

Korean Studies in the Artificial Intelligence Era: Multidisciplinary Research by Korean Scholars Transforming the World

Korean American University Professors Association's 40th Anniversary Conference

Sponsor: The Academy of Korean Studies

Friday, January 23, 2026

HEB Center

The University of Texas at San Antonio

- 8:00 – 8:30 am** **Welcome** and conference outline (Host: **Jangwoon Lee**)
- 8:30 – 9:10 am** **Keynote Speech** by **Edward Chang** (University of California, Riverside, Founding Director of the Young Oak Kim Center for Korean American Studies) (Host: **Seok Kang**)
- 9:10 – 9:15 am** Break
- 9:15 – 10:30 am** **Paper Session 1: Social Implications of AI in Korea**
(Moderator: **Young B Choi**)
- 1) "The Impact of AI and Relevant Technologies on Tourism and Hospitality in Korea: Challenges, Opportunities, and Future Directions", **HS Chris Choi**, University of Guelph, Canada; **Minwoo Lee**, University of Houston; **Woojin Lee**, Arizona State University; **Bomi Kang**, Coastal Carolina University
 - 2) "AI and ML in Personal Finance: Significance and Implications in Korea", **Wookjae Heo**, Purdue University
 - 3) "AI in the Korean Public Health Sector", **Jeong-Nam Kim**, Gaylord Family Endowed Chair, Strategic Communication at the Gaylord College of Journalism and Mass Communication, The University of Oklahoma
 - 4) "600 Years Tracking Back: Reviving Sejong the Great's Music with AI", *Co-Presenters (Co-PIs)*: **Moon-Sook Park**, Fulbright College of Arts and Sciences, University of Arkansas; **Dasaem Jeong**, Department of Art & Technology, Sogang University, Seoul, Korea; *Contributors*: **Donoung Lee**, Director, Center for Arts & Technologies at Seoul National University, Emeritus Professor, Seoul, Korea; **Jeong-gyeong Park**, Director General, Jindo National Gugak Center
- 10:30 – 10:45 am** Break
- 10:45 – 12:00 pm** **Paper Session 2: AI for Business, Management, Public Surveillance, and Health Care in Korea**
(Moderator: **Yoon G Kim**)
- 1) "Analyzing Human Capital for Stock Valuation in the Artificial Intelligence Era: Comparing Western and Korean Values in Business Communications", **Hyuna Park**, Ph.D, Koppelman School of Business, Brooklyn College, The City University of New York; **Jungshik Jason Hur**, Humana Foundation/McCallister Endowed Professor of Finance, Louisiana Tech University
 - 2) "Reimagining Mega Project Management: An AI-Driven Framework for Competitiveness, Value, and Integrity", **Paul Hong**, College of Business and Innovation, University of Toledo; **Seung-Chul Kim**, School of Business, Hanyang University, Seoul, Korea; **So-Hyun Park**, College of Business Administration, Konkuk University, Seoul, Korea; **Zhezhu Wen**, Craig School of Business, California State University at Fresno

- 3) "Ethical Implications of AI in Public Surveillance Systems in the United States and South Korea", **Han Lheem**, Ph.D, Dept of IGPH (Intelligence Studies, Geospatial Science, Political Science, History), College of Humanities and Social Sciences, Fayetteville State University
- 4) "AI enabled Design of 3D printed Cardiovascular Devices: The Impact on Global Health Care", **Yugyung Lee** and **Chi H Lee**, Department of Computer Science, School of Science and Engineering, Division of Pharmacology & Toxicology and Pharmaceutics Sciences, University of Missouri-Kansas City

12:00 – 1:15 pm Box Lunch and Mini Concert (Mini Concert Host: **Bomi Kang**)

Program Duration: 12-15 minutes

Performers: **Moon-Sook Park**, soprano (University of Arkansas); **Hyun Kim**, piano (University of Oklahoma); **Cellist** from the University of Texas at San Antonio

Music/Songs: SanyuHwa (산유화, *Flowers in the mountain*) by Sunam Kim (1917-?);

SuseonHwa (수선화, *Daffodil*) by Donjin Kim (1913-2009); Eehwawoo (이화우, *Pear Blossom Rain*) with Cello by Wonjoo Lee (1979-)

1:15 – 1:30 pm Break

1:30 – 2:30 pm Panel Session -- Korean Studies in the AI Era: The Present and Future of Them and the Role of Korean Scholars
(Moderator: **Hyuna Park**)

Kangwon Lee, The University of Rhode Island, Former KAUPA president; **Tom Oh**, Rochester Institute of Technology, President of KSEA; **JungWoo Ryoo**, Pennsylvania State University, Chancellor; **Victor Cha**, Georgetown University, Senior Vice President for Asia and Korea Chair at CSIS

2:30 – 2:45 pm Break

2:45 – 4:00 pm Paper Session 3: AI Technology for Sustainable Development
(Moderator: **Wookjae Heo**)

- 1) "Utilizing Artificial Intelligence for Sustainable Water Treatment and Management", **Woo Hyoung Lee**, Department of Civil, Environmental and Construction Engineering, University of Central Florida; **Jungsu Park**, Department of Civil and Environmental Engineering, Hanbat National University, Daejeon, Korea; ; **Cheol Young Park**, Pohang University of Science and Technology, Korea
- 2) "Logic Gate XOR Plays an Important Role in AI Development", **Yoon G Kim**, Department of Mathematics, California Polytechnic Humboldt
- 3) "Diffusion and Adoption of Generative Artificial Intelligence: A Theory-driven Empirical Study in Korea", **Wooyang Kim**, Professor of Marketing, Paseka School of Business, Minnesota State University-Moorhead; **C. Anthony Di Benedetto**, Professor of Marketing, Fox School of Business and Management, Temple University; **Donald A. Hantula**, Associate Professor of Psychology, College of Liberal Arts, Temple University
- 4) "Additive Manufacturing and the Future of Technology-based Exports from the Republic of Korea: A New Era of Distributed, AI-Driven Engineering Innovation", **Yongho Sohn**, UCF Pegasus Professor and Lockheed Martin Professor of Engineering, Department of Materials Science and Engineering, University of Central Florida; **Kevin Graydon**, Research Scholar, Department of Materials Science and Engineering, University of Central Florida; **Seunghye Sohn**, Professor, Department of Media and Communication, Sejong University, Korea

4:00 – 4:15 pm Break

4:15 – 5:30 pm Paper Session 4: AI Adoption, Production, and Creativity in Korea

(Moderator: **Woo Hyoung Lee**)

- 1) "Artificial Intelligence in the Korean Cultural Industries: a game changer in cultural production", **Dal Yong Jin**, Simon Fraser University, Canada
- 2) "Artificial Intelligence Adoption and Diffusion in Korea: A systematic literature review and future research agenda", **Bomi Kang**, Department of Marketing and Hospitality, Resort, and Tourism Management, Wall College of Business, Coastal Carolina University; **Bong Keun Jeong**, Department of Management and Decision Sciences, Wall College of Business, Coastal Carolina University
- 3) "A case study of AI in the Dosan spirit for the cultivation of global citizenship", **Yong Hwan Kim**, Visiting Scholar, George Washington University
- 4) "Creativity in the Age of Artificial Intelligence: Interdisciplinary Creativity and Creative Leadership", **Young B Choi**, Department of Engineering & Computer Science, College of Arts & Sciences, Regent University
- 5) "Empowering Korean Diaspora Scholars: Advancing Trainability Skills for AI-Driven Global Knowledge", **Jeonghwan Choi**, The University of Maine at Presque Isle

5:30 – 6:00 pm Break

6:00 – 8:00 pm **Dinner, Award Ceremony & Mini Concert** (Mini Concert Host: **Seok Kang**)

Program Duration: 12-15 minutes

Performers: **Moon-Sook Park**, soprano (University of Arkansas); **Hyun Kim**, piano (University of Oklahoma); **Cellist** from the University of Texas at San Antonio

Music/Songs: Chueok(추억, *Reminiscence*) by Young-Sup Choi (1929-); Eeung Arirang (이응과 아리랑, *Arirang*) by Young Ran Park (1970-); Ari Arirang (아리아리랑, *Ari Arirang*) Jung-Jun An (1929–2009)