

Foreword and Editorial

International Journal of IT-based Business Strategy Management

We are very happy to publish this issue of an International Journal of IT-based Business Strategy Management by Global Vision School Publication.

This issue contains 5 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 "Effect of Social Entrepreneurial Environment on Entrepreneurial Activity", this study examines the effects of entrepreneurial environment on Entrepreneurial Activity. To this end, the entrepreneurial environment consisted of social norms toward money and social support to entrepreneurs. The purpose of this study was to examine the effect of entrepreneurial environment on founding intention. The results of the study are summarized as follows. First, in the difference analysis of social norm to money and social support to entrepreneur according to the intention of entrepreneurship, the group with entrepreneurship intention was higher than the group without entrepreneurship intention. Second, in the regression analysis, social norm toward money and social support to entrepreneur have significant influence on the entrepreneurship intention. These results suggest the importance of creating a social entrepreneurial environment to revitalize entrepreneurship.

In the paper "A Study on Technology Marketing in Public Research Institutes: Focusing on Marketing Mix", Technology marketing is a marketing activity that is designed by the Technology Licensing Office (TLO) to transfer technology (research results) derived from research development activities of public institutes to technological demand (Enterprises, Small and Medium Businesses, venture companies, etc.). In this study, the following improvements were made by analyzing this technology marketing using the marketing mix (4 P). In terms of 'Product', it needs to discover market-oriented patents and manage the product portfolio. In terms of 'Price', it is necessary to enhance the transparency of technology value evaluation and to adopt various methods of technical payments. In terms of 'Place', the selective use of the technical information network, the relationship management based on PRM (Partner Relationship Management), and the strengthening of the competence of the technology transaction agency are necessary. In terms of 'Promotion', operations of integrated marketing communications and human sales capabilities and incentives enhancement are needed.

In the paper "The Study on Relation between Short Selling and Earnings Management" This study examines the relation between the short selling and earnings management of Chaebol firms with high ownership concentration. Literature shows that there is significantly negative relationship between the threats of short selling and earnings management and prove that short selling discipline earnings management. And the literature of earnings management of Chaebol firms shows that the chaebol firm have different earnings management attitude than that of non-chaebol firms. Empirical result is as follow. There is a significantly positive (+) relationship between short selling and earnings management of chaebol firm with high disparity. It implies that a Chaebol firm with high ownership control disparity manages their

earnings when they experience price down by short selling. This finding implies that the discipline effect of short selling may be dependent on firm characteristics as the corporate governance structure.

In the paper “Characteristics of German Innovation System in the Edge of the Fourth Industrial Revolution”, this paper deals with the characteristics of German innovation system at the edge of the fourth industrial revolution. The core object of the analysis is the new innovation system as a overcoming strategy caused by Industry 4.0. Features of the innovation system initiated by Industry 4.0 are seen as a strategy for overcoming the challenges. This essay examines the impact that Industry 4.0 will have on the innovation system. Above all, changes in the components of the innovation system and the relationship between components and perceptions of success factors is analyzed.

This paper “Elements of TV Travel Shows Motivating Viewers to Travel: Focus on Korean TV Reality Shows”, the purpose of this study is to investigate how TV travel programs motivate viewers to travel. This research is inspired by recent trend of growing people’s interest in travel and increasing TV travel programs. This research is mainly based on cases studies about relationship between tourism and TV programs. As a supporting method, reference materials like statistics about relationship between TV and the viewer, tourism studies, and articles about recent TV travel programs are used. Through this research, how viewers receive stimulation to take a trip by TV programs will be examined.

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**Editors of the July on
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