

Saturday, November 7, 2026 ISOMS 2026 / The 18th Annual Conference of JOMSA Integrated Program

Time	ISOMS Room A303	ISOMS Room A304	Main Hall B201 (Joint / JOMSA Plenary Program)	JOMSA Room A (B301)	JOMSA Room B (B302)
09:00	Registration (ISOMS & JOMSA) 09:00–17:00				
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09:15					
09:20					
09:25	[Joint] Opening Ceremony (Main Hall B201, 10 min) Welcoming Speech: Motoi Ihara / Opening Speech: Soonhong Min / Introducing the Organizing Committee: Soonhong Min				
09:30	[Joint] JOMSA President's Keynote: Prof. Young Won Park (Saitama University; President, JOMSA) (Main Hall B201, in Japanese) "ADX Strategy: Reconfiguring Agile Supply Chains in the Era of Influencer Marketing"				
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10:00	Transfer (10 min)		Break / Transfer (20 min)		
10:05					
10:10	Session M1 (Japan-based 2 / Overseas 4) Supply Chain Risk, Disruption and Global Operations Chair: Kyunghwan Choi (Korea National Defense University)	Session M2 (Japan-based 3 / Overseas 3) Digital Transformation, AI and Industry 5.0 Chair: Yoshiki Matsui (The Open University of Japan)		Session 1: Marketing Operations and Consumer Behavior Chair: Ryosuke Sugie (The University of Tokyo, Graduate School)	Session 2: Manufacturing Operations and Technology/DX Strategy Chair: Junichi Tomita (Toyo University)
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12:00	Break (10 min)				
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12:50	Lunch (bento, 50 min) Common to both conferences				
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13:40	Session A (Japan-based 2 / Overseas 2) B2B Relationships, Outsourcing and Platform Services Chair: Hyunjeong Nam (Duksung Women's University)	Session B (Japan-based 2 / Overseas 2) Digital Marketing and Consumer Behavior (Theme Session) Chair: Jiho Yoon (Chung-Ang University)	Special Lecture 1 (60 min, in Japanese) Kensaku Hamada, Senior Executive Officer & CSO, istyle Inc. "Experiential Touchpoints Supporting Demand Spread via Social Media: Operations of a Beauty Platform" Tomonari Hamano, President & CEO, NOVARCA Inc. "Influencer Marketing at a Cross-Border E-Commerce Cosmetics Company"		
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14:30	Coffee Break		Special Lecture 2 (30 min): Mr. Kang Seunghyun (COSMAX Inc.) "How Did the ODM Business Model Drive the Growth of K-Beauty?"		
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15:20	Session C (Japan-based 0 / Overseas 4) Defense Operations, Reliability and Maintenance Chair: Pyoungsoo Lee (Kyonggi University)	Session D (Japan-based 0 / Overseas 4) Analytics and Data Modeling Chair: Jin Sung Rha (Dankook University)	Panel Discussion (50 min) Presentations (10 min each): Prof. Katherine Choi (aSSIST), "Creators as Export Infrastructure: Building an Influencer Commerce Ecosystem for Korean SMEs" (in English with Japanese subtitles) / Ms. Yunjin Shin (LG H&H Japan), "LG H&H Influencer Marketing Strategy" Panelists: all speakers, Ms. Amy Jumin Lee (L&C Futurelab), and Lingling Guo (郭玲玲, Representative Director, 明澤健康研究所株式会社)		
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16:55	Session E (Japan-based 1 / Overseas 3) Supply Chain Network Design under Uncertainty Chair: Sungjin Kim (Seoul National University)	Session F (Japan-based 2 / Overseas 2) Supply Chain Reconfiguration, Resilience and Strategy Chair: Sungcha Jang (San Francisco State University)		Session 3: Supply Chain Resilience and Value Co-Creation Chair: Ayako Kawai (Gakushuin University)	Session 4: Innovation and Knowledge/Capability Building Chair: Seongwoo Byun (Toyo University)
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17:45	ISOMS Closing Remarks → Move to Saitama University Co-op		Move to Saitama University Co-op		
17:50					
17:55					
18:00-20:00	Conference Dinner (Saitama University Co-op) 18:00–20:00				

Presentation Details (Room × Time)

Time	ISOMS Room A303	ISOMS Room A304	Main Hall B201 (Joint / JOMSA Plenary Program)	JOMSA Room A (B301)	JOMSA Room B (B302)
9:00–9:20	Registration (both conferences) 09:00–17:00				
9:20–9:30	Opening Ceremony (10 min; Welcoming Speech: Prof. Motoi Ihara (Saitama University) / Opening Speech: Prof. Soonhong Min (Yonsei University) / Introducing the Organizing Committee: Prof. Soonhong Min) 09:20–09:30				
9:30–10:00	JOMSA President's Keynote by Prof. Young Won Park (Saitama University; President, JOMSA), in Japanese: "ADX Strategy: Reconfiguring Agile Supply Chains in the Era of Influencer Marketing" 09:30–10:00				
10:00–10:10					
10:10–10:20	■ Session M1 — Supply Chain Risk, Disruption and Global Operations Chair: Kyunghwan Choi (Korea National Defense University)	■ Session M2 — Digital Transformation, AI and Industry 5.0 Chair: Yoshiki Matsui (The Open University of Japan)			
10:20–10:30	#13 10:10–10:30 SHEIN's Global Supply Chain and Arbitrage-Based Operational Model Yasuko Kawabata (Saitama University), Liangnan Sun (Saitama University), Shota Inoue (Saitama University)	#3 10:10–10:30 Human-Centric Resilience in Industry 5.0: A Business History Perspective on Analog–Digital Transformation (ADX) through the Rolls-Royce RB211 Case Shota Inoue (Saitama University), Young Won Park (Saitama University)		■ JOMSA Session 1: Marketing Operations and Consumer Behavior ■ JOMSA セッション1：マーケティング・オペレーションと消費者行動 Chair: Ryosuke Sugie (The University of Tokyo, Graduate School) 座長：梶江亮介（東京大学大学院） (in Japanese)	■ JOMSA Session 2: Manufacturing Operations and Technology/DX Strategy ■ JOMSA セッション2：製造オペレーションと技術・DX戦略 Chair: Junichi Tomita (Toyo University) 座長：富田純一（東洋大学） (in Japanese) 10:20–10:40 A Dynamic Evolution Model of Global Manufacturing Networks with Capability Upgrading of Overseas Plants: A Case Study of Company O Focusing on Capability Allocation and Inter-Site Relationships 海外工場の能力向上に伴うグローバル製造ネットワークの動的進化モデル: 能力配置と拠点間関係に着目したO社ケーススタディ Sho Mizuguchi (Saitama University, Graduate School), Young Won Park (Saitama University) 水口翔(埼玉大学大学院), 朴英元(埼玉大学)
10:30–10:40	#28 10:30–10:50 From Short-Form Viral Spikes to Supply Chain Ripples Yujin Seo (Chung-Ang University)	#12 10:30–10:50 Beyond Digitalization: Germany's Transition from Industry 4.0 to Industry 5.0 Roman Bartnik (TH Köln – Cologne Technical University)		10:20–10:40 Causal Attribution and Purchase Intention among Generation Z Consumers: Perceived Price Fairness and Satisfaction as Mediators Z世代消費者における原因帰属と購買意欲: 価格の公平感と満足感を媒介変数として XIANG CHAOYI (Saitama University, Graduate School) XIANG CHAOYI(埼玉大学大学院)	
10:40–10:50				10:40–11:00 Standardization and Adaptation of Market-Contact Operations in International Markets: Promotion and Distribution Measures of Cosmetics Brands and Consumer Acceptance 国際市場における市場接点オペレーションの標準化・適応化: 化粧品ブランドのプロモーション・流通施策と消費者受容 Yayun Jiang (Saitama University, Graduate School) 江雅雲(埼玉大学大学院)	10:40–11:00 Absorbing and Complementing Organizational and Technological Capabilities: A Study of the BYD–Toyota Collaboration in China's EV Industry 組織能力・技術能力の吸収と補完: 中国EV産業におけるBYD・トヨタ連携に関する考察 Toshiyuki Sanao (Mitsubishi Electric Corporation) 佐直敏之(三菱電機株式会社)
10:50–11:00	#7 10:50–11:10 A Prediction Model with Adversarial Reinforcement Learning in Preparation for Supply Chain Disruptions in Performance-Based Logistics (PBL) of Korean Fighter Jets Young Son Il (Korea National Defense University), Kyunghwan Choi (Korea National Defense University)	#15 10:50–11:10 Employee Readiness for Digital Transformation in Mongolian SMEs Erdenekhuu Unurjargal (Gakushuin University)			

11:00–11:10				11:00–11:20 A Study of SHEIN's Influencer Marketing: Focusing on the Japanese Market SHEINのインフルエンサー・マーケティングに関する考察: 日本市場に注目して	11:00–11:20 A Study of the Intellectual Property Strategy of the Top-Share Company in Power Semiconductors パワー半導体トップシェア企業の知財戦略の一考察 Wataru Miyazawa (Patent Attorney), Setsuko Horikoshi (Chuo Kogaku Shuppan), Junichi Tomita (Toyo University), Yukari Shirota (Gakushuin University)
11:10–11:20	#23 11:10–11:30 A Study on the Development of a Korean Maritime Logistics Supply Chain Early Warning Index Jisung Jo (Korea Maritime Institute), Sewon Kim (Sejong University), Hyun Jun Lee (Sejong University), Eun-Kyung Lee (Korea Maritime Institute)	#5 11:10–11:30 Digital Transformation in Supply Chains with Cutting-Edge Technologies: Case Studies in the Healthcare Industry Yacob Khojasteh (Sophia University), S.M. Mousavi Jahan Abadi (Sophia University)		Liangnan Sun (Saitama University), Yasuko Kawabata (Saitama University), Yo Yamamoto (Saitama University) 孫良南(埼玉大学), 川端庸子(埼玉大学), 山本陽(埼玉大学)	宮澤亘(弁理士), 堀越節子(中央光学出版), 富田純一(東洋大学), 白田由香利(学習院大学)
11:20–11:30				11:20–11:40 Self-Reliance and Agile Collaboration of Corporate-Originated NPOs Based on Mintzberg's Theory of Managerial Work: A Boundary-Spanning Chain Model of Service Supply Chains ミンツバーグの管理者行動論に基づく企業発NPOの自立化とアジャイル協働: サービス・サプライチェーンの境界連結連鎖モデル Tamaki Ogata (Saitama University), Young Won	11:20–11:40 Shared Organizational Understanding and Its Promoting Factors in Quality-Creating Management of Manufacturing Firms 製造企業の品質創造経営における組織的理解共有状態とその増進要因 Atsuko Ebine (Surugadai University) 海老根敦子(駿河台大学)
11:30–11:40	#24 11:30–11:50 A Study on the Development of an AI-Based Maritime Supply Chain Monitoring and Early Warning System Kyungtae Kim (Korea Ocean Business Corporation)	#1 11:30–11:50 Governing Artificial Intelligence for Operational Performance Ki-Hyun Um (Pukyong National University), DeYu Zhong (Guangzhou College of Commerce)		11:40–12:00 A Phased Transition in Influencer Marketing: The Case of a Small and Medium-Sized Watch Manufacturer インフルエンサーマーケティングの段階的移行: 中小企業の時計メーカーの事例 Chika Shimizu (Nishogakusha University), Ryosuke Sugie (The University of Tokyo, Graduate School) 清水千華(二松学舎大学), 梶江亮介(東京大学大学院)	11:40–12:00 Value Creation Mechanisms of Japanese-Style DX: An Exploratory Analysis Using a Chain Model of Purpose, Foundational Capabilities, and Practical Capabilities 日本型DXの価値創出メカニズム: 目的・基盤能力・実践能力の連鎖モデルによる探索的分析 Junichi Tomita (Toyo University), Shota Omura (Momoyama Gakuin University), Munehiko Itoh (Otemae University), Hirofumi Matsuo (Tokyo International University), Young Won Park (Saitama University) 富田純一(東洋大学), 大村鍾太(桃山学院大学), 伊藤宗彦(大手前大学), 松尾博文(東京国際大学), 朴英元(埼玉大学)
11:40–11:50					
11:50–12:00	#16 11:50–12:10 A Self-Evolving Intelligent Service Ecosystem for the Metaverse Yu Cui (Kansai University), Masaharu Ota (Osaka Gakuin University), Hiroki Idota (Kindai University)	#2 11:50–12:10 Transforming AI-enabled Supplier Evaluation for NPD Performance Vu Nhat Minh (Pukyong National University), DeYu Zhong (Guangzhou College of Commerce), Kwontae Lee (Pukyong National University), Lixia Jia (Pukyong National University), Ki-Hyun Um (Pukyong National University)			
12:00–12:10					
12:10–13:00	Lunch (bento; common to both conferences) 12:10–13:00				

13:00-13:20	■ Session A — B2B Relationships, Outsourcing and Platform Services Chair: Hyunjeong Nam (Duksung Women's University) #8 13:00-13:20 A Study on Customer Satisfaction in B2B SaaS Businesses	■ Session B — Digital Marketing and Consumer Behavior (Theme Session) Chair: Jiho Yoon (Chung-Ang University) #4 13:00-13:20 How Does UGC Shape Consumer Behavior in the Japanese Market? — An Analysis of SHEIN Using the S-O-R Model	Special Lecture 1 (in Japanese) 特別講演1 13:00-14:00 Kensaku Hamada, Senior Executive Officer & CSO, istyle Inc. 株式会社アイスタイル 上級執行役員CSO 濱田健作氏 "Experiential Touchpoints Supporting Demand Spread via Social Media: Operations of a Beauty Platform" 「SNSで広がる需要を支える体験の場—美容プラットフォームのオペレーション—」 Tomonari Hamano, President & CEO, NOVARCA Inc. 株式会社NOVARCA 代表取締役社長CEO 濱野智成氏 "Influencer Marketing at a Cross-Border E-Commerce Cosmetics Company" 「化粧品越境EC企業のインフルエンサーマーケティング」		
13:20-13:40	#9 13:20-13:40 The Impact of Relationship Quality on Customer Satisfaction and Loyalty in B2B Relationships Man Yang (Yokohama National University), Sadami Suzuki (Yokohama National University)	#25 13:20-13:40 Aligning Marketing Strategy with Agile SCM: Lessons from COSMAX Jinyao Mao (Saitama University), Young Won Park (Saitama University), Irina Heim (University of			
13:40-14:00	#21 13:40-14:00 Long-Term BPO Use, Outsourced Activity Type, and Firms' Cost Adjustment: Evidence from Korean Manufacturing Firms Gwihyeon Boo (Yonsei University), Soonhong Min (Yonsei University)	#20 13:40-14:00 The Dynamic Effects of Crossover Cobranding on Viewership Joon Ro (Uber Freight), Eunjoo Han (The Pennsylvania State University), Seoungwoo Lee (Yonsei University)			
14:00-14:10	#36 14:00-14:20 Cooperating Delivery Services between Restaurants and Platforms: Outsourcing vs. Collaborating	#33 14:00-14:20 Consumer Processing of AI-Generated and Real Human Faces Seungbeom Kim (Hongik University), Minchul Lee (Korean Standards Association)			
14:10-14:20	Xuchuan Yuan (Singapore University of Social Sciences)		Special Lecture 2 特別講演2 14:10-14:40 Mr. Kang Seunghyun (COSMAX Inc.) Kang Seunghyun氏 (株式会社COSMAX) "How Did the ODM Business Model Drive the Growth of K-Beauty?" 「ODM Business ModelはどのようにK-Beautyを成長させたのか?」		
14:20-14:40					
14:40-15:00	■ Session C — Defense Operations, Reliability and Maintenance Chair: Pyoungsoo Lee (Kyonggi University) #18 14:40-15:00 A System Dynamics-Based Study for Military Drone Acquisition and Operational Decision-Making Seungjong Song (Korea National Defense University), Seongam Moon (Korea National Defense University), Myungmo Koo (Korea National	■ Session D — Analytics and Data Modeling Chair: Jin Sung Rha (Dankook University) #29 14:40-15:00 Regularized Factor Score Regression Considering Factor Indeterminacy Daeheung Jeon (Hoseo University), Kyupil Yeon (Hoseo University)	Panel Discussion (50 min) パネルディスカッション (50分) 14:40-15:30 Presentations (10 min each) / プレゼンテーション (各10分) : Prof. Katherine Choi (aSSIST) "Creators as Export Infrastructure: Building an Influencer Commerce Ecosystem for Korean SMEs" (in English with Japanese subtitles / 英語・日本語字幕付き) Ms. Yunjin Shin (LG H&H Japan) "LG H&H Influencer Marketing Strategy" Panelists / パネリスト: all speakers / 登壇者全員, Ms. Amy Jumin Lee (L&C Futurelab), Lingling Guo / 郭玲玲氏 (明澤健康研究所株式会社 代表取締役) Moderation support & interpretation / 進行サポート・通訳: Seongwoo Byun (Toyo University) / 辺成祐 (東洋大学)		
15:00-15:20	#10 15:00-15:20 Building Resilient Army Maintenance Systems under Uncertainty Yujin Eum (Korea National Defense University), Soohyeon Lee (Korea National Defense University), Seongam Moon (Korea National Defense University)	#30 15:00-15:20 Adaptive Support-Set Augmentation for Training-Free Few-Shot Anomaly Detection Nadir Anushah (Hoseo University), Jin Yong Jang (Hoseo University), Kyupil Yeon (Hoseo University)			

15:20~15:30	#19 15:20~15:40 The Effect of High-Reliability Organization Design on Safety Performance in ROKAF Logistics Organizations	#31 15:20~15:40 Nonlinear Marginal Fisher Classification via Local Soft-Neighborhood Energy Logits Hwamin Jung (Hoseo University), Jorge Adan Soriano Hernandez (Hoseo University), Kyupil Yeon (Hoseo University)			
15:30~15:40	Dongjin Kim (Yonsei University), Soonhong Min (Yonsei University)				
15:40~16:00	#34 15:40~16:00 Designing Maintenance Workforce Policies under Equipment Purchase Diffusion Scenarios: A System Dynamics Analysis of a Large-Scale MHE Rental System	#32 15:40~16:00 Enhancing Explanatory Models of Heavy Rainfall Using Foreign Meteorological Data Sungha Jang (San Francisco State University), Jebum Pyun (Hoseo University)	Special Lecture 3 (Prof. Amasaka) 特別講演3（天坂先生） 15:40~16:10 "Toward JOMSA's Further Advancement" 「JOMSAの更なる飛躍を期待いたします」		
16:00~16:10	Yongkee Suh (Yonsei University), Sehoon Park (Logisall Consulting), Soonhong Min (Yonsei University)				
16:10~16:20					
16:20~16:40	■ Session E — Supply Chain Network Design under Uncertainty Chair: Sungjin Kim (Seoul National University) #14 16:20~16:40 Agile Supply Chain Strategies in Cross-Border E-Commerce Jin Tomiyama (Saitama University), Liangnan Sun (Saitama University), Yasuko Kawabata (Saitama University)	■ Session F — Supply Chain Reconfiguration, Resilience and Strategy Chair: Sungha Jang (San Francisco State University) #27 16:20~16:40 Friend-shoring and Unwinding Costs Under Geopolitical Uncertainty Daehan Park (Chung-Ang University)		■ JOMSA Session 3: Supply Chain Resilience and Value Co-Creation ■ JOMSA セッション3：サプライチェーンのレジリエンスと価値共創 Chair: Ayako Kawai (Gakushuin University) 座長：河合亜矢子（学習院大学） (in Japanese) 16:20~16:40 Autonomous Decentralized Cooperative SCM Innovation Based on IDSA: Recall Tracing through Nested AAS Structures and the Dramatic Advancement of SCM through "Puris" Demand-Supply Synchronization IDSA基盤によるSCMの自律分散協調型イノベーション: AAS入れ子構造によるリコール追跡と「Puris」需給同期がもたらすSCMの飛躍的高度化 Masahiro Kajino (Nomura Research Institute, Ltd.), Naoaki Fujino (Nomura Research Institute, Ltd.) 梶野真弘(株式会社野村総合研究所), 藤野直明(株式会社野村総合研究所)	■ JOMSA Session 4: Innovation and Knowledge/Capability Building ■ JOMSA セッション4：イノベーションと知識・能力構築 Chair: Seongwoo Byun (Toyo University) 座長：辺成祐（東洋大学） (in Japanese) 16:20~16:40 Proactive Redefinition of Competitive Arenas under Uncertainty 不確実性下における能動的な競争アリーナ再定義 Yusuke Sato (Saitama University, Graduate School) 佐藤雄祐(埼玉大学大学院)

16:40–17:00	#22 16:40–17:00 Cargo Suitability and Economic Analysis for Northern Sea Route Transportation Suhwan Kim (Sejong University), Seunga Ha (Sejong University), Jeongon Eom (Sejong University), Sewon Kim (Sejong University)	#6 16:40–17:00 Partial Reshoring in Dual-Sourcing Supply Chains: Demand Decomposition and Inventory Cost Reduction Takamichi Hosoda (Aoyama Gakuin University), Stephen M. Disney (University of Exeter Business School), Gerard Gaalman (University of Groningen)		16:40–17:00 Adapting Operations to Support Regional Logistics and Transportation 地方の物流・交通を支えるオペレーションの適応 Akiyo Kawamura (The University of Shimane) 川村明世(島根県立大学)	16:40–17:00 Ecosystem Formation through Strategic Knowledge Opening: A Process Model of How Inter-Actor Relationships Emerge 戦略的知識開放によるエコシステム形成: 主体間関係の生成プロセスモデル Yasuo Tani (Saitama University, Graduate School), Young Won Park (Saitama University) 谷康生(埼玉大学大学院), 朴英元(埼玉大学)
17:00–17:20	#35 17:00–17:20 Resource Allocation in Non-Profit Supply Chain Networks Yongwoo Kwon (Seoul National University), Michael K. Lim (Seoul National University), Hyunwoo Park (Seoul National University)	#26 17:00–17:20 When Slack Becomes Resilient: Disclosed Agility, Visibility, and Firm Performance under Supply Shocks James J. Roh (Rowan University), Jooh Lee (Rowan University), Dong K. Yoo (Virginia State University)		17:00–17:20 Can Firms Secure Alternative Supply under Supply Constraints? A Model Analysis of Priority Access to Shared Alternative Supply Capacity 供給制約下で企業は代替供給を確保できるか: 共通の代替供給能力への優先アクセスに関するモデル分析 Hiroki Sano (Ritsumeikan University), Takehisa Kajiwara (Kobe University) 佐野宏樹(立命館大学), 梶原武久(神戸大学)	17:00–17:20 Absorbing, Integrating, and Creating Value from External Resources through Alliance Chains: Exploration and Exploitation in Operations Management at Japanese Pharmaceutical Companies アライアンス連鎖による外部資源の吸収・統合・価値化: 日本の製薬企業から見る探索・深化のオペレーション・マネジメント Taku Sato (Saitama University, Graduate School) 佐藤拓(埼玉大学大学院)
17:20–17:40	#17 17:20–17:40 Paradoxical Tensions and Firm Performance Sooho Choi (Dong-Eui University)	#11 17:20–17:40 An Inquiry into Strategic Problems of Japanese Electronics Companies Based on a Concept of Strategic Alignment of Inventory Deployment Patterns Michiya Morita (Gakushuin University, Emeritus)		17:20–17:40 Contributions of Supply Chain Finance to Social Sustainability: A Case Analysis of Japanese Apparel Manufacturers サプライチェーン・ファイナンスによる社会的持続可能性への貢献: 日本のアパレルメーカーの事例分析をとおして Ayako Kawai (Gakushuin University), Yoko Ogushi (Doshisha University, Graduate School), Prajakta Khare (Meiji Gakuin University) 河合亜矢子(学習院大学), 大串葉子(同志社大学大学院), Prajakta Khare(明治学院大学)	17:20–17:40 A Comparative Study of Process Innovation and Process Improvement: Focusing on Carbon-Neutral Initiatives at Steel Manufacturers プロセスイノベーションとプロセス改善の比較研究: 鉄鋼メーカーのカーボンニュートラル対策を中心に Seongwoo Byun (Toyo University) 辺成祐(東洋大学)
17:40–18:00	Closing Remarks 17:40–18:00				
18:00–20:00	Conference Dinner 18:00–20:00				