



2023 International Workshop on Digital Business

1st - 3rd October 2023
Busan, Republic of Korea

Hosted by Pusan National University Institute of
China Studies & BK21Four Digital Finance Team



ICS

Institute of Chinese Studies



부산대학교 경영학과 BK21
디지털금융 교육연구단

<https://pusanb21qiu.kr>

Invitation to the Workshop on Digital Business

It is with great pleasure that I invite you to our inaugural "Workshop on Digital Business."

This workshop is designed to foster collaboration and strengthen the research ties between scholars from Korea and China. We are confident that your presence and insights will play a pivotal role in contributing to this initiative.

At this gathering, you will have the opportunity to share your recent research trends and engage in discussions with a diverse group of scholars. Your unique perspectives and contributions will certainly enrich our academic discourse and enhance the collective knowledge in the field of AI and Business. Looking ahead, we see this workshop as the beginning of continuous exchanges and mutual growth, paving the way for future collaborations.

We eagerly anticipate your participation and look forward to the valuable knowledge exchange that your presence will facilitate.

Thank you for considering our invitation, and we are excited at the prospect of meeting you soon.

Best regards,

Taeho Hong

Director of the Institute of China Studies, Pusan National University.

Contents

- Purpose of Workshop

The International Workshop is a prime venue for exploring advancements in AI and fostering international collaboration in the field. Having successfully convened in various global locations, this year the workshop features the results of the Korea-China Core Collaborative Research Project, demonstrating the power of cross-border partnership in tech innovation. Special focus will be on the presentation of key papers from Korean and Chinese, highlighting the critical impact of our collective work in shaping the future of AI.

- Program
- Committee
- Location



Program #1

1, October 2023

Detail	Time
On – Site Registration (Pusan National University)	14:00 – 16:00
Discussion Group Meeting	16:00 – 18:00
Welcome Reception	18:00 – 20:30

Program #2

2, October 2023

Detail	Presenter	Time
Exploring metaverse enabled design and behaviour research in the digital era: A research framework	Xusen Cheng (Renmin University of China)	09:00 – 11:00
Can Self-Donation Improve the Project Performance? The Impacts of Self-Donation in Charitable Crowdfunding	Kanliang Wang (Renmin University of China)	11:00 – 12:00
Lunch		12:00 – 14:00
CNN-LSTM neural network model for fine-grained negative emotion computing in emergencies	Wei Zhang (Central University of Finance and Economics)	14:00 – 16:00

Program #3

3, October 2023

Detail	Presenter	Time
"A study on the effect of content and emotional factors on review helpfulness using topic modeling and emotion analysis of online reviews"	Ziyan Yao (Pusan National University)	10:00 – 11:00
"Detecting Fake News about COVID-19 Infodemic Using Deep Learning and Content Analysis."	Chernyaeva Olga (Pusan National University)	11:00 – 12:00
Lunch		12:00 – 14:00
Committee Members' Meeting		14:00 – 16:00

Committee

Workshop chair:

Taeho Hong (Director of the Institute of China Study, Pusan National University)

Program Chair:

Jian Mou (Pusan National University),

Operation Chair:

Jisoo Ock (Pusan National University),

Workshop committees:

Gang Ren (Hefei University of Technology),
Ziyan Yao (Kookmin Information Technology Research Institute),
Taewon Lee (Pusan National University),
Sanghee Kim (Pusan National University),
Haengnam Sung (Pusan National University),
Do-Kyung Kwon (Pusan National University)

Location

From Gimhae International Airport

- **Bus**
 - Take city bus #307 from bus terminal #3 at Gimhae International Airport. Get off at the Gwanghye Hospital station, transfer to city bus #121 or #130, and get off at the Pusan National University's Front Gate station. The trip takes about an hour from the airport, and the city bus fare is 1,300 won.
- **Bus-Subway**
 - Take city bus #307 from bus terminal #3 at Gimhae International Airport. Get off at the Dongnae subway station and take line #1 towards Nopo. Get off after 3 stops at the Pusan Nat'l Univ. station. The trip takes about an hour from the airport and will add about a 10- to 15-minute walk up to the front gate. The city bus fare is 1,300 won and subway fare is 1,300 won.
- **Subway**
 - Take the Gimhae Light Rail towards Gangseo-Gu Office and get off at Daejeo station. Transfer to Pusan subway line #3 towards Suyeong and get off at Yeonsan station. Transfer to subway line #1 (towards Nopo) and get off at the Pusan Nat'l Univ. station. It takes about an hour, and the subway fare is 1,500 won.



Location

From Busan Train Station

- If you arrive in Busan using the railway, walk towards Busan Station Square and take subway line #1 towards Nopo. Get off at the Pusan National Univ. station. The subway ride takes about half an hour and will add about a 10- to 15-minute walk up to the front gate. Subway fare is 1,500 won.

From Nopo-dong Intercity Bus Terminal

- If you arrive in Busan by express bus, get off at the Nopo-dong Express Bus Terminal. Take subway line #1 from Nopo subway station, which is connected to the bus terminal, towards Sinpyeong. Get off at Pusan Nat'l Univ. The subway ride takes about 15 minutes and costs 1,300 won.



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