

# 지각된 비용이 모바일 TV 지속사용의도에 미치는 영향: 중국 사용자를 중심으로

부빈\*, 정철호\*\*, 정영수\*\*\*  
충남대학교 대학원 경영학과\*, 목원대학교 경영학과\*\*, 충남대학교 경영학부\*\*\*

## The Role of Perceived Cost toward on Continuance Intention of Mobile TV: Focused on Chinese users

Bin Fu\*, Chul-Ho Jung\*\*, Young-Soo Chung\*\*\*

Dept. of Business Administration, Graduate School of Chungnam National University\*

Dept. of Business Administration, Mokwon University\*\*

Dept. of Business Administration, Chungnam National University\*\*\*

**요약** 본 연구는 중국에서 모바일 TV 서비스에 대한 지속적 이용의도 형성에 비용이 미치는 영향관계를 살펴보는 것을 주목적으로 하였다. 이를 위해 기존의 기대-충족모델(ECM)을 기반으로 연구모형 및 가설을 제안하였으며, 모바일 TV 서비스 이용경험자 243명을 대상으로 수집된 자료에 대한 실증분석 결과는 다음과 같다. 첫째, 모바일 TV 이용자의 기대 일치는 지각된 즐거움과 만족에 긍정적인 영향을 미치는 반면 지각된 유용성에는 별다른 영향을 미치지 못하는 것으로 나타났다. 둘째, 지각된 비용은 지각된 유용성과 만족에 긍정적인 영향을 미치는 반면 지각된 즐거움에는 별다른 영향을 미치지 못하는 것으로 밝혀졌다. 마지막으로 지각된 유용성, 지각된 즐거움, 만족, 그리고 지속이용의도 간에는 모두 긍정적인 관계성이 존재하는 것으로 밝혀졌다. 본 가설검정 결과를 토대로 모바일 TV 분야의 연구자 및 실무자들에게 관리적·학문적 시사점을 제공하고자 하였다.

**주제어** : 모바일 TV, 지각된 비용, 기대-충족모델(ECM), 지속사용의도

**Abstract** This study highlight the role of perceived cost on user's continuance intention to use mobile TV service in china. We proposed research model based on the expectation-confirmation model(ECM) and reclaim 243 questionnaires from experienced users in china. Above all, the analysis results support significant relationship perceived variables, satisfaction, and continuance intention of mobile TV. First, while expectation confirmation has positive influence on perceived playfulness and satisfaction, the effect on perceived usefulness is not significant. Second, perceived cost can significantly predict perceived usefulness and satisfaction, however, we found no evidence of a statistically significant influence on perceived playfulness. Third, perceived usefulness and perceived playfulness have a positive influence on satisfaction, and perceived usefulness, satisfaction, and perceived playfulness have a positive influence on continuance intention. This results provide implications from both theoretical and managerial perspectives and the limitations have been discussed for future research.

**Key Words** : Mobile TV, Perceived Cost, Expectation-Confirmation Model(ECM), Continuance Intention

Received 28 August 2013, Revised 2 October 2013  
Accepted 20 October 2013  
Corresponding Author: Chul-Ho Jung(Mokwon University)  
Email: cjung@mokwon.ac.kr

© The Society of Digital Policy & Management. All rights reserved. This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/3.0>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

ISSN: 1738-1916

## 1. Introduction

Mobile TV is a entertainment service on mobile device which allow users to enjoy stream and broadcast television programs, including drama and spots, by using service either at home or on the move. As the 3G(3rd generation) communication technologies and big-screen mobile device(e.g. smartphone) continue to mature around the world, mobile TV service is increasingly becoming popular. According to CCNIC, an authoritative consulting firm, the mobile TV users have reached 130 million, account for 32% mobile users, by the end of 2012 in China. And that, with the popularity of 4G technology and expansion of wireless network coverage in future, the number of users of mobile TV will further increase. However, the continuous usage of mobile TV is still lower than other mobile recreational service(e.g. online music 50.9%, online literature 43.3%) distinctly [3]. Therefore, it is necessary for researchers and operators that understanding what factors affecting subscribers' continuous intention of mobile TV in China.

Demonstrating the determinants of individual adoption and usage of new technology is a core stream in IS research [17]. Such research mainly focus on initial adoption and have advanced various theoretical perspectives, including Technology Acceptance Model(TAM), Innovation Diffusion Theory(IDT) and the unified theory of acceptance and use of technology(UTAUT). According to Reichheld and Scheffer [6], however, the cost of acquiring a new customer is five times that of retaining an existing customer. Bhattacharjee [1] also confirms that the eventual success of a new IT is more dependent on users' continued usage rather than its initial adoption. Although prior research have extensively adopted these perspectives as theoretical foundation in studying the context of mobile service, the factors that influence users to "continue to use an IT" has received less attention [1][5]. In addition, since service provided by

operators, cost is also considered a hot topics in the field of mobile TV [15].

Therefore, this study explores two questions:

- (1) what is the role of cost on the continuous usage of mobile TV.
- (2) what factors influence the consumers' decisions and intention to continue using mobile TV services in China.

Simultaneously, we also put forward several useful advices and strategies from the conclusion of this research for the correlative further study and terminal vendors, telecom or TV operators in China.

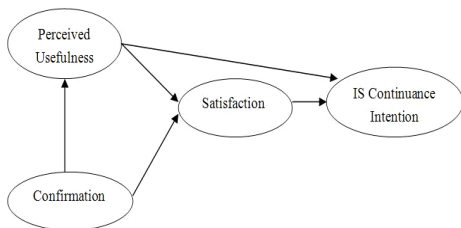
The rest of this study is organized as follow: We review relevant literature and discuss the theoretical background in the next section. In the section3, We proposed research model based on the expectation-confirmation model(ECM) and incorporated some important elements adopted from related studies. And then, we serves round questionnaires and reclaim them. Thereafter, the statistical results will be tested by the covariance-based structural analysis after collect the data from participants. Then we will validate and discuss the research model according to the results from the statistical data. Finally, the implication, limitations and some directions of this paper will be indicated for the future research.

## 2. Theoretical Background

### 2.1 Expectation-Confirmation Model(ECM)

Expectation-Confirmation Model(ECM) is introduced by Oliver [14] to widely research consumer satisfaction and repurchase intention. The ECM framework proposed that: consumers firstly come into being an initial expectation of purchase service, and then form some perceptions about its performance after initial consumption. In this stage, consumers may decide the satisfaction level based on the expectation of theirs is confirmed through evaluating the perceived performance

by their original expectation. And then, the consumers form repurchasing intentions after they satisfied. Bhattacharjee [1] built a new ECM to examine the cognitive beliefs and affect influencing consumers' intention on continuance of IS domain. The research assessed that consumer's continuance intention is influenced by the satisfaction and perceived usefulness directly. User's satisfaction is affected the confirmation of expectation from prior IS use and perceived usefulness. Post-acceptance perceived usefulness is determined by confirmation level. [Fig. 1] shows the ECM model proposed by Bhattacharjee [1]. The revised ECM model has been widely used to explain the continuance usage intention in IS discipline.



(source: Bhattacharjee, 2001)

[Fig. 1] ECM of IS Continuance

### 2.2 Reviews of Relevant Literatures

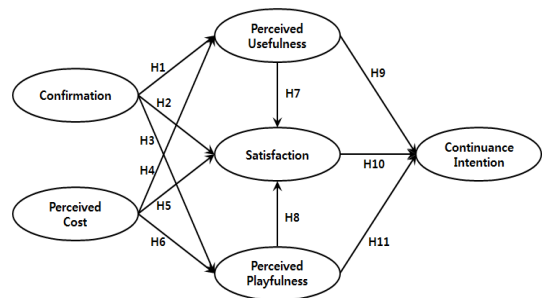
Several research draw on the expectation confirmation theory model(ECM) as the theoretical base in the articles. Lin et al. [4] investigated the value of 'playfulness' in expectation-confirmation model when studying continued usage of websites. The results illustrated relationship between confirmation and perceived playfulness is positive. Simultaneously, perceived playfulness, perceived usefulness, satisfaction all contributed significantly to the continuance intention of a web site. Chea and Luo [16] suggested an conceptual model on the basis of ECM for testing the elements affecting the continuance intention of e-service and found there are positive relationships among the variables of ECT. In the meantime, the three

additional variables: negative effect, complaint and recommendation are also verified in the research. Despite ECM and TAM focus on different aspects of user perceptions, Kim and Malhotra [19] developed a hybrid research model to evaluate the determinants of continuance of process modeling technique. The result of study indicated perceived ease of use has significant impact on perceived usefulness.

## 3. Empirical Research Design

### 3.1 Research Model

Based on the theoretical background reviewed early, ECM has emerged as a strong theoretical perspectives on the continued acceptance intention. In this study, the ECM model is chosen as the foundation of our developed model to evaluate the consumers' continuance intention on the mobile TV services. The research model is indicated in [Fig. 2]



[Fig. 2] Research Model

### 3.2 Operational Definition of Variables

Expectation confirmation refers to users acquire the expected experience and benefits when they use IT service. Bhattacharjee [1] firstly introduces the construct of expectation confirmation into continuous intention in ECM, which claims that post-adoption expectation plays an essential role in determining IT users' perceived usefulness and satisfaction decisions. Studying in different context, Zhou [20] suggest

confirmation as users acquire the expected experience and service quality when they use mobile services. In this article, if mobile TV providers can match expectations of users, they will satisfy to the mobile service and obtain a playful experience and are useful for their life. Therefore:

- H1 : Consumers' level of confirmation will positively influence on perceived usefulness of mobile TV
- H2 : Consumers' level of confirmation will positively influence on satisfaction of mobile TV
- H3 : Consumers' level of confirmation will positively influence on perceived playfulness of mobile TV

As a mobile service, users always need to be charged communication fees and mobile data fees [7]. Hong and Tam [17] reported that perceived monetary value affects the intention to continue using mobile data services. Pagani [11][12] demonstrated that a detailed cost/throughput model of the economics of service adoption, which include cost of network access, service price, and terminal price, influences the attitude toward adoption. Users always seek to low-cost and high quality service. They will satisfy with mobile TV service when service free is appropriate rather than expensive. Thus:

- H4 : Consumers' perceived cost will negatively influence on perceived usefulness of mobile TV
- H5 : Consumers' perceived cost will negatively influence on satisfaction of mobile TV
- H6 : Consumers' perceived cost will negatively influence on perceived playfulness of mobile TV

Bhattacharjee [1] employed the ECM and TAM to evaluate customer satisfaction and continuance in the domain of IS research firstly. The model argued four key elements: confirmation, perceived usefulness, satisfaction and users' continuance intention. It furnished an important and available tool for researching information systems continuance. Satisfaction suggests that user's affect with prior

mobile TV use and continuance intention refer to the user's intention to reuse mobile service. Meanwhile, perceived usefulness is defined as user's perception of the benefits of mobile TV service. We conducted the ECM and TAM as the foundation of research model in this empirical study.

In addition, Chen et al. [10] defined that playfulness is an important factor to motivate users to utilize a system. In addition, Moon and Kim [8] regarded perceived playfulness as: 'The extent to which the individual perceives that his or her attention is focused on the interaction with the World Wide Web; Is curious during the interaction; and Finds the interaction intrinsically enjoyable or interesting'. In this research, we adapt the perceived playfulness of as an independent variable, because mobile TV would bring enjoyment to people who watching mobile TV.

Lin et al. [4] and Thong et al. [9] introduced a study for integrating perceived playfulness into expectation-confirmation model for web portal context and Information Technology. The result proved the perceived playfulness is positively associated with consumer's satisfaction and continuance intention.

Hence, the related hypotheses are therefore suggested as shown below based on the model such as ECM and TAM.

- H7 : Consumers' perceived usefulness will positively influence on satisfaction of mobile TV
- H8 : Consumers' perceived playfulness will positively influence on satisfaction of Mobile TV
- H9 : Consumers' perceived usefulness will positively influence on continued usage intention of mobile TV
- H10 : Consumers' satisfaction will positively influence on continued usage intention of mobile TV
- H11 : Consumers' perceived playfulness will positively influence on continued usage intention of mobile TV

### 3.3 Measurement

In order to assess the post adoption behavior of mobile TV users and clarify the influencing factors of user's continued usage intention, all research variables are defined as follows in [Table 1]. Deriving from existing literature, although each variable demonstrates appropriate validity and reliability, it is also modified and supplemented so as to fit the actual state of mobile TV in this study. All of the constructs used in our study are followed by a seven point scale anchored by '1 = very low' to '7 = very high' likert-scales.

[Table 1] Operational Definition

Construct	Operational Definition	Item Code	Source
Confirmation	Users' perception of the congruence between expectation of mobile TV service use and its actual performance	CONF 1-3	[1][8]
Perceived Cost	Users' perceptions of equipment, access and transaction cost associated with using mobile TV	COST 1-4	[7][11]
Perceived usefulness	User's perception of expected benefits of mobile TV service use	PU 1-3	[1][16]
Perceived playfulness	User's perception of that interacting with Mobile TV service will fulfill user' intrinsic motives	PP 1-5	[1][20]
Satisfaction	User's perception of satisfaction of using mobile TV	SAT 1-3	[1][14]
Continuance Intention	Users' intention to continue using mobile TV	CUI 1-4	[9][18]

## 4. Research Method and Analysis Results

### 4.1 Survey Design and Sampling

In order to test the model issued in this study, we collected data from customers who used mobile TV service in China from March to April of 2013. We chose the participants from Shanghai, Wuhan, Shijiazhuang and Zhengzhou which cities are like to represent the level of mobile service of China. A total of 400 printed questionnaires were distributed to users personally and

261 were received, however, only 243 questionnaires (61%) were usable for the purpose of this study. The profiles of respondents were summarized in [Table 2].

[Table 2] General Characteristics of Samples

	Distribution	Frequency	%
Gender	Male	108	44.4
	Female	135	55.6
Age	19-25	84	34.6
	25-30	104	42.8
	30-35	33	13.6
	35-40	10	4.1
	more than 40	12	4.9
Vocation	Student	88	36.2
	Officer	71	29.2
	Self-employed	17	7.0
	Profession	47	19.3
	Others	20	8.2
Total		243	100.0

### 4.2 Measurement Model Analysis

We evaluated composite reliability ( $CR \geq 0.7$ ) and the average variance extracted ( $AVE \geq 0.5$ ) to measure internal consistency of the measurement model. All values in this research exceed the generally accepted criterion, indicating good reliability.

Moreover, a confirmatory factor analysis was conducted with related data in order to acquire evidence of convergent and discriminant validity. Convergent validity is demonstrated when item loading exceeded the acceptable value of 0.5 recommended by Fornell and Larcker [2]. The statistics in Table 3 indicates that all constructs meet the acceptable levels of the data existed in measurement model.

To examine discriminant validity, we compared the square root of  $AVE(\sqrt{AVE})$  and factor correlation coefficients. As listed in [Table 4], for each factor, the square root of AVE is significantly larger than its correlation coefficients with other factors. Thus, the scale has a good discriminant validity [2].

<Table 3> Results of Measurement Model Analysis

Construct	Measurement	Factor Loadings	Measurement Error	t-Value	CR (AVE)
Confirmation (CONF)	CONF1	.836	.339	10.201	.862 (.675)
	CONF3	.812	.344	8.645	
	CONF2	.799	.278	10.514	
Usage Cost (COST)	COST2	.819	.374	10.274	.888 (.591)
	COST4	.788	.256	10.671	
	COST1	.774	.285	9.184	
Perceived Usefulness (PU)	PU1	.858	.264	11.204	.858 (.670)
	PU2	.814	.301	10.444	
	PU3	.731	.389	9.205	
Perceived Playfulness (PP)	PP5	.838	.209	11.516	.921 (.600)
	PP1	.787	.337	9.541	
	PP4	.787	.188	10.867	
	PP3	.755	.341	9.718	
Satisfaction (SAT)	SAT1	.824	.217	11.026	.877 (.704)
	SAT3	.796	.304	9.667	
	SAT2	.745	.266	9.451	
Continuance Intention (USE)	USE2	.828	.411	9.106	.874 (.704)
	USE1	.815	.395	8.959	
	USE4	.784	.339	9.051	
	USE3	.758	.318	8.669	
Fit Indices	$\chi^2=352.417$ , $df=218$ , $\chi^2/df=1.617$ , $GFI=0.942$ , AGFI=0.913, RMR=0.040, NFI=0.962, CFI=0.982				

[Table 4] Results of Correlation Analysis

Construct	CONF	COST	PU	PP	SAT	USE
CONF	.822					
COST	-.118*	.769				
PU	.211**	-.243**	.818			
PP	.238**	-.155*	.298**	.775		
SAT	.326**	-.266**	.361**	.395**	.839	
USE	.336**	-.244**	.339**	.364**	.461**	.748

Note1: \* p<0.05, \*\* p<0.01

Note2: Diagonal means the square root of AVE( $\sqrt{AVE}$ )

### 4.3 Analysis of Structural Model

We employed AMOS 6.0 to evaluate 'goodness of fit' indices of structural model. The indices for the research model were  $\chi^2/df=1.485$  ( $\chi^2=384.551$ ,  $df=259$ ),  $GFI=0.936$ ,  $AGFI=0.909$ ,  $RMR=0.047$ ,  $NFI=0.946$  and  $CFI=0.971$ . All goodness-of-fit indices surpassed the acceptable levels.

[Table 5] Results of Hypotheses Testing

Hypothesis	Path	Estimate	C.R.	Supported or not
H1	CONF → PU	0.108	1.628	NO
H2	CONF → PP	0.283	4.217**	YES
H3	CONF → SAT	0.164	1.985*	YES
H4	COST → PU	-0.213	3.326**	YES
H5	COST → PP	0.051	0.750	NO
H6	COST → SAT	-0.179	2.458**	YES
H7	PU → SAT	0.225	3.453**	YES
H8	PP → SAT	0.339	5.107**	YES
H9	PU → USE	0.214	3.411**	YES
H10	SAT → USE	0.358	6.251**	YES
H11	PP → USE	0.317	5.266**	YES

Note: \* p<0.05, \*\* p<0.01

The results of path coefficients and significance levels of research model are summarized in [Table 5], which indicate that most study hypotheses were strongly supported except for hypotheses H1 and H5.

Above all, for hypothesis 1, the result indicated that the confirmation of mobile TV impacts on perceived usefulness is not significant. However, it has a significant effect on both perceived playfulness and satisfaction(H2, H3). This means that users' expectation confirmation an important determinant of playful experience and satisfaction of mobile TV. H5, although the result also shows the usage cost has not significant influence on perceived playfulness, the effects of appropriate usage cost on perceived usefulness and satisfaction are supported(H4, H6). The result reveals that appropriate cost is essential factor of usefulness and satisfaction in using mobile TV. The results show H7, H8, H9, H10, H11 are supported, which confirm that perceived usefulness and perceived playfulness have a significant direct effect on continuance intention of mobile TV, and also show a direct influence on continuous through satisfaction. H10 reveals satisfaction has a significant effects on continuous use intention of mobile TV.

## 5. Discussion and Implication

The purpose of this study is to develop a extent model based upon the ECM to explain what factors, especially the effect of cost, determine consumer's continuous use intention of mobile TV. As revealed in the results of analysis, usage cost has indirectly positive influence on user's continuous intention through perceived usefulness and satisfaction, which was in accordance on prior literature [1]. Besides the significant effect of cost, confirmation also indicated a indirect influence on continued usage intention of mobile TV though perceived playfulness and satisfaction. In addition, perceived usefulness, perceived playfulness and satisfaction is confirmed as direct predictors of continuous intention of mobile TV use.

For theoretical perspective, this research employed ECM as theoretical foundation to empirically demonstrate the determinants which affecting the continuous intention of mobile TV. The results indicated the positive effect of usage cost on user's satisfaction and continuous intention. This study integrated perceived playfulness into purposed model and investigated its direct and indirect significant influence on continued usage of mobile TV. This showed same evidence with the issues that the higher enjoy and interesting perception of users of hedonic information system(likes mobile TV) contributes to higher level useful performance and satisfaction [9][13].

For practical perspective, the results reveals that operators need to consider several factors for user's continued usage of mobile TV. It is critical that capture more consumer by means of matching user's expectation of mobile TV. The designers of device and contents providers need to enhance the entertainment experience of usage into their products and service for improving the level of perceived playfulness and satisfaction of mobile TV service. Additionally, device providers and service operators also need to institute rational price rules for different consumers to increase

the degree of perception of usefulness and satisfaction of mobile TV. Finally, this study also provide significant directions for device providers and service operators who want to access to the Chinese market.

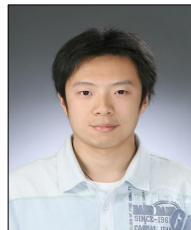
This study only highlights perceived cost as a significant factor on continuous usage of mobile TV, rather than other aspects. On one hand, technological elements(like accessability, performance of device) also need to be considered in future research; on the other hand, this article does not distinguish difference between stream and broadcast mode of mobile TV, it also should be regarded. This study collected data and demonstrated affecting determinants in China. Conducting a research to study Chinese market is useful for researchers and operators of surrounding countries because of the challenge of globalization. Borrowing ideas from the comparative research of mobile services between Korea and China conducted by Yang & Lee[19], In future research, we need to conduct a survey for subjects of Korea, where launched mobile TV service firstly in the world, and it will be a viable candidate.

## REFERENCES

- [1] A. Bhattacharjee, Understanding information systems continuance: An expectation confirmation model. *MIS Quarterly*, Vol. 25, No. 3, pp. 351-370, 2001.
- [2] C. Fornell and D. F. Larcker, Evaluating structural equation models with unobservable variables and measurement error, *Journal of Marketing*, Vol. 18, No. 1, pp. 39-50, 1981.
- [3] CNNIC, 31th statistical survey report on the internet development in China, China Internet Network Information Center, 2012.
- [4] C. S. Lin, S. Wu, and R. J. Tsai, Integrating perceived playfulness into expectation-confirmation model for web portal context, *Information and*

- Management, Vol. 42, pp. 683-693, 2005.
- [5] E. Karahanna, D. W. Straub, and N. L. Chervany, Information technology adoption across time: A cross-sectional comparison of pre-adoption and post-Adoption beliefs, MIS Quarterly, Vol. 23, No. 2, pp. 183-213, 1999.
- [6] F. F. Reichheld and P. Schefer, E-Loyalty: Your secret weapon on the web, Harvard Business Review, Vol.7-8, pp. 105 - 113, 2000.
- [7] J. H. Wu and S. C. Wang, What drives mobile commerce? An empirical evaluation of the revised technology acceptance model, Information & Management, Vol. 42, No. 5, pp. 719-729, 2005.
- [8] J. W. Moon and Y. G. Kim, Extending the TAM for a world-wide-web context, Information & Management, Vol. 38, No. 4, pp. 217-230, 2001.
- [9] J. Y. L. Thong, S. Hong, and K. Y. Tam, The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance, International Journal of Human-Computer Studies, Vol. 64, pp. 799-810, 2006.
- [10] L.D. Chen, M. Gillenson, and D. Sherrell, Enticing online consumers: An extended technology acceptance perspective, Information and Management, Vol. 39, pp. 705-719, 2002.
- [11] M. Pagani, A value-choice model to forecast market consequences of 3G mobile service design decisions, International Journal of Mobile Marketing, Vol. 3, No. 1, pp. 23-31, 2008.
- [12] M. Pagani, Determinants of adoption of third generation mobile multimedia services, Journal of Interactive Marketing, Vol. 18, pp. 46-59, 2004.
- [13] R. Dhar and K. Wertenbroch, Consumer choice between hedonic and utilitarian goods, Journal of Marketing Research, Vol. 37, No.1, pp.60-71, 2000.
- [14] R. L. Oliver, A cognitive model of the antecedents and consequences of satisfaction decisions, Journal of Marketing Research, Vol. 17, pp. 460-469, 1980.
- [15] S. Buchinger, S. Kriglstein, S. Brandt, and H. Hlavacs, A survey on user studies and technical aspects of mobile multimedia applications. Entertainment Computing, Vol. 2, pp. 175-190, 2011.
- [16] S. Chea and M. M. Luo, Post-adoption behaviors of E-service customers: The interplay of cognition and emotion. International Journal of Electronic Commerce, Vol. 12, No. 3, pp. 29-56, 2008.
- [17] S. J. Hong and K. Y. Tam, Understanding the adoption of multipurpose information appliances: The case of mobile data services, Information Systems Research, Vol. 17, No. 2, pp. 162-179, 2006.
- [18] S. K. Lippert and H. Forman, Utilization of information technology: Examining cognitive and experiential factors of post-adoption behavior, IEEE Transactions on Engineering Management, Vol. 52, No. 3, pp. 513-523, 2005.
- [19] Yan-Lu Yang, Ki-Dong Lee, A Comparative analysis of user satisfaction on using mobile services between Korea and China, The Journal of Digital Policy & Management, Vol.11, No.5 pp.179-186, 2013
- [20] S. S. Kim and N. K. Malhotra, A longitudinal model of continued IS use: An integrative view of four mechanisms underlying postadoption Phenomena, Management Science Vol. 51, No. 5, pp. 741-755, 2005.
- [21] T. Zhou, An Empirical examination of users' post-adoption behaviour of mobile services, Behaviour & Information Technology, Vol. 30, No. 2, pp. 241-250, 2011.

**Bin Fu**



- 2004 : B.A. in Computer Science& Eng., NCUWREP (China)
- 2008 : MS. in Business Administration, Yeungnam University
- 2008 ~ Present : Graduate School of Business Administration, Chungnam National University

- Interest : Mobile Business, Cloud Computing, Social Network Services etc.
- E-Mail : fubin@cnu.ac.kr



### Chul-Ho Jung



- 2002 : B.A. in Business Administration, Chungnam National University
- 2004 : M.S. in Business Administration, Chungnam National University
- 2008 : Ph.D. in Business Administration, Chungnam National University
- 2012 ~ Present : Assistant Professor, Mokwon University

· Interest : Performance Evaluation of IS, Post Adoption Model, Cloud Computing, Entrepreneurship, Service Operations Management etc.

· E-Mail : [cjung@mokwon.ac.kr](mailto:cjung@mokwon.ac.kr)

### Young-Soo Chung



- 1984 : B.A. in Economics, Yonsei University
- 1992 : M.S. in MIS, Texas A&M University
- 1996 : Ph.D. in Business Administration, The University of Nebraska
- 1997 ~ Present : Professor, Chungnam National University

· Interest : IS Outsourcing, IOIS, Cloud Computing, Systems Thinking etc.

· E-Mail : [ychung@cnu.ac.kr](mailto:ychung@cnu.ac.kr)