

# BICCS 2023

7<sup>th</sup> Busan International Conference on China Studies

## Transition to the Post-COVID Era in East Asia

**Date** : December 19 - 21, 2023

**Venue** : Haeundae Kolon Seacloud Hotel, Busan, South Korea

Hosted By  **ICS** Institute of China Studies

Sponsored By  **PIONEER** PNU RENovation  
부산대학교 국립대학육성사업



# BICCS 2023

Welcome to the 2023 7th Busan International Conference on China Studies (BICCS).

On behalf of the organizing committee of BICCS 2023, we are honored to welcome each of you. The Institute of China Studies at Pusan National University will host the 2023 7th Busan International Conference on China Studies (BICCS) on the theme of "Transition to the Post-Covid Era in East Asia" in Busan, on December 19-21, 2023.

The last six 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 the outstanding achievements in the field will be announced and shared at this conference to provide a better forum for discussion.

And 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) Special Issue (2024 Special Issue, KCI) through a quick and impartial review.

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)  
**Program Co-Chairs** Woosun Shin (Pusan National University)  
Yan-june Chen (National Changhua University of Education)

Tuesday, December 19		
14:00-17:00	Registration	
17:00-18:00	Opening and Greeting	
18:00-19:00	Editorial Board Meeting	
19:00-	Welcome Dinner	
Wednesday, December 20		
	Ocean Hall (A1) - 4th floor	Sky Hall (B1) - 25th floor
	Session chair : Woosun Shin	Session chair : Jianbo Wang
9:00-10:50	<p>A1-1. 基于字典的中文情感分析-以电影评论为例 - Ziyao Yao(Pusan National University)</p> <p>A1-2.네이버 플레이스의 방문자 리뷰를 활용한 한국어 감성분석 및 토픽모델링 -Eunmi Kim (Pusan National University)</p>	<p>B1-1. Analyzing factors that influence COVID-19 contact-tracing application users' mobile service settings: A perspective of information-motivation-behavioral skills model and implementation intention – Jianbo Wang (Pusan National University)</p> <p>B1-2. Consumer Review Analysis in Korea and China: A Review Helpfulness Prediction Model Integrating Deep Learning and Large Language Models - Seungjin Nam(Pusan National University)</p> <p>B1-3. Cryptocurrency Price Prediction Using Deep Learning and Sentiment Analysis in the Chinese Market – Jinhwan Yu (Pusan National University)</p> <p>B1-4. Digital Customer eXperience analysis – Taeyi Kim(Pusan National University)</p>
10:50-11:00	Coffee / Tea Break	
11:00-12:00	<p>Welcome Remark – Taeho Hong(ICS Director)</p> <p>Welcome Address - Lo Ming Tung(Hong Kong Baptist University)</p> <p>Keynote Speaker – Seung-Ryong Kim(Pusan National University)</p>	
12:00-1:30	Lunch	
	Ocean Hall (A2) - 4th floor	Sky Hall (B2) - 25th floor
	Session chair : Woosun Shin	Session chair : Minji Kim
1:30-14:30	<p>A2-1. A Supplementary Discussion on the Funeral of Zheng Zi-jia as Seen in the Shanghai Museum Bamboo slips - Wing Kin Lee(University of Hong Kong)</p> <p>A2-2. 論「交關」的語義發展 – Yan-june Chen (National Changhua University of Education)</p> <p>A2-3. 關於《伍倫全備諺解》音系的討論 - Li Mei(Pusan National University)</p>	<p>B2-1. 중국 부동산 시장 리스크 요인과 시진핑 3기 정책 방향 - 삼도홍선(三道紅線) 정책을 중심으로- 김선진(Donga University)</p> <p>B2-2. 중국 부동산 공급 각도에서 본 유령도시화 현상의 원인 분석 - 김경환(Kyungsung University)</p> <p>B2-3. 중국의 대러시아 인식과 태도-우크라이나 전쟁 이후를 중심으로 - 김지운(Chungnam National University)</p>
14:30-14:50	Coffee / Tea Break	

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Wednesday, December 20			
14:30-14:50	Coffee / Tea Break		
14:50-15:50	Ocean Hall (A3) - 4th floor	Sky Hall (B3) - 25th floor	
	Session chair : Dokyung Kwon	Session chair : Ziyao Yao	
	<p><b>A3-1.</b> 活的神話：論《楚辭》、《莊子》中的「神聖敘事」- Pei-Tzu Lee(Tunghai University)</p> <p><b>A3-2.</b> -魔鬼的抒情詩 - 論施明正詩作與時代意義 - Yu-Tso Lin(Tunghai University)</p> <p><b>A3-3.</b> 土隱歸農 居鄉思國 –從《詩經疾書》看李瀾的實學解詩 - Lo Ming Tung(Hong Kong Baptist University)</p>	<p><b>B3-1.</b> The dilemma of G in the ESG strategy : Responsiveness to performance feedback and Evidence from US and China - Minji Kim(Pusan National University), Tohyun Kim(Sungkyunkwan University)</p> <p><b>B3-2.</b> 清州止善亭題錄詩研究- 양도희(Pusan National University)</p>	
15:50-16:10	Coffee / Tea Break		
16:10-17:30	Ocean Hall (A4) - 4th floor	Sky Hall (B4) - 25th floor	
	Session chair : Kyung Hwan Kim	Session chair : Sanghee Kim	
	<p><b>A4-1.</b> Impact of Employee Perception of Corporate ESG Performance on Green Innovation Performance - Qiang Sun, Yannan Li(Kyung Hee University)</p> <p><b>A4-2.</b> The development situation and countermeasures of China's cruise market- Zhang Zhengliang(Korea Maritime and Ocean University)</p> <p><b>A4-3.</b> 中国电商主播特征对消费者购买意图的影响- 于小宝, Yannan Li(Kyung Hee University)</p> <p><b>A4-4.</b> 핀테크 기반 후불결제(BNPL) 서비스에 대한 만족도, 주관적 안녕감과 지속적인 사용의도에 관한 연구: 중국의 MZ세대를 중심으로 – 왕민(Pusan National University)</p>	<p><b>B4-1.</b> A comparative study on the use of technology-based self-service by Korean and Chinese consumers : Focusing on Social Anxiety and Technology Anxiety – Haengnam Sung, Taeho Hong (Pusan National University), Jae-Ik Shin(Gyeongsang National University)</p> <p><b>B4-2.</b> A Study on the development of Web Care Model Based on Online Review - Focusing on Taobao - Lee, Taewon, Yao, Ziyao(Pusan National University)</p> <p><b>B4-3.</b> The effect of Internal Control Weaknesses on Earning Downside Risk: focusing on Korean and China firm - Haeun Kim(Pusan National University)</p> <p><b>B4-4.</b> The role of privacy control in China's MyData industry - Sanghee Kim(Pusan National University)</p>	
	17:30-18:00	Closing Ceremony	
	18:00-20:00	Dinner	
Thursday, December 21			
10:00-12:30	Local Tour		

# 2023 7<sup>th</sup> BICCS Organization Committees

## Organization Chair

Dokyung Kwon (Pusan National University)

## Program Co-Chairs

Woosun Shin (Pusan National University)

Yan-June Chen (National Changhua University of Education)

## Operation Chair

Ziyan Yao (Pusan National University)

## Conference Advisory Committees

Seung-Ryong Kim (Pusan National University)

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Kyung Hwan Kim (Kyungsung University)

Seonjin Kim (Donga University)

Lo Ming Tung (Hong Kong Baptist University)

Tae Yi Kim (Pusan National University)



**ICS**

Institute of China Studies

# Direction



**Address** : Haeundae Kolon Seacloud Hotel  
287 Haeundaehaebyeon-ro, Haeundae-gu, Busan

**Contact** : 051-933-1000



**Webpage** : <https://pnchinese.pusan.ac.kr>