

The 10th KUBS International Symposium of Marketing

Innovation and Creativity in Marketing

May 29, 2015 / Seoul, Korea

Korea University Business School / Hyundai Motor Hall 202

09:45 ~ 10:00	<p>Welcome address</p> <p>Dong-One Kim Dean, Korea University Business School</p>
10:00 ~ 11:15	<p>The Downstream Consequences of Problem-Solving Mindsets : How Playing with Legos Influences Creativity</p> <p>Page Moreau(University of Wisconsin, USA)</p>
11:15 ~ 11:30	<p>Coffee Break</p>
11:30 ~ 12:45	<p>Developing A New Form of Computational Social Sciences</p> <p>Youngjin Yoo(Temple University, USA)</p>
12:45 ~ 14:00	<p>Lunch, Ahn Young Il Hall, LG-POSCO Bldg.</p>
14:00 ~ 15:15	<p>Open Innovation and Process Design : The Moderating Role of the Motivation to Achieve Legitimacy</p> <p>Christos Tsinopoulos(Durham University, UK)</p>
15:15 ~ 15:30	<p>Coffee Break</p>
15:30 ~ 16:30	<p>Panel Discussion</p>
16:30 ~ 16:45	<p>Closing Remark</p>