preventing Infectious Diseases Through the Use of Mobile Data

Social Media and User Behavior
Exploring factors that influence knowledge sharing behavior within social media platforms: A multiple gaps model
Social Media Strategy: A New Frontier of SMEs in Malaysia E-commerce Industry
Social Media User Classification: Based on Social Capital Expectation, Susceptibility, and Compulsion Loop

Smart Connected Products and Services
5G will Popularize Virtual and Augmented Reality: KT's Trials for World's First 5G Olympics in PyeongChang
e-Banking System and its Staff User Satisfaction:
A Case Study on the Core Banking System at Techcombank in Vietnam
IoT-based Omni Channel Service for Smart Exhibition and Value of Data

Mobile and Human Behavior
Factors influencing travelers' acceptance of mobile marketing: Comparative analysis of China and Kazakhstan
What Happens When Games Users Get Mobile? :
The Effects of Mobile Accessibility to Usage Duration and Involvement
Consumer's Online Purchase Behavior in Mobile Era

User Reviews and Text Mining
Cross-Cultural Analysis of Yelp reviews on Japanese Restaurants: East vs. West on Vocabulary
Intelligent Sales Prediction for Automobile Demand from User Reviews: Text Mining Perspective
Compilation of Tweets Sentiment into SERVQUAL for Tracking Social Perception on Public Service

Network Analysis and e-Commerce
Bibliometric and Visualized Analysis of Research on E-Commerce Journals
The Effects of Photo Decoration Cues on Online Consumers' Affective Responses
Statutes Retrieval System for R&D Projects based on Vector Space Model

Sentiment Analysis and Semantic Search
KBQA: Constructing Structured Query Graph from Keyword Query for Semantic Search
An Assessment of Online Destination Image Using Topic-based Emotion Classification Approach
Multi-categorical Social Media Sentiment Analysis of Corporate Events

KIISS Sessions (in Korean)   Seminar Room #4, #5, #6 Aug. 17 & Room #4, #5, Aug. 18

Text Mining I (09:20 ~ 10:50)   Room #4, Aug. 17
맵리듀스를 이용한 포털사이트 실시간 검색어 순위 분석
Word2vec 학습을 통한 의미 기반 해외 유사 특허 검색 방안
비정형 데이터를 이용한 금융사기 탐지 방법
대화 텍스트 내 핵심 감정 추출을 위한 감정 간 연관 관계 연구

Text Mining II (14:00 ~ 15:30)   Room #4, Aug. 17
정형 데이터와 비정형 데이터의 상호학습을 통한 영화 흥행 예측 정확도 향상 방안
HMD VR기기에 대한 사용자 평가에 관한 연구: 온라인 사용자 리뷰의 텍스트 마이닝을 활용하여
온라인 상품평의 내용적 특성이 소비자의 인지된 유용성에 미치는 영향
전역 토픽의 지역 매핑을 통한 대용량 문서의 효율적 토픽 모델링 방안
Multidimensional Approach of Opinion Mining from Online Product Reviews

Recommendation Systems (15:50 ~ 17:20)   Room #4, Aug. 17
온라인 사용자 리뷰 감성분석을 활용한 협업 필터링 예측정확도 개선에 관한 연구
협업 필터링 및 하이브리드 필터링을 이용한 동종 브랜드 판매 매장 간 취급 SKU 추천 시스템
빈도 거래 상품의 연관규칙 확장 기법에 관한 연구
이모티콘 메타데이터화를 통한 사용자 감성기반 이모티콘 추천 시스템 개발
온라인 서점에서의 구매행태를 고려한 텍스트 마이닝 기반 도서 추천 시스템

Intellilgence in City Management (09:20 ~ 10:50)   Room #5, Aug. 17
교통사고지점 예측을 위한 인공신경망 모델
운전사고 방지를 위한 운전자 시선 추적
소셜 네트워크 분석을 활용한 상권 매출액 추정 모형 연구 : 서울시 핵심 상권을 대상으로
범죄 발생의 특성 및 안전 요소를 고려한 범죄예방도우미 시스템 구축
협력적 필터링을 활용한 빌딩 데이터 분석

Intelligence in Technology Commercialization (14:00 ~ 15:30)   Room #5, Aug. 17
시장중심의 기술사업화 모델 구축 : ㈜비비씨 사례를 중심으로
텍스트마이닝 기반 품질특성 중요도 분석을 활용한 시장경쟁력 평가 시스템 모델
데이터기반 스마트 중소제조업 기술사업화 혁신 시스템 개발 및 확산
보건의료 통계 기반의 바이오 분야 유망사업아이템 도출
시장데이터 기반 유망아이템 발굴 시스템 구축 연구

Intelligence in Disaster Management (15:50 ~ 17:20)   Room #5, Aug. 17
재난안전정보의 통합관리를 위한 패싯 분류체계 개발
시나리오 플래닝 경영기법을 활용한 재난정보 분류체계에 관한 연구
Intelligence 기반 재난재해관리 시스템
재난안전정보 식별체계 DOI 적용 방안에 관한 연구
텍스트 분석을 통한 재난상황메시지 분석모델 설계 및 구현
시나리오 기반의 재난안전정보 플랫폼 구축방안에 관한 연구

Prediction in Financial Applications (09:20 ~ 10:50)   Room #6, Aug. 17
온라인 뉴스 및 거시경제 변수를 활용한 주가예측
절대적 유사 임계값을 활용한 사례기반추론 기반 수익률 최적화 트레이딩 시스템
금융 지표와 파라미터 최적화를 통한 로보어드바이저 전략 도출
뉴스데이터가 미치는 기간을 고려한 딥러닝 기반 주가 트렌드 예측
기계학습과 롤링 윈도우 기법을 활용한 주식시장 및 환율 예측 모델 구현

Behavioral Studies on Smart Industry (14:00 ~ 15:30)   Room #6, Aug. 17
인공지능 기반의 e-commerce 환경을 위한 기술분석과 개발전략
교육서비스품질이 교육만족도, 현업적용의도 및 추천의도에 미치는 영향: 학습자 직위 및 참여동기의 조절효과를중심으로
가격 프레이밍과 메시지 프레이밍이 소비자 태도에 미치는 영향: 여행상품을 중심으로
공급사슬에서 기업간 상생협력이 비즈니스 생태계에 미치는 영향: 다중에이전트 시뮬레이션 관점
시나리오 기반의 재난안전정보 플랫폼 구축방안에 관한 연구

Big Data Analytics: Case and Policy (15:50 ~ 17:20)   Room #6, Aug. 17
개인정보 비식별 동향 및 사례
빅데이터 정책의 현황과 미래
공공의료 빅데이터 활용을 위한 시스템 구축 방안에 관한 연구
식품업종 제조 생산 에너지 최적화를 위한 빅데이터 플랫폼 개발
K-means clustering 알고리즘과 헤도닉모형을 활용한 서울시 연립다세대 군집분류 방법에 관한 연구

IoT & Location based Services (09:20 ~ 10:50)   Room #4, Aug. 18
Intelligent underground advertising model in Seoul
빅데이터기반 스마트 주문 시스템
스마트 출결 시스템의 신뢰성 확보 방안
주거환경에서의 사물인터넷 기반 실시간 공기질 측정 시스템 개발
IoT based mobile application service for sustainable business model of smart convention

Deep Learning (14:00 ~ 15:30)   Room #4, Aug. 18
Deep Neural Network 기반의 비언어 인식을 통한 청각장애인 위험 인지 보조 시스템
RNN(Recurrent Neural Network)을 이용한 기업부도예측에 있어서 회계정보의 동태적 변화 연구
깊은 에피소딕 강화학습의 응용에 관한 고찰
유사제품 학습을 활용한 딥러닝 기반 3차원 형상 측정 및 검사 자동화 프로세스 개발

Deep Learning for Text Analytics (15:50 ~ 17:20)   Room #4, Aug. 18
온라인 쇼핑몰에서 상품 설명 이미지 내의 키워드 인식을 위한 딥러닝 훈련 데이터 자동 생성 방안
한글 음소 단위를 적용한 딥러닝 모형의 감성분석: 번역된 영화리뷰(IMDB)를 중심으로
단어 임베딩을 통한 CNN 기반 리뷰 분류 방안에 대한 연구
딥러닝 기법을 활용한 문장의 다범주 감성분석 연구

Analytics for Multimedia & VR/AR (09:20 ~ 10:50)   Room #5, Aug. 18
구성적 인공지능 동영상 얼굴탐지
구글 클라우드 플랫폼과 머신러닝 기반의 퍼스널 컬러 진단 서비스 구현
360 Video Thumbnail Generation System
인공지능 CCTV 기반 동적 가상 도시 연구
증강현실 및 가상현실 사용에 영향을 미치는 요인 비교 연구

Intelligent Services (14:00 ~ 15:30)   Room #5, Aug. 18
소셜네트워크분석을 통한 지식공유커뮤니티의 협력유형에 대한 이해
챗봇 제작을 통한 SW교육방안
구성적 인공지능 숫자인식
기계지능지수
모바일 위치기반서비스(LBS)의 사용에 영향을 미치는 요인에 관한 실증적 연구

Intelligent Systems & Optimization (15:50 ~ 17:20)   Room #5, Aug. 18
환자별 맞춤형 재활 치료를 위한 지능형 시스템 개발
BPM기반 활동정보회계 전자결재시스템 개발
BPM기반 회원관리시스템 개발
강의 간 학생 이동을 최소화하는 유전자 알고리즘 기반 강의실 배정
드론을 활용하는 다수 차량의 배송경로 문제

Deep Learning Short Course   Seminar Room #6, Aug. 18

For all students from elementary school to undergraduate who are interested in AI and Deep Learning

What is Artificial Intelligence and Neural Network?   09:20-10:50
Introduction to AI and Neural Network & Solve and visualize XOR gate using R

Deep Neural Network to MNIST   11:10-12:40
MNIST using TensorFlow, AWS and Python

Convolution Neural Network   14:00-15:30
AlexNet and Implement the CNN for MNIST using TensorFlow

Advanced Technique : How to Improve your model   15:50-17:20

Conference Hall

Time	Aug. 17 (Thu.)
09:20 - 10:05	Keynote Speech 1: Business Transformation Using Artificial Intelligence:How Do I Get Started? (Kyung-Shik Shin, Ewha Womans Univ.)
10:05 - 10:50	Keynote Speech 2: People-Aware Systems – The Challenges of a New Approach (Paulo Novais, Univ. of Minho)
11:10 - 11:55	Opening Ceremony (Plenary): – Welcome Address – Announcement of Intelligence Award Awardees Keynote Speech 3: Policy direction toward 'Smart Connected World' (Seong Ju Kang, Director general of ICT Industry Policy Bureau at Ministry of Science and Technology)
11:55-12:40	Keynote Speech 4 (Plenary): Combining Machine-Based and Econometrics Methods for e-Commerce Insights (Robert J. Kauffman, Singapore Management Univ.
14:00 - 14:45	Keynote Speech 5: How Artificial Intelligence will Redefine Management (Vegard Kolbjørnsrud, BI Norwegian Business School)
14:45 - 15:30	Keynote Speech 6: Market Driven Bright Internet Business Models (Jae Kyu Lee, Yonsei Univ.)
15:50 - 16:35	Keynote Speech 7 Title to be announced (Guy Paillet, General Vision Inc.)
16:35 - 17:20	Keynote Speech 8 Title to be announced (Soo-Young Lee, KAIST & MOTIE)

Time	Aug. 18 (Fri.)
09:20 - 10:05	Keynote Speech 9: How to apply AI innovatively for your business? (Kyoung Jun Lee, Kyung Hee Univ.)
10:05 - 10:50	Keynote Speech 10: The 4th Industrial Revolution and Digital Transformation (Alex Jinsung Choi, SK Telecom)
11:10 - 11:55	Intelligence Award Lecture (Plenary): will be given by the Intelligence Award Awardees
11:55-12:40	Keynote Speech 11 (Plenary): Where the Value of AI comes from? (Jin Hyung Kim, AIRI)
14:00 - 15:30	Special Session: AI "Speakers"
15:50 - 17:20	Panel Discussion: Business AI Expert Training – How to Train Business People with AI disciplines?

Program at a Glance

Time	Aug. 17 (Thu.)						
	Conference Hall	Multi-Function Room	S #1	S #2	S #4	S #5	S #6
08:00-09:20	Registration & Information						
09:20-10:50	KNS-1	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	KIISS
	KNS-2						
10:50-11:10	Coffee Break						
11:10-12:40	(Plenary), Conference Hall Opening Ceremony KNS-3, Conference Hall, Seong Ju Kang KNS-4 (Plenary), Conference Hall, Robert J. Kauffman						
12:40-14:00	Lunch						
14:00-15:30	KNS-5	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	KIISS
	KNS-6						
15:30-15:50	Coffee Break						
15:50-17:20	KNS-7	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	KIISS
	KNS-8						
17:20-17:40	Break						
17:40-20:00	Daum Kakao Tour & Welcome Reception (Common Kitchen)						

Time	Aug. 18 (Fri.)						
	conference hall	Multi-Function Room	S #1	S #2	S #4	S #5	S #6
08:00-09:20	Registration & Information						
09:20-10:50	KNS-9	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	Deep Learning Short Course
	KNS-10						
10:50-11:10	Coffee Break						
11:10-12:40	Intelligence Award Lecture (Plenary), Conference Hall KNS-11 (Plenary), Conference Hall, Jin Hyung Kim, AIRI						Deep Learning Short Course
12:40-14:00	Lunch						
14:00-15:30	Special Session: AI "Speakers"	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	Deep Learning Short Course
15:30-15:50	Coffee Break						
15:50-17:20	Panel Discussion: Business AI Expert Training	AI Company Session (30'x3 CEO Talk)	ICEC	ICEC	KIISS	KIISS	Deep Learning Short Course
17:20-17:40	Move to Gala Dinner Place						
18:00-20:00	Gala Dinner & Best Paper Award Ceremony						

KNS: Keynote Speech Session   **ICEC: The 19th International Conference on Electronic Commerce**
S #: Seminar Room   **KIISS: Korea Intelligent Information System Society**

Pangyo Techno Valley Tour & Welcome Reception   Aug. 17 (Thu.) 17:40-20:00

The tour will start in front of the gate of the Conference Room at 17:40.
The tour will include the visit to Kakao headquarters at Pangyo.
The welcome reception will be a standing party at Common Kitchen,
which is located at the B1 Floor of the Kakao headquarter building: the building N of the H Square.
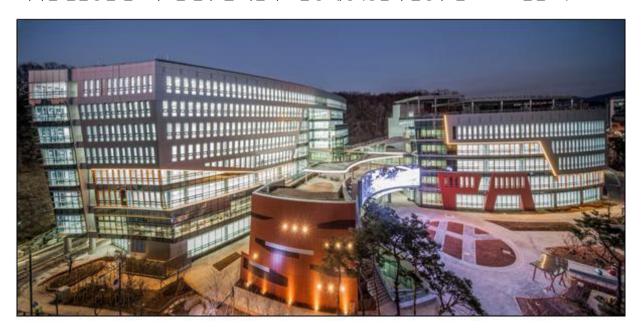
Gala Dinner   Startup Campus, Pangyo, Korea   Aug. 18 (Fri.) 18:00-20:00

Vanue

PANGYO START UP CAMPUS   (Address: Pangyo-ro 289, Seongnam, Bundang, Gyeonggi)
지하철 신분당선 판교역 3번 출구 앞 셔틀버스 운영 예정 (성남시 분당구 판교로 289번길 20)

Pangyo, Seongnam City

Pangyo is surrounded by Mt. Cheonggyesan and Geumtosan to the North and Mt. Barasan
to the south, with Unjungcheon and Geumtocheon, tributaries of Tancheon, flowing through
the center of the city.
Pangyo Techno Valley, Academy of Korean Studies, Korea Food Research Institute, Korea Petroleum
Management Institute, and Daehan Oil Pipeline Corporation are located in Pangyo. In this Techno Valley,
IT companies such as Kakao, Naver, Nexon, Ahnlab and SK Planet have their headquarters.

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「SmartConnected.World 2017」은 관련기업의 사업홍보 및 마케팅 지원을 위해 다양한 스폰서십프로그램을 운영하고 있습니다.

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Category			Early Bird (~7/31)	Pre-registration (8/1~14)	Onsite Registration
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