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Analysis of breast cancer detection and classification in early stage from digital mammogram

ASMITA RAY¹, N. THIRUPATHI RAO¹
and DEBNATH BHATTACHARYYA¹*

Breast cancer nowadays acts as one of the most prevalent life threatening diseases among women. Early detection of breast cancer helps to improve the prognosis of cancer and in treatment planning. Mammography is the well-known technique for detection of breast cancer. Unnecessary biopsy is time-consuming as well as increases the anxiety of patient. Computer-Aided Diagnosis (CAD) is becoming an important tool for detection and characterization of cancer and also reduces the expenditure of unnecessary biopsy. CAD plays a crucial role as second reader for detection of breast cancer in clinical practice. This paper develops a CAD model capable of locating the suspicious region. The proposed method consists of four steps: preprocessing, segmentation, feature extraction and classification. After segmentation of cancerous region, it is characterized by the hybrid extraction methods i.e. statistical features using first-order histogram and Gray Level Co-occurrence Matrix (GLCM) and Principal Component Analysis (PCA). Classification results of these two methods are compared and high accuracy obtained from GLCM according to the best angle choosing. Based on the classification result, normal and cancerous mammograms have been classified.

Keywords: mammogram, Computer-Aided Diagnosis (CAD), Statistical features, Gray Level Co-occurrence Matrix (GLCM), Computed Tomography (CT), Magnetic Resonance Imaging (MRI), Principal Component Analysis (PCA)

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A study on clinical competency, communication skill, and nursing process competency according to learning style of Kolb in college nursing students

MI-YOUNG MOON

The aim of this research was to examine the correlation and effects of learning style of Kolb on clinical competency, communication skill, and nursing process competency and provide basic data for learner-centered effective teaching in clinical training classes. Chi square test, t-test, correlation analysis and multiple regression analysis, etc were conducted with the SPSS Program with 5% level of significance. The analysis of correlation among clinical competency, communication skill and nursing process competency showed that the elements affecting clinical competency are clinical period, communication skill and nursing process competency; that the elements affecting communication skill are clinical competency and nursing process competency, and that the elements affecting nursing process competency are clinical competency and communication skill. Accordingly, to improve nursing practice competency of nursing school students, it is necessary to figure out learning styles in different periods and develop various training education programs based on learning styles.

Keywords: nursing students, learning styles, clinical competency, communication skill, nursing process competency, Kolb learning style

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Health status and quality of life of older adults in Korea

YOUNG-JU JEE¹ and SAM-SOOK KIM²*

This study aimed to identify the quality of life (EQ-5D) and health status—represented by general characteristics, average sleep time per day, typical stress level, depression level for two consecutive weeks, diet economy state, number of diseases diagnosed, and healthcare—of older adult men and women and to analyze the results by gender to provide basic data necessary for developing and establishing an application strategy for a gender-based mediation program to improve quality of life for older adults. This descriptive survey research study used secondary analysis of data from the seventh Korea National Health and Nutrition Examination Survey to compare the quality of life (EQ-5D), health status, and influencing factors in older adults. Participants were 8,127 men and women aged 65 years or above. After excluding those with incomplete data, 1,348 were included in the final sample. Data were analyzed using frequencies, percentages, means, standard deviations, ANOVA, and Pearson's correlation coefficients with SPSS V20.0. Quality of life was higher for older adult men (0.91 ± 0.13) than for older adult women (0.85 ± 0.17). Factors with the largest influence on quality of life of older adult men (25.1% in total) were subjective health state, age, and typical stress level. Factors with the largest influence on the quality of life of older adult women (28.9%) were subjective health state, typical stress level, level of education, and age. Policy Implications: Based on the above results, it is necessary to differentiate content according to the gender of the target when developing and establishing an application strategy for a mediation program for quality of life of older adults.

Keywords: depression, quality of life, sleep, stress, older adults, Korea

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Influence of critical thinking disposition, nursing professional values and satisfaction in clinical practice of nursing students

Gyung Park

This study is a descriptive study to certify Critical Thinking Disposition, Nursing Professional Values and Satisfaction in Clinical Practice of nursing college students. This study was performed through the administration of a structured questionnaire to fourth-year undergraduates in nursing departments at two universities. The data collected were translated into real numbers and percentages, mean and standard deviation, t-test, ANOVA, Schéffe’s test, Pearson’s correlation effects, and multiple regressions using the SPSS/WIN 22.0 Program. According to the study, Critical Thinking Disposition by general characteristics showed that there are significant differences in gender, major satisfaction and role model in practice. Nursing Professional Values by general characteristics showed significant differences in application motivation, satisfaction with nursing, period in clinical practice and role model in practice, while Satisfaction in Clinical Practice by general characteristics showed significant differences in religious practice, satisfaction with nursing and role model in practice. The correlational analysis of Critical Thinking Disposition, Nursing Professional Values and Satisfaction in Clinical Practice found that Satisfaction in Clinical Practice had significant positive correlations with Critical Thinking Disposition and Nursing Professional Values, as did Critical Thinking Disposition and Nursing Professional Values. The analysis on factors influencing Satisfaction in Clinical Practice, on the other hand, found that it is significantly influenced by Nursing Professional Values and the presence of a religious practice. The regression model found that the finding was statistically significant, and the model’s explanatory power was 12.6%.

Keywords: nursing student, critical thinking disposition, nursing professional values, and satisfaction in clinical practice

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e-mail - gypark@mcu.ac.kr Telephone: +82-10-9034-2235
Relationships among self-esteem, major satisfaction, social support and adjustment to college life of nursing students

YOUNG-JU JEE† and SEUNG-KYOUNG YANG†*

This study was a descriptive survey research to examine the relationships among self-esteem, major satisfaction, social support and adjustment to college life of nursing students. The data were collected from 95 first-grade nursing students. Participants filled out the questionnaires which were used to identify general characteristics, self-esteem, major satisfaction, social support, and adjustment to college life. The mean score of adjustment to college life was 3.45±0.45. It was shown to have significantly positive correlation with self-esteem (r=0.66, p<0.001), major satisfaction (r=0.62, p<0.001), and social support (r=0.51, p<0.001). The result of multiple regression analysis showed that the factors affecting adjustment to college life were self-esteem, major satisfaction and gender. The model explained 59.3% of the variance in adjustment to college life. It is necessary to consider these variables in developing intervention program in order to improve the adjustment to college life of nursing students.

Keywords: nursing students, adjustment to college life, self-esteem, major satisfaction, social support

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Grasping the reality of personality education program for inmates in juvenile reformatory†

INSOOK KIM

The purpose of this study was to grasp the actual state of personality education program as a correctional education aimed at personality cultivating of delinquents in juvenile reformatory. Results of analysis of participation experience of personality education program revealed that, although inmates in juvenile reformatory had many participation experience in programs dealing with sexual delinquency prevention, violence prevention, abstaining from alcohol and smoking, and drug abuse prevention, they considered group program centered on relationship of parent-children as the most helpful program. Their evaluations about instructors and staff were positive and satisfactory. Overall evaluation of the personality education program showed that juvenile inmates were well provided with opportunities to participate in personality education program and highly satisfied. They had more positive response to the evaluation of program contents than to the evaluation of operation methods such as location, hours of operation, and the way the instructor operated the program. Some juvenile inmates showed voluntarily participation needs rather than involuntarily participation.

Keywords: juvenile reformatory, juvenile delinquents, personality education, program

†This study was supported by a grant (NRF-2018S1A5A2A01035170) of the National Research Foundation funded by the Ministry of Education, Republic of Korea.
Differences in psychological well-being and loyalty to volunteer activities according to the general characteristics of volunteers

JONG-YOON PARK1* and SUNG-JE CHO1**

The purpose of this study was to check the difference between psychological well-being and loyalty to volunteer work according to the general characteristics of volunteers. The study was conducted on 190 volunteers in Bucheon City, Gyeonggi Province, Korea. Frequency analysis, reliability analysis, correlation, t-test, and one-way ANOVA were performed using the SPSS Program. The study found that, first of all, there is no average difference in the psychological well-being of volunteers according to their gender, and that the loyalty of volunteer work shows a significant difference. Second, psychological well-being according to age was shown to be not much different from group to group, service activity was found to be the highest average among those in their 40s, and the mean difference between groups was significant. In their case, the average difference in their loyalty to volunteer work was found to be large among groups, according to their employment status. Fourth, the difference in willingness to do volunteer work according to volunteer experience was found to be large on average among groups. The results of this study can be used to improve the abilities of volunteers.

Keywords: psychological well-being, voluntary, volunteer, volunteer activity, volunteer work

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The purpose of this study was to investigate the effect of job characteristics of life managers for elderly people living alone on quality of life. The study was conducted on 180 life managers for elderly people living alone in Daegu Metropolitan City, South Korea. Frequency analysis, reliability analysis, and correlation analysis were performed using the SPSS 22.0 Program. Multiple regression analysis was performed on causality between variables. The results of this study were as follows. First, among the sub-factors of job characteristics of life managers for elderly people living alone, job diversity and job autonomy factors had significant effects on physical quality of life. Second, it was confirmed that only the job autonomy factor had significant influence on mental quality of life among sub-factors of perceived job characteristics. Third, among the sub-factors of perceived job characteristics of life managers for elderly people living alone, job diversity and job autonomy factors have significant effects on socio-economic quality of life. This study is expected to be basic data for establishing better working environment to improve quality of life of life managers for elderly people living alone.

Keywords: elderly people living alone, life managers for elderly people living alone, job characteristics, quality of life
Effect of teacher efficacy on early childhood teachers’ happiness

SOON-OOK JOO¹* and SUNG-JE CHO¹**

The purpose of this study was to understand the effect of teacher efficacy on early childhood teachers’ happiness. The study was conducted on 153 early childhood teachers of Ulsan Metropolitan City, South Korea. Frequency analysis, reliability analysis, and correlation analysis were done using the SPSS 22.0 Program. Multiple regression analysis was performed on causality between variables. The results are as follows: First, teachers’ efficacy factors of early childhood teachers showed that both general teacher efficacy and personal teacher efficacy had a significant effect on teacher’s internal happiness. Second, teachers’ efficacy factors of early childhood teachers showed that both general teacher efficacy and personal teacher efficacy had a significant effect on teacher’s external happiness. Third, teachers’ efficacy factors of early childhood teachers showed that both general teacher efficacy and personal teacher efficacy had a significant effect on teacher’s self-regulated happiness. This study is expected to provide the foundational data for the practical intervention plan for the improvement of teacher efficacy and happiness of early childhood teachers.

Keywords: early childhood teachers, general teacher efficacy, personal teacher efficacy, teacher happiness, infants and toddlers

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Difference in family adaptability and psychological well-being according to general characteristics of family counselors

HEAKYOUNG CHO1* and SUNG-JE CHO1**

The purpose of this study was to investigate the difference in family adaptability and psychological well-being according to general characteristics of family counselors. The study was conducted on 225 family counselors in Ulsan, Gyeongsangnam-do, South Korea. Analysis methods included frequency analysis, reliability analysis, correlation analysis, t-test and One-Way ANOVA using SPSS 22.0 Program. The results of this study are as follows: First, family adaptability and psychological well-being according to the gender of the family counselors were significantly different. Second, the mean difference of family adaptability and psychological well-being according to the age of the family counselors was not significant and was found to be the same regardless of age. Third, there were significant differences in family adaptability and psychological well-being according to the marital status of family counselors. Married counselors perceived family adaptability and psychological well-being higher than unmarried counselors. Fourth, family adaptability and psychological well-being of family counselors were significantly different according to psychological counseling satisfaction. Especially, after the psychological counseling education, the average of the highly satisfied group was the highest. This study is expected to be the basic data for establishing a program for positive psychological enhancement by understanding family adaptability and psychological well-being levels of family counselors.

Keywords: family adaptability, self-acceptance, positive interpersonal relationship, psychological well-being, family counselor

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From the Summative to the Formative: A literature review on changes in trend of educational assessment

PYONG HO KIM¹

The present study sought to review how the trend(s) of educational assessment have been changed from summative to formative, exploring major assets and faults that both approaches entail, along with its causes. The methods of summative assessments are commonly used because of its convenience to rank the learners without any level of vagueness in terms of evaluating them. Another reason why summative fashion of assessment prevalent is because of its explicitness; there is no need for multiple approaches to diagnose two learners’ different scores. On the other hand, because formative approach requires the instructors to question, compare, and more deeply diagnose the outcomes of the assessment results, it is hardly implemented as a form of evaluation process. However, despite the inconveniences that formative assessment holds, teachers are strongly encouraged to apply it for various positive learning outcomes.

Keywords: summative assessment, formative assessment, student evaluation, feedback, systematic analysis

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The aesthetics of laughter expressed in the factor of blues: Ralph Ellison’s *Invisible Man*

**MIA KIM**

The exploration of American history, society, and culture allows people to encounter the sacrifice and devastation of African Americans. Therefore, many African Americans naturally expressed their anger, adversity and ordeal in different forms of art. As a result of this, the early African American writers’ literary works are full of that emotion. It was the humor and laughter naturally melted in their music and blues. Blues allows African Americans to embrace their pain into this melody and express it in a different way. Blues was cultivated and developed with the hardship of their lives, in their reality. This paper focused on analyzing the comic and tragic factors of blues with laughter through the long journey of the main hero’s life in *Invisible Man*.

This paper aims to study the meaning of the blues and their characteristic factors through the examination of African American culture and life. This research will proceed with the analysis of blues factors permeated through the main hero’s laughter in his life journey of Ralph Ellison’s *Invisible Man*. For the whole of this paper, we will examine the historical and cultural meaning of the blues for African Americans, and the aesthetic factors of the laughter melted into Ralph Ellison’s *Invisible Man*. The examination of the factor of laughter through the blues in this category will be a great opportunity to understand the double identity of African Americans, as well as their positive power.

**Keywords:** blues, humor, tragic and comic emotion, positive power, identity

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The purpose of this study was to empirically examine the structural relationships among academic adjustment ability, basic psychological need at school, social capital and 21st century college student competencies. A total of 576 college students from H University in Korea participated in this study. Descriptive statistics, correlation and structural equation model fitness test were performed by using SPSS 25.0 and AMOS 22.0 Programs. First, the results of the correlations analysis showed that there were statistically significant positive correlations among measured variables. Second, the results of the path and SEM model fit tests showed that all the model fit indices of $\chi^2/df$, TLI, CFI, RMSEA met the acceptable criteria, and shown to be a suitable model structure. Finally, the results demonstrated a strong evidence for mediating effects of basic psychological need at school and social capital between academic adjustment ability and 21st century college student competencies. The implications of this study were provided.

Keywords: academic adjustment ability, basic psychological need at school, social capital, 21st century college student competencies

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Emotional leadership as a role of coach in the public organizations

KUK-HOAN WEE¹, WON-SEOK BANG² and JU-YOUNG PARK³*

This paper is aimed to investigate emotional leadership as a role of coach in the public organizations and its effect on trust, loyalty. One hundred and seventy six members in the public organizations in Korea were surveyed to test relationships among emotional leadership, trust and loyalty.

A confirmatory factor analysis validated the measurement model, and subsequently, structural equation modeling tested the proposed model by using Amos 21.0 and SPSS 21.0 Programs. The results confirm that emotional leadership positively influence trust and loyalty. In addition, trust has a positive effect on loyalty. We find out that emotional leadership as a coach in the public organizations has a significant factor of influencing on trust and loyalty. Therefore, as a leader in the organizations, managers or chiefs of the teams should make an effort to improve the competences of emotional leadership as well as play a role of a good coach.

Keywords: emotional leadership, loyalty, role of coach, trust

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A study on the relationships among coaching leadership, teacher self-efficacy and satisfaction

JU-YOUNG PARK¹ and KUK-HOAN WEE²*

The leadership effectiveness of organizational management for the school principals has been attracting attention recently and its importance is increasing. Therefore, it is very necessary to study the effectiveness of coaching leadership in school organization. This paper aimed to investigate relationships among coaching leadership, teacher self-efficacy and teacher job satisfaction in the school organizations.

A study model and hypothesis were set through the precedent study. For the purpose of this study, a confirmatory factor analysis validated the measurement model, and subsequently, structural equation modeling tested the proposed model by using Amos 21.0 and SPSS 21.0 Programs. The results suggest that development and relationships of coaching leadership except for direction element positively influence teacher self-efficacy. Furthermore, self-efficacy has a positive effect on teacher satisfaction. We find out that coaching leadership is a very important independent variable influencing on self-efficacy and satisfaction. Thus, a principal as a leader in the school organization should make an effort to improve the competences of coaching leadership as well as playing a role of a good coach.

Keywords: coaching leadership, teacher satisfaction, teacher self-efficacy

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Trajectory: The lived experience of nurse managers during the Middle East Respiratory Syndrome epidemic

SUN JU KIM¹ and IN SOOK PARK¹*

Large-scale disasters give rise to crisis situations, in which the control role of nurse managers is very important. This study was undertaken in order to gain an in-depth understanding of the experiences of nurse managers during the Middle East Respiratory Syndrome (MERS) epidemic.

In-depth interviews were conducted with ten nurse managers who cared for patients with MERS. The interviews were transcribed and analyzed with content analysis. Nine categories were derived from 45 themes and 30 theme clusters: confusion from being exposed in an unprepared state; difficulty in managing as the infection became a disaster situation; anguish from being a nurse manager in the MERS outbreak; disappointment towards the views of colleagues and third parties; resentful of the family-oriented culture of Korea; gratification from leading the nurses by demonstrating their abilities as nurse managers; pride from the crisis situation coming to an end; gained confidence about their ability to manage a crisis, and sense of relief from policy changes and a broader perspective after the MERS epidemic. The role of the control tower to cope in crisis situations is important, and training education of nurses and nurse managers, guidelines for nursing staff, and negative pressure facilities are essential. As a result, there is a need for national level of policies and institution.

Key words: Middle East Respiratory Syndrome (MERS), nurse manager, qualitative research

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Study on how to activate sustainable urban regeneration businesses

SEUNG-WAN JU1*, SOON-TAE HWANG2, SUNG-HWAN CHOI3 and NA-NA LEE1

Based on this background, the purpose of this study is not to study for the specific parts of the urban regeneration industry, but to present the plan for revitalization in a comprehensive view. In the process of drawing out the revitalization plans, the first of them was the theoretical consideration of urban regeneration industry, secondly, the introduction and analysis of cases in urban regeneration industry, and the third was to present the plan for the revitalization and it’s implication through the case analysis.

The implications by the way of case studies are that the urban regeneration projects must be done with considering the situation in Korea and that the careful selection and intensive support are needed for the target areas. Also they need to strengthen its role of the central government and take steps in order to implement urban regeneration projects and take special measures.

Through these, the first is the preparation of a master plan through governance cooperation as a way to revitalize the nation’s urban regeneration projects. Our urban regeneration project still remains in a government-led and physically and environmentally biased development-oriented method, and the interest parties such as the central government, local governments, local residents and related experts need to draw up a cooperative master plan to overcome it.

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Second, it is the necessity of establishing social and economic companies introduced by the civilian vitality. To overcome the exclusion, destruction and alienation of the community due to economic growth and developmentism, a social and economically balanced program must be prepared to upgrade the identity and potential of the area.

Third, it is necessary to establish a vision and task for residents to suit the regional characteristics. The creation of sustainable community programs is required by increasing interest parties’ participation through information sharing and communication on urban environment, transportation, social culture, economy, resources and energy.

Fourth, it is necessary to create an urban regeneration space where social programs are converged. Urban regeneration projects should create a space for truly integrated community revitalization where physical and environmental improvements and social programs fused together.

Despite the above-mentioned research results suggesting methods to activate Korea’s urban regeneration projects, the limitations of this study are these points that limited to literature research and the inability to conduct quantitative evaluation study through empirical analysis. In addition, I hope that this study can be used as a basis for establishing the policy of urban regeneration to overcome the urban decline.

**Keywords:** urban development, urban regeneration system, urban regeneration project, case study, activation method
Development of an air cap-based curtain-type window attachable module for reducing building energy

Heangwoo Lee

Recently, there has been a wide variety of cases where air caps are applied to windows as a means to resolve the increase of building energy. However, as air caps obstruct the view of windows, there is a growing need for research to resolve this issue. Therefore, the purpose of this study is to develop an air cap based curtain-type window-attachable module that can easily open and close the air caps attached to the window using the principle of curtains. For this purpose, we verified the performance through a test bed and the conclusions are as follows: (1) Air caps attached to windows are inappropriate for reducing building energy as they increase the consumption of lighting energy in buildings; (2) Among the cases presented in this study, the triple air cap-based curtain-type window attachable module was the most advantageous in reducing cooling and heating energy, and (3) The double and triple air cap-based curtain-type window attachable modules proposed in this study can reduce energy consumption by 19.5, 7.57 and 30, 19.6%, respectively, compared with the window without air caps as well as in the case where air caps were attached to the glass surface of the window, in consideration of the energy of heating, cooling, and lighting equipment. This demonstrates the effectiveness of the air cap-based curtain-type window attachable module, and we plan to perform various related studies in the future.

**Keywords:** air cap, window, curtain, energy saving, performance evaluation

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Extension and application of the concept of sustainable design

SOOKNYUNG HA¹

This study presents the space to use recycling material or product over and over, and studied the concept model of Sustainability TBL (Triple Bottom Line) and Sustainability 2.0 for better use of those recycling ones so that it can build a new sustainable strategic model. Re-used material has a merit of being instantly re-used with no additional process, where most of them preserve their original shapes and takes a course of re-process and re-organization. Therefore, the ways and strategies are needed for integrated and systematical approach to sustainable material. Hence, the purpose of this study was to build a specific design model that can maximize environment preservation, social responsibility and economic value, based on TBLD (Triple Bottom Line by Design) centered around the concept axis of TBL and Sustainability 2.0, a representative administration model in sustainability concept in order to activate sustainable space where re-used materials are applied for.

Key words: Triple Bottom Line by Design (TBLD), Sustainability2.0, sustainable, re-used material

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Mediating effects of ego-resilience on the association between career growth opportunity and withdrawal in employees

GON-CHEOL HA¹* and BYUNG-WOO KIM²**

The research on organizational behaviors has primarily focused on the promotion of employees’ productive behaviors through positive attitudes and behaviors related to their organization and job and, ultimately, on the improvement in organizational effectiveness. This study was designed upon taking into account the situation in which the relationships based on a psychological contract between an organization and an employee weakened, as well as the issue of the decline in employment with the introduction of the concept of the Fourth Industrial Revolution. Specifically, it aimed to confirm the association between withdrawal, which is typical of unproductive behavior inhibiting organizational consolidation, and career growth opportunities in a situation characterized by increasing anxiety about job security and employability. It also verified the mediating effects of ego-resilience as a positive result of adjustment by employees perceiving the risk in the association between these two variables. A survey was conducted in 400 employees at public and private enterprises in South Korea and 293 questionnaires were analyzed. The career growth opportunities perceived by employees were found to be significant variables. In contrast, their ego-resilience partially mediated between career growth opportunities and physical withdrawal but had insignificant mediating effects on the association between career growth opportunities and psychological withdrawal. Lastly, the theoretical and practical implications and limitations of this study were indicated and the issues for further research were discussed.

Keywords: career growth opportunity, ego-resilience, psychological withdrawal, physical withdrawal

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A study on the feasibility study of small-sized real estate developers using Data Envelopment Analysis

GONGCHEOU L JEONG1 and JAEHWAN KIM2*

Every year, about 300 real estate development companies close down or cancel their registration in South Korea. In the light of this problem, this study investigated the causes of major business outcomes of South Korean real estate development companies. The analysis targets were limited to companies with capital of less than one billion Korean won in the Seoul region. A total of 24 companies were analyzed through data envelopment analysis (DEA) based on audit reports for 2016-2018. For the analysis, total assets and payroll costs were used as input variables and net income and revenue were used as output variables.

The analysis results revealed that just one company had low efficiency, and the reasons were identified as follows: financing was not regularly provided based on the sequential stages of development projects and the vacancy rate was high due to the lease plans of many companies. This study investigated the efficiency for major variables targeting small and medium-sized companies among real estate development companies. A future study should analyze such companies by size and also develop a more sophisticated model by including different variables.

Keywords: real estate developer, feasibility, efficiency index, data envelopment analysis, productivity

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A study on the decision criteria for feasibility study of local government investment projects

GONGCHEOLEU JeONG1, JAEHWAN KIM2* and HEECHEOL SHIM3

The present study was conducted by focusing on a feasibility study, which was reviewed beforehand to ensure integrity and measure project viability for local government investment projects. Net present value, internal rate of return and benefit-cost analysis were suggested as suitable evaluation indices for a feasibility study, which was conducted when local governments establish or develop various commercial facilities including sports facilities in local areas. With these indices, we were able to present an evaluation system that should be considered along with an important factor (estimating project costs compared to facility fees), which determines success or failure for the operation of a facility, and its results. However, although the present study proposed guidelines for decision-making in local government investment projects based on a specific case, it is necessary to improve an evaluation method more systematically, which can be reviewed and reflected from multiple viewpoints in practice. A future study would need to conduct quantitative analysis of this evaluation method.

Keywords: local government investment project, feasibility study, net present value, internal rate of return, benefit-cost analysis, sports complex

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Moderating effects of sustainable development concerns on the relationship between sustainability management and brand attitude at coffee specialty shops

NA YOUNG YI

The purposes of this study were to investigate the effects of sustainability management on brand attitude as well as the moderating effects of sustainable development concerns on the relationship between sustainability management and brand attitude at coffee shops. An online survey was conducted with 328 customers who visit coffee shops more than once a month. Data were analyzed using SPSS 24.0 software and hierarchical regression and moderated regression analyses were performed. Consumers’ perceptions of economic, social and environmental responsibility were found to have a positive effect on brand attitude. According to the hierarchical regression analysis of sustainability management activities and brand attitudes, economic responsibility had the greatest influence on brand attitude, followed by social responsibility and lastly, environmental responsibility. Sustainable development concerns had a moderating effect in relation to economic and social responsibility and brand attitudes. Because sustainability management is an important factor in improving brand attitude, coffee shops can secure a competitive advantage through economic, social and environmental responsibility activities.

Keywords: sustainability management, sustainable development concern, brand attitude, coffee specialty shops
U.S. election system’s characteristics that serve as entry barriers for new politicians - A comparative review to discover implications for the Korean election system

EUN JUNG YOO1* and MINHUI GWAK1**

While the share of first-term members in the Korean National Assembly is incomparably higher than that in the United States Congress, this fact does not necessarily indicate that it is easier for new politicians to break into the system in Korea than in the U.S. Statistics on former National Assembly members show that even after they are first elected to the legislative body, new politicians are highly likely to fail in the re-election campaign or not receive another nomination from their party. On the other side of the Pacific, in the U.S., the election system does not have official entry barriers for new politicians such as restrictions on the election campaign period or spending limit. However, the election system by itself may pose an obstruction for new U.S. politicians, such as the first-past-the-post voting system with single-member districts, primary election system, and gerrymandering as it contains various incumbency factors. In a similar manner, various incumbency factors and effects as well as an election system that favors the incumbent National Assembly members form an entry barrier for new politicians in Korea. In addition to furthering the currently stalled discussion about the mixed-member proportional representation system, there needs to be a debate about implementing a ranked-choice voting system in elections for executive and legislative bodies in local governments. A strong public and political will can help democratize and decentralize political parties to more accurately represent the exercise of popular sovereignty in the make-up of the National Assembly seats, to facilitate the injection of new blood into the political system without a term limit, and to vote out current National Assembly members who have lost the faith of the people or encourage them to withdraw their candidacy over the threat of failure.

Keywords: new politicians, election system, incumbency factors, gerrymandering, democratization of political parties, Korean National Assembly, U.S. Congress

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An advanced automatic control architecture with conditional results in scalable Smartfarm system

ANNA YANG¹ and HEE-DONG PARK²*

In the advances of Information and Communications Technology (ICT), network technologies are greatly developed and IoT technology is impacting human activities in various fields. Especially, this technology is well-adapted to the agriculture suffering from decreasing populations and aging in a rural area. In this paper, we presented an advanced architecture to control actuators for large-scale farmland using results from collected sensor data. This architecture helps to control many kinds of actuators automatically by deriving the result from conditional level data analysis in the complex greenhouse. Additionally, it can be extended to a high-level correlation function with consideration of operating status, soil quality and regional characteristics and also provide scalability to the automation of fish-farming and livestock systems.

Keywords: Smartfarm, automation control, conditional analysis, hierarchical structure, large-scale farmlands, fish-farming and livestock systems

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A study on the direction of exhibition direction in corporate exhibition spaces for enhancing corporate image

SEUNG-WAN JU

The organizations in Korea spent a hard time achieving interactive communication with customers in the past because of business-centered one-sided marketing. As a response to this problem, businesses looked for an effective way of communication which would lead to better communication with customers and make more profit possible; the end-result from the efforts was ‘exhibition space’.

Modern conglomerates’ exhibition spaces have been conducive to the development of many areas, such as culture, education and tourism beyond its original function as a method of promotion and marketing. Furthermore, they are playing a key role as a multi-purposed cultural complex which contributes to betterment of brand imaging, local culture and even national dignity by delivering various issues regarding visions and ethics on the part of businesses.

However, the problem is that exhibition spaces in Korea are too much focused on their infrastructure, which was unorganized enough to cause confusion on the part of their users. Besides, the orientation toward senseless exhibition did not make much contribution to the reconsideration of business branding.

This study addressed three directions towards fresher exhibition design by analyzing a selection of exhibition spaces for businesses: First, exhibition spaces should offer multi-purposed cultural complexes not only for children but also for adults. Second, they should offer more public-centered field experiences as a cultural hub. The last but not the least, they ought to give customized service for customers through digitally advanced spaces, which enable customers to make a horizontal communication.

In the near future, maybe right from now on, the exhibition spaces are expected to be a multi-purposed cultural complex through which organizations can communicate with customers and offer a better cultural service. If there comes further comparative analyses on exhibition spaces for domestic companies, they can be thought to be meaningful in terms of business image branding.

Key words: exhibition, corporate exhibition space, exhibition directing, corporate image, exhibition directing orientation, business image branding
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