

# Foreword and Editorial

## International Journal of Smart Business and Technology

We are very happy to publish this issue of an International Journal of Smart Business and Technology by Global Vision School Publication.

This issue contains 6 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 “The Impact of Hyperbolic Discount Tendency on Consumer’s Purchase Intention”, this study is important to prove the relationship between purchase intention and personal propensity under a new high-tech product market. Purchase intention appeared differently depending on the hyperbolic discounting tendency. Consumers with hyperbolic discount tendency tended to show higher purchase intention than those without hyperbolic discount tendency. Also, the moderating effect of the hyperbolic discount tendency was found between advertising types and purchase intention. People with hyperbolic discount tendency have higher purchase intention in case of low-level construal, whereas people who do not have hyperbolic discount tendency have higher purchase intention in case of high-level construal.

In the paper “A Study on the Promotion of Sales of PB Products in Korea’s Discount Store”, This study aimed to suggest clues for promoting the sales of PB products in large discount stores by drawing consumers' perception factors for PB products, then measuring importance of and satisfaction with each one. From the analysis, it was found that factors in the first quadrant, such as prices of products should be retained and intensified through continuous investment, while factors in the second quadrant should be immediately improved and it is necessary to determine whether those in the third quadrant ought to be selectively invested. The findings suggested that different marketing strategies suitable for each consumer who often used PB products should be established, and that some factors like the 'safety of products' should be immediately improved for a specific group.

In the paper “The Effects of Customer’s Value Perception on User Characteristics and Discontinuance Intention Using Mobile Commerce”, This study aimed to provide some cues for businesses engaged in mobile commerce to implement diversified marketing strategies. Total of 365 valid copies of questionnaire were obtained for analysis. It was found that the utilitarian value had positive effects on social intelligence, price sensitivity, consumer innovativeness and familiarity but not on the impulse purchase. Above all, the utilitarian value exerted the greatest effects on the familiarity. It was suggested that mobile commerce companies should make every effort to provide sufficient information that helps consumers to use products or services and allow them to share the reviews about products or services of interest, which will lead to positive word of mouth.

In the paper entitled “Fintech Credit Scoring Techniques for Evaluating P2P Loan Applications – A Python Machine Learning Ensemble Approach”, Financial Technology (fintech) has been widely recognized as one of the most important innovations in the financial industry and is seen to evolving at a very rapidly. It holds the promise of reshaping the

financial industry by creating a diverse financial landscape by providing stability, improving quality and most importantly reducing costs. One such fintech tool is the “Peer to Peer Lending” (also known as “P2P Lending”), which refers to companies that match lenders and borrowers without the use of the traditional banking systems. They are intermediaries that are usually online investment platforms that offer identity verification, proprietary credit models, loan approval, loan servicing and legal and compliance. This can be an attractive alternative for a borrower as loans can be applied for online, anonymously, and in a timely fashion. It is also beneficial for borrowers that do not have any previous credit history to be shown. Fintech develops a credit scoring model based on the credit risk evaluation. This model establishes itself in the use of online data sources, alternative credit models and variety of machine learning and data analytics techniques to estimate risks involved in the lending process and to minimize the operating costs. In this paper, we propose a stacking ensemble of machine learning classifiers that combines data preprocessing with different learning algorithms. We then compare the results of the bare bone classifiers with our stacking ensemble classifier. The ensemble model developed gives a better performance than each of single classifiers that constitute the process of credit scoring.

In the paper “The Effect on intention to recommendation and satisfaction of communication type of service provider: based on Food-Service Industry”, Production of service and undivided consumption stands out in Food-Service Industry. If there isn't communication between service providers and customers, because it is impossible to provide service. it is very important to communicate each other in Food-Service Industry. Existing researches pay more attention to service quality and satisfaction but this research has studied satisfaction of customer and willingness to recommend according to a type of service provider's communication. According to study result. if reliability and professionalism is much higher and control is much lower. It can be interpreted to have a positive effect for intention to recommendation. Also, if customer satisfaction is higher. it seems to increase intention to recommendation. It seems to have a negative effect for intention to recommendation by saying extreme expression and showing authoritative attitude during communication. Composition of communication style is derived from 4 cases such as reliability, professionalism, control and cooperation, but only reliability and professionalism has a beneficial effect on satisfaction of customer. It can be said that it is a limitation of research which didn't analyze effect on demographic variable.

This paper “Analysis of usage motives and usage attitudes of QR codes as advertising and promotional means: Focus on the lifestyle of smartphone users”, this study investigates how the QR code, which is emerging as a new means of advertising and promoting, affects the usage motives and attitudes according to the lifestyle of smartphone users. Based on previous studies, we classified the lifestyle of smartphone users into success-oriented, social-oriented, family-oriented, impulsive-purchase, prudent/careful-purchase types. These lifestyles have created motivation for using QR codes, and the attitudes of users can be determined accordingly. The conclusions drawn from these studies will suggest the theoretical direction of how QR codes are effective depending on the lifestyle of customers categorized by individuals or organizations who want to advertise and advertise through QR codes.

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*Hoh Peter In, Korea University, Korea*  
*Jochen Biedermann, Frankfurt Main Finance e.V., Germany*

**Editor(s)-in-chief of the June Issue on  
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