Conference Program

2015 QMOD-KSQM International Conference
Seoul, KOREA

Theme: Creating a Sustainable Future through Quality

Time

- 12(Mon) – 14(Wed) October, 2015

Conference Venue

- Yonsei University (www.yonsei.ac.kr), Seoul, KOREA
- Yonsei University was first established in 1885 by Christian missionaries, the oldest private university in Korea.

Post-conference Company Visit and The Folk Village located in Yong-in Tour.

QMOD-KSQM provides the following two post-conference activities. Conference participants can choose the option they prefer

- [Option 1] Company Visit: SAMSUNG Electronics, Suwon, Gyeonggi-do
  The Folk Village Tour (including Lunch)
- [Option 2] Company Visit: HYUNDAI Motors Corporation, Hwaseong, Gyeonggi-do
  The Folk Village Tour (including Lunch)

Conference Program : Three days program

- Company visit(SAMSUNG Electronics, HYUNDAI Motors Corporation) and The Folk Village Tour(3rd day)

QMOD-KSQM 2015: PROGRAM

- 12th October 2015, MONDAY

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<th>Time</th>
<th>Event</th>
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<tr>
<td>09:00–17:00</td>
<td>QMOD-KSQM REGISTRATION, CONFERENCE CENTER</td>
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<tr>
<td>10:00–10:30</td>
<td>CONFERENCE OPENING, ROOM: Grand Ballroom, Backyang-ro</td>
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<td>10:30–12:00</td>
<td>PLENARY SESSION 1, ROOM: Grand Ballroom, Backyang-ro</td>
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<td>12:00–14:00</td>
<td>LUNCH</td>
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<td>14:00–15:30</td>
<td>International Conference Hall 1, International Conference Hall 2, International Conference Hall 3, Banquet hall 1, Banquet hall 2</td>
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| PARALLEL SESSIONS 1 | Healthcare 1 | Performance Management 1 | Consumer Identity, Values and Behaviors 1 | TQM Practice | Process Design and Improvement 1 |

http://18thqmod.ksqm.org/contents/conference.html?sm=12_1
### SESSION 1
1.5: Process Design and Improvement 1  
**SESSION CHAIRS:** Omar J. Purata (Universidad de Guanajuato, Mexico)  
Malte Schröder, Björrn Falk, Robert Schmitt (Germany)  
Jihyun Ha, Jong-Seok Lee, Wan Seon Shin (Korea)  
Marisa Germprapai, Natcha Thawesaengskulthai (Thailand)  
Chul-Ho Cho, Jae Hoon Hyun (Korea)  

Design of a Failure Recording Method for Technical Products  
A parameter-free method for noise detection and its application to semiconductor wafer inspection  
Customer requirement system for vehicle product development plan By KANO’s model and QFD  
What SERVPERF in Recruiting Website Does Determine Users' Perceived Value, Satisfaction, and Revisit Intention in Korea?

### SESSION 2  
- 12th October 2015, MONDAY  
16:00~17:30  
PARALLEL SESSIONS 2

#### 2.1: Healthcare 2  
**SESSION CHAIRS:** Masahiko Munechika (Waseda University, Japan)  
Hirotaka Inoue, Shu Yamada (Japan)  
Malgorzata Fialkowska-Filipek (Poland)  
Masaaki Kaneko (Japan)  
Noor Hazilah Ab Manaf, Selamah Abdullah, Intan Zanariah Zakaria (Malaysia)  

An approach to facilitate the safety signal detection efforts in pharmaceutical R&D  
Patient value of primary care in Lean healthcare context  
A Method for Diagnosing Healthcare Provision Process Based on Failure Cases  
MEDICAL TOURISM: MIRACLE OR MIRAGE?

#### 2.2: Performance Management 2  
**SESSION CHAIRS:** Claudiu Vasile Kifor (Lucian Blaga University Sibiu, Romania)  
Michael Brusch, Kathrin Baumert, Luisa Illner (Germany)  
Nadine Schlüter, Nicole Schlüter (Germany)  
Yong Won Seo, Youn Sung Kim, DaeSoo Kim, Yong-Mok Yu, Sung Hee Lee (Korea)  
Youn Sung Kim, Jeongil Choi, Jin-Young Sirh, Youngmok Kim (Korea)  

Measurement and Evaluation of as Relevant Perceived Product Descriptors  
New Concept for Project Management based Competencies Development in the Field of Industrial Product Service Systems (IPSS)  
A comparative study of product and process innovation patterns between manufacturing and service firms in Korea  
A framework for building an evaluation model for luxury products

#### 2.3: Consumer Identity, Values and Behaviors 2  
**SESSION CHAIRS:** Heejun Park (Yonsei University, Korea)  
Anne Martensen, Jan Mouritsen, Christine Madelene Bentzen & Thora Kristine Sørensen (Denmark)  
S. Peplowsky, A. Kawald, D. Döbbrick, B. Rich, R. Woll (Germany)  
Tae-woo Kim, Dong-hyun Baek (Korea)  
Kana Sugimoto, Shin’ya Nagasawa (Japan)  

Marketing mix induced word-of-mouth and its impact on consumer responses in a service industry  
What customers want? – Determining of requirements and their relevancies!  
A quality requirement analysis method using content analysis of SNS  
A Comparative Study of Consumer Demand for High-Value Product Quality

#### 2.4: Lean, Six Sigma  
**SESSION CHAIRS:** Fotis Vouzas (UNIVERSITY OF MACEDONIA, GREECE)  
Kristen Snyder, Pernilla Ingelsson, Ingela Bäckström  

Conceptualizing a research framework to study systemic Lean