

Foreword and Editorial

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We are very happy to publish this issue of an International Journal of Business Policy and Strategy Management by Global Vision Press.

This issue contains 8 articles. Achieving such a high quality of papers would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

In the research paper “The fusion of art and management in the era of the 4th industrial revolution: focusing on the combined effect of artistic competence and entrepreneurship”, the purpose of this study is to demonstrate the relationship between entrepreneurship and artistic competence as a factor influencing innovation and performance. More specifically, we analyzed the direct effect of artistic competence on innovation behavior and organizational commitment, analyzed the mediating effects of entrepreneurship between artistic competence and innovation behavior and organizational commitment, and then examined the combined effects of artistic competence and entrepreneurship. The results showed that the artistic competence had a direct influence on the innovation behavior, but did not directly affect the organizational commitment. In the analysis of the mediating effect of entrepreneurship, mediating effects were found to exist in all models. Especially, the relationship between artistic competence and organizational commitment, which had no relationship in direct relationship, was found to have a complete mediating effect by finding a significant indirect effect of simple and multiple. This shows that the artistic competence influences innovation behavior and organizational commitment through entrepreneurship. The combination effect analysis showed that there is a coupling effect between entrepreneurship and artistic competence.

In the paper “The Effect of Internal Marketing on Competitive Advantage as Organizational Coaching - Mediating effect of service innovation”, the purpose of this study is to examine the effect of internal marketing (IM) on competitive advantage in the organizational coaching approach to gain competitive advantage in Korea. This study is to construct the sub - elements of IM as communication, compensation, and empowerment, and to identify the relationships among IM, service innovation and competitive advantage. To accomplish the purpose of this study, we conducted a questionnaire survey of 220 employees working in three branches of the Korea Health Care Association, and collected the data and verified the hypotheses through SPSS and AMOS analysis. As a result, IM has a significant effect on service innovation positive and direct influence on competitive advantage respectively as organizational coaching. However, the relationship between IM and service innovation did not supported. In other words, there is no mediating effect of service innovation on the relationship between IM and competitive advantage.

These results suggest that IM enhances competitive advantage as a role of organizational coaching. Therefore, this paper suggests practical implications for public hospital managers, including private hospital managers, from a management perspective

The paper entitled “Applications of Artificial Intelligence and ML in Business”, the utilization of artificial intelligence and its related techniques is going in rapid level of growth. As the technologies are upgrading from time to time, the technologies are also increasing the utilization of these techniques such that to provide the more sophisticated facilities to the users. The utilization of various applications of artificial intelligence includes face recognition, palm recognition and other applications etc. As the technology trends going, the utilization is also increasing and in the current paper, these applications are given with a brief details. Various sectors where the current AI techniques are utilizing in a very high growth to be noted and presented in detail in the current paper. This growth has to be observed in various fields and all those areas were discussed in detail.

In the paper “Research on Risk Perception of Fashion Online Shopping by Chinese Female College Students’ in Guangdong”, signal detection theory (SDT) is proposed in order to quantitatively analyze the perceived risk of Chinese female college students’ fashion online shopping, Firstly, it defines the concept of female college students’ perceived risk, analyzes the main types and manifestations of online shopping perceived risk. Based on the literature review, combination with the risks of female college students’ online shopping, a questionnaire was developed. 20 female college students from Lingnan Normal University were randomly selected as test subjects. SDT is used to evaluate the sensitivity and reaction tendency. The sensitivity value and reaction tendency value of the risk response were obtained. The results of the study show that the sensitivity value is [-4.65, 0.93], which is generally low and the difference was small, but the maximum reaction tendency value is 12.2650, and the minimum is 0.7191. The values of this indicator vary widely, and this is basically inconsistent with the actual situation, indicating that the SDT proposed in this study can be used to evaluate the perceived risk of female college students’ fashion online shopping scientifically and accurately.

In the research paper “An Empirical Study on Effecting Characteristics of Financial Services on Use Intention: Focusing on Asset Management of Mobile FinTech Using Alipay”, after reviewing previous studies on financial service characteristics, customer satisfaction and usage intentions, an empirical study was conducted. Financial services are characterized by convenience, profitability, security and flexibility. The study aims to analyze what factors influence the intent of users based on FinTech-based Alipay to manage personal assets. This article uses SPSS 22.0 as the basic statistics and uses the structural equations to analyze Smart PLS 2.0 (partial least squares). The findings are as follows. First, the characteristics of financial services (convenience, benefit, security, and flexibility) have a major impact on customer satisfaction. Second, customer satisfaction has a significant impact on usage intentions.

In the paper “A Study on Reuse Intention of Digital Bank in South Korea - Focused on customers using an Internet Primary Bank: ‘Kakao Bank’ ”, the Fintech, which has recently drawn attention, has brought about a remarkable revolution in the financial sector. The so-called digital bank, Internet Primary Bank, is a total result of technology finance, which combines Artificial Intelligence(A.I.), Big data, and Blockchain technology etc. Internet

Primary Bank combined with these advanced technologies have made a big difference in Korea's financial market. It was also surprising to see the number of consumers in Korea. But, really important part will be to maintain a consistent customer base. In consideration of these aspects, this study investigated factors affecting the intention to continuously use it for consumers using Kakao Bank, which shows a higher status of subscription retention than K-Bank. For this study, the main variables of the expanded technology acceptance model were modified and applied to establish a research model for variables affecting the intention to reuse that. For this research sample was conducted on adult consumers in their 20s and 50s using Kakao Bank. It has the significance of academic verification. And also provides directions for the practical use of marketing data by checking the impact variables on the intention of reuse of Korea's Internet Primary Bank, which are in their relatively early stages.

In the study “An Empirical Study of Changing the Business Environment and Increasing the Business Performance”, the prior study in management environment, management strategy, and business performance was reviewed and empirical research was carried out. Technological strength, competitive strength, government support policy and financial support were adopted by way of factors for the business environment. The results of the study are as follows. First, the management environment (technology strength, competition strength, government support policy, and finance support) had a significant influence on the management strategy. Second, management strategies had a significant influence on business performance. This means that in order for an entity to settle in the market, it is essential to establish a discriminatory management strategy in various business environments.

The paper entitled “Effect: An Empirical Study of Social Contribution and its Management Activities” are as follows: First, it has been shown that social responsibility has a significant influence on the social environment (economy, politics, society and finance). Second, the social environment in the economy, politics, and finance had a significant influence on corporate value, but the social environment in the social aspect did not have a significant influence on corporate value. This has been empirically demonstrated by this paper that social responsibility is not an investment in the vague value of the social environment on the society. Thus, an entity can enhance its value in an economy, politics and finance of social environment by routinely performing its social responsibilities on the basis of profits generated by its management activities.

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**Editors of the November 2019 Issue on
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