

Call for Papers & Participation

2020 International Joint Conference of Korea Trade Research Association
(KTRA) and World Scholars

in combination with

FIRST Jeju Global Business Summit

Conference Main Theme: *Change & Challenge of World Trade and Commerce,
International Business Investment, and International Collaboration*

August 19 (Wed) – 21 (Fri), 2020

Venue: Masion Glad Hotel & Jeju National University
Jeju City, Republic of Korea

HOST: Korea Trade Research Association

Co-Hosts: Jeju SSP, MOTIE, KITA, KIET (not final)

Participating Academic Organizations: JNU, KHTRI, KRSC, KAICI, GEBA,
KIEA(IE), KRAIC, KATES, KOMYRA, NEMAK (not final), KIEA(EA)

Sponsors: KOTRA, KNRF, Daejin, Shinhan Bank, ITPD (not final)
(as of May 5, 2020)

Conference homepage for registration is open at <http://ktraconference.org/>

(Also, application attached can be sent to newktra@naver.com.)

INVITATION and WELCOME LETTER

Welcome everyone. The 2020 International Joint Conference (IJC) of Korea Trade Research Association and World Scholars and the First Annual Jeju Global Business Summit (JGBS) features global business leader and academic presentations on advanced guidelines useful to international trade and business scholars and practitioners. The IJC covers the academics and the JGBS does business practices. Also, the JGBS is designed for promoting international trade and business in the Jeju province. The conference encompasses a wide breadth of international trade topics such as trade theory and policy, trade management, trade practices, cross border electronic commerce, regional study, trade exhibition, arbitration and international cooperation and embraces new frontiers of technology driven trade and digital innovation of trade dynamics but not limited to. The conference provides academic presentations, keynote speeches, business idea and case competitions, business matching seminars, award ceremony, workshops, tutorials, and others for participants.

We now face unfavorable changes which include trade protectionism among developed countries like G2 trade wars and environmental change like COV-19 diffusion, and therefore we need strategies and solutions to cope with such changes for the future. In particular, the 2020 IJC and JGBS will be held under the main theme, “*Change & Challenge of World Trade and Commerce, International Business Investment, and International Collaboration*” to focus on changes and dynamics in the global trade risks and challenges. The challenge requires new thinking, new methods and new solutions for revitalizing slowing-down economy. The 2020 IJC and JGBS by KTRA and co-organizers, happening August 19-21, 2020, in Jeju City, South Korea, is a platform to bring together world scholars and global trade and business practitioners for discussing and solving the agenda.

Accordingly, the 2020 IJC combined with JGBS by KTRA and co-organizers will provide a platform and collegial atmosphere for international trade and business practitioners and scholars as they continue to consider their work through the lens of ‘responsible collaboration’ or ‘enlightened trade and investment’, which takes into consideration of potential societal and environmental effects and contributions in theory and practice. This will include the presentation of possible new theory discoveries and findings that could lead to more efficient and impactful responses by practitioners and academics to the current multi-faceted global challenge array. Gatherings such as this help to assure that the future of trade and the communities it so closely impacts will be bright and continue as a true value-added function to global business. Thank you again for your interests and participation in the conference and we are looking forward to seeing you in beautiful Jeju Island, South Korea.

Hag-Min Kim, Ph.D. in Business Administration/MBA/MS in Statistics

President of Korea Trade Research Association

Professor of International Business and Trade, Kyung Hee University

Co-Hosts and Participating Academic Organizations (Not final):

Korea Ministry of Industry, Trade and Energy (MOTIE, 산업통상자원부)

Jeju Specialized Self-governing Province (Jeju SSP, 제주특별자치도)

Korea International Trade Association (KITA, 한국무역협회)

Korea Institute for Industrial Economics and Trade (KIET, 한국산업연구원)

Jeju National University (JNU, 제주국립대학교, 김희철)

Kyung Hee Trade Research Institute (KHTRI, 경희무역연구소, 최영준)

Korea Research Society for Customs (KRSC, 한국관세학회, 한상현, 남서울대학교)

Korea Association for Internet, Commerce and Information (KAICI, 한국통상정보학회, 정윤세, 단국대)

Global e-Business Association (GEBA, 국제e-비즈니스학회, 이은재, 단국대학교)

Korea Industrial Economic Association (KIEA, 한국산업경제학회, 김민호, 전북대학교)

Korea Research Association International Commerce (KRAIC, 한국무역통상학회, 이재득, 부산대학교)

Korea Association of Trade Exhibition Studies(KATES, 무역전시학회, 황희곤, 한림국제대학원대학교)

Korea Myanmar Research Association (KOMYRA, 한미얀마연구회, 강신원, 국립순천대학교)

National Economics and Management Association of Korea (NEMAK, 문희철, 충남대학교)

Korea Institute of Enterprise Architecture(KIEA, 최영진, 을지대학교)

Sponsorship (not final):

- Korea Trade-Investment Promotion Agency (KOTRA)
- Korea National Research Foundation (KNRF)
- Daejin Corporation
- Shinhan Bank
- International Trade, Politics and Development (ITPD)

Conference Schedules:

Day 1, 2020.8.19 (Wednesday)

- Pre-conference session
- Board of Directors Meeting and Committee Meetings
- Opening ceremony
- The First Jeju Global Business Summit
- Award ceremony for Korea international trade excellence
- Award ceremony for Korea international trade promotion
- Business case and idea competition for Jeju trade and commerce & Award ceremony
- Paper presentation sessions (a total of 7 sessions or more)
- Welcome dinner (Venue: Maison Glad Hotel)

Day 2, 2020.8.20 (Thursday)

- Paper presentation sessions (7 sessions)
- Research presentation for Journal of Korea Trade (SSCI) Special Issue
- Meta-research presentation, Journal of Korea Trade Review
- Presentation for invited papers, The Rising Scholar Committee

- Presentation sessions for co-sponsored associations
- Banquet

Day 3, 2020.8.21(Friday)

- Workshop of the trade-related curriculum development committee
- Workshop of the fourth industrial revolution, Trade research society
- Conference summary & closing ceremony
- Industrial tours
- Options: Local experience, city trip, etc.

Note:

- Conference schedules may change in the future.
- If a conference paper is submitted to a journal, additional points will be awarded.
- KTRA is planning Jeju local experience events such as hiking, bus tour, and golf on 21 August. These expenses do not include conference fees. It depends on your choice to cover personal expenses for each program.

Key dates/Information

- Paper Submission deadline: July 10, 2020.
- Author(s) notified by: July 20, 2020.
- Registration deadline: July 27, 2020.

Registration Procedures

- All participants including guests must register using the conference website (<http://ktraconference.org/>) or filling out the register form attached (either in Korea or in English) and send to the KTRA with the payment of conference fee.
- Korean member of KTRA (or members of co-hosts organizations) need to pay 100,000 KRW and the foreign participants need to pay 100 USD.
- The reimbursement plan will be applied to speakers, discussants, and moderators.
- The conference hotels are two Masion Glad and Ramada Jeju City Hotels. The conference rate will be applied and strongly recommend for early registration.

Additional Publication Benefits

Selected papers (e.g., The committee will require a full-version paper to each presentation author, or corresponding author, after 2020 JGBS) will be recommended and reviewed in Journal of Korea Trade (JKT), a reputable SSCI ranked journal published at Korea Trade Research Association. Accepted papers will be scheduled to publish on October issue, 2020, as a special issue of JKT. If not processed within the time, the papers will be taken care by the regular issue.

International Trade Dynamics and New Challenges

- How can new thinking on global trade change and dynamics help address national and global environmental challenges?
- How do national and global trade barriers, such as trade wars and global protectionism, impact global trading challenges in Asia?
- How can business leaders and academics help support these critical challenges?
- Which one is the most urgent challenge to address, and how should we respond?

Presentation Parameters

- Demonstrate an innovative and methodologically rigorous approach
- Integrate a trading problem with one or more analytic methods
- Clearly solution approaches and their practical benefits
- Provide explicit and useful conclusions and recommendations for practitioners and academics

Proposal Outline

Please submit your presentation and paper proposals using the following outline, describe your paper in 3,000 words maximum (total for items 8 – 10).

1. Title of the proposed paper.
2. Names of authors.
3. Specification of the research methods and techniques used (type of data, modeling approach, etc.).
4. Relevance and Importance: Reasons why the proposed paper will be of interest and practical value to the JGBS audience of advanced research practitioners and academics.
5. Requested Amount of Time: 15 minutes (brief paper or demonstration), 30 minutes (extensive paper), etc.
6. References: If available, please list (selected) earlier work by the authors to provide a context for the contribution; if applicable, please list other conferences where this paper has been presented.

Please send submissions as Word or PDF files with the subject line “2020 JGBS & IJC Submission” to the secretariat of Korea Trade Research Association, newktra@naver.com.

Organization Committee (not final):

- Hag-Min Kim, Kyung Hee University
- Hee-Cheol Kim, Jeju National University
- Dongsoo Kim, KIET

- Heechul Moon, Chungnam University
- Hong-Youl Ha, Dongguk University
- Kyung Won Bae, Kyung Hee University
- Moo Sup Chung, Dong-A University
- Youg-Joon Jang, Kyung Hee University
- Sang Hyun Han, Namseoul University
- Yunsei Jung, Dankuk University
- Heechul Jung, KITA

Paper Selection Committee (not final):

- Taek-Dong Yeo, Yeungnam University (Editor in Chief of Korea Trade Review)
- Seokjae Park, Woosuk University (EIC of Journal of Korea Trade)
- Yung-Kyun Chung, Kangwon Nat'l University (Guest EIC of Korea Trade Review)
- Yun-Sup Hwang, Kyung Hee University (Guest EIC of Journal of Korea Trade)
- Seoyoung Lee, Mokwon University (Managing Editor of Journal of Korea Trade)
- Keun-Sik Park, Chungang University (Managing Editor of Kore Trade Review)
- Inwon Kang, Kyung Hee University (Associate Editor of JKT)
- Je-Hong Lee, Chosun University (Chair of New Int'l Trade and Business Scholar Committee)

Operation and Management Committee (not final):

- Gongwoo Ra, Jeju National University
- Jaewook Lim, Pusan National Maritime University
- Taewhan Kim, Anyang University
- Chun Yu, Mokpo National University
- Hohyung Lee, Keimyung University
- Taein Kim, Kangwon National University

External Relations and Cooperation Committee (not final):

- Changbong Kim, Chung Ang University
- Jaewhak Ro, Hansung University
- Sangwhi Lee, Kyung Hee University
- Yonggi Ko, Yeungnam University
- Hyuksoo Cho, Chungnam University
- Sungguk Kim, Pusan National Maritime University

Korea Trade Research Association Awards Committee (not final):

- Chungduk Suh, Kyung Hee University (26th President of KTRA, Emeritus Professor of Kyung Hee University)

Korea Trade Review Meta Research Committee (not final):

- Young-gyun Jung, Kangwon National University

Journal of Korea Trade (SSCI Journal) Special Issue Committee (not final):

- Yun-Sup Hwang, Kyung Hee University

New International Trade and Business Scholars Committee (not final):

- Jehong Lee (Chair), Chosun University
- Seungpyo Son (vice Chair), Sungkyul University

World Business Case Competition Committee (not final):

- Moosup Chung, Dongah University

Jeju Business Internationalization and Matching Committee (not final):

- Jijung An, Trade Partners

World Scholars and Business Leaders Invitation Committee (not final):

- Kyungwon Bae, Kyung Hee University
- Yerim Lee, Kyung Hee University

Home page and Digital Communication Committee (not final):

- Younghyun Park, Kyung Nam University
- Dongju Lee, Dongah University

International Division Office Committee (not final):

- Jongsung Kim, Bryant University (USA)
- Minsuk Shin, Konkuk University (KOREA)/Claremont University (USA)
- Jiwon Lee, Help University (Malaysia)
- Junheon Song, Tokyo International University (Japan)
- Myungwhan Park, Purdue University (USA)

Finance and Reports Management Committee (not final):

- Rakjun Kim, Kyung Hee University
- Ping Li, Kyung Hee University
- Chun Yu, Mokpo National University

About KTRA

- The Korea Trade Research Association (KTRA) is the essential community for global trade scholars and practice professionals. In 1974, Dr. Dong-Ho Han and his colleagues established KTRA. Today, the KTRA has about 5,000 registered members and leads an unparalleled discussion on international trade and business excellence. The KTRA offers differentiated content that focuses on the tension between global emerging issues and solutions.
- With content coming from unrivaled scholarly journals, like the Journal of Korea Trade (SSCI) and Korea Trade Review (KSCI), the KTRA offers a robust perspective that understands traders are expected to provide both solutions for today and solutions for tomorrow.
- Thus, KTRA provides more ways for traders and academics to connect with the people and resources they need to be successful. The current president of KTRA is Professor Hag-Min Kim at Kyung Hee University, who holds the 40th presidency of the organization.
- If you are interested in becoming the member of KTRA, please contact our secretariat office at 82-2-6000-5182 or newktra@naver.com. The KTRA member can get an access to the homepage, receiving the newsletter, participating in the conference, two journals subscriptions, and other academic activities.



Registration Form

2020 Jeju Global Business Summit (August 19 - 21, 2020) <i>Change & Challenge of World Trade and Commerce, International Business Investment, and International Collaboration</i>			
한글 이름 (Name in Korean)		영문 이름 (Name in English)	
소속 (Organization)			
전화 번호 (Tel)			
이메일(필수) Email (Must)			
성별 (Gender)	<input type="checkbox"/> 남자(Male) <input type="checkbox"/> 여자 (Female)		
동반인원 및 성명 (guests & Name of guest)	※ 동반자도 신청서를 별도로 작성해주시기 바랍니다. (Guest need to register in separate registration form)		
참가유형 (participation format)	<div style="padding-left: 20px;"> <input type="checkbox"/> 국문 논문 세션 발표 (Korean presentation) <input type="checkbox"/> 영문 논문 세션 발표 (English presentation) <input type="checkbox"/> 국문 논문 세션 토론 (Korean discussion) <input type="checkbox"/> 영문 세션 토론 (English discussion) <input type="checkbox"/> 단순 참가 (simple participation) </div>		
	발표일 경우 발표 제목 (Title of Talk):		
<input type="checkbox"/> 등록비- 10만원/인당 (Korean registration fee, KRW 100,000 won /person), international registration fee: USD 100\$) <ul style="list-style-type: none"> 본 컨퍼런스의 모든 참가자는 등록비 10만원을 납부하셔야 합니다 (외국 학자: US\$ 100). 등록비는 명찰, 중식, 만찬, 프로시딩이 포함되어 있습니다 (숙박비 제외). 컨퍼런스 후 지역 투어는 선택 사항입니다. All participants including guest must register the conference to get name badge, 			

proceedings, receptions and lunch during the conference.

☐ **호텔예약 (hotel registration)**

- 숙박은 제주 메종글래드호텔(1박당 18만원)과 라마다제주시티호텔(1박당 9만원)을 추천드립니다. 학회 할인가격이 적용되며 트윈/싱글/더블 선택, 호텔에 직접 결제하시면 됩니다.
- Conference rate: KRW 180,000 won/night for Maison Glad Jeju Hotel (<https://maisongladjeu-hotels.com>);
- Conference rare: KRW 90,000 won/night for Ramada Jeju City Hotel (<http://ramadajejucity.com/index.php>)
- 호텔 예약, 메종글래드제주호텔 _____, 라마다제주시티호텔 _____
- Reservation, Masion Glad Hotel _____, Ramada Jeju City Hotel _____
- 체크인: 8/17(수) (), 8/18(목) (), 체크아웃: 8/18(목) (), 8/19(금)()
- Check-in: 8/17(Wed) (), 8/18(Th) (), Check-out: 8/18(Th) (), 8/19(Fri)()
- 숙박 형태? 싱글 (single)_____, 트윈 (room share) _____, 더블 (double)_____,
- 참가자 여러분의 편의에 따라 다른 곳을 이용하셔도 무방합니다.

☐ **등록비 지불 계좌 (registration fee)**

- 은행명: KEB하나은행 / 계좌번호: 250-890000-02404 / (사)한국무역학회
- 연락처: 02-6000-5182 (telephone)
- 신청서 접수처: **newktra@naver.com**