

Foreword and Editorial

International Journal of IT-based Management for Smart Business (IJITMSB)

We are very happy to publish this issue of an International Journal of IT-based Management for Smart Business by Global Vision Press.

This issue contains 4 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.

The paper entitled “A Study on the Directing Direction of Exhibition in the Corporate Exhibition Spaces”, the exhibition space of the Korean company focused on expressing the future of the company, causing confusion among users due to the indiscriminate promotion of wartime delivery, and is not a contribution of the company due to the direction of partial display. Thus, the study analyzed the cases of the corporate exhibition space and presented the direction of the exhibition space of three companies.

First, through exhibition that combines education and cultural functions, the exhibition space will be provided to children through educational space and cultural function space, and secondly, the exhibition space will be provided to customers of the public through exhibition space. In the future, companies will create a future-oriented corporate exhibition space that can contribute to the improvement of the company's knowledge through the corporate exhibition space, securing potential customers, and contributing to the development of cultural services and regional culture.

In the paper “The effects of sustainability management on brand attitude of coffee specialty shops”, the purposes of the study are to investigate the effects of sustainability management which is economic responsibility, social responsibility, and environmental responsibility on brand attitude of coffee shops. An online survey was conducted with 328 customers who visit coffee shops more than once a month. Data were analyzed using SPSS 24.0 software and hierarchical regression was performed. Consumers' perceptions of economic, social, and environmental responsibility were found to have a positive effect on brand attitude. According to the hierarchical regression analysis of sustainability management activities and brand attitudes, economic responsibility has the greatest influence on brand attitude, followed by social responsibility and, lastly, environmental responsibility.

In the research “An Analysis of the Management Performance of Real Estate Development Company- Focusing on real estate development company in Seoul”, this study focused on management performance analysis and productivity analysis on real estate development companies in Seoul among real estate development companies. Input variables were analyzed for efficiency and productivity through DEA through total asset, labor costs and non-current asset output variables through sales and net profit. By doing so, the government wanted to enhance the management efficiency of a real estate development company by analyzing its management performance.

In the paper entitled “The Research on the Collaborative Development of Intelligent Retail Business Ecosystem”, with the support of technologies such as Internet, big data and artificial intelligence, virtual platform transactions are becoming more and more extensive. Traditional retailers, product suppliers and consumers can implement corresponding trade activities in the network platform, open up their own sales network channels, and complement each other with traditional retailers, so as to achieve coordinated development in the competitive environment. Based on the current situation of China's retail industry development, this thesis analyzes the causes of the Intelligent Retail Business model and discusses the strategies of the intelligent business ecosystem's collaborative development on the basis of the Business Ecosystem theory, the Wheel of New Retail theory, the Collaborative theory and the Customer Experience theory.

July 2019

**Editor of the July Issue on
International Journal of IT-based Management for Smart Business**