

## Table of Contents

<b>The Impact of Hyperbolic Discount Tendency on Consumer’s Purchase Intention .....</b>	<b>1</b>
<i>Jaewook Jo</i>	
<b>A Study on the Promotion of Sales of PB Products in Korea’s Discount Store.....</b>	<b>7</b>
<i>Hoe-Chang Yang and Sang-Ho Han</i>	
<b>The Effects of Customer’s Value Perception on User Characteristics and Discontinuance Intention Using Mobile Commerce .....</b>	<b>13</b>
<i>Beet-Na Choi, Jong-Baek Kim and Hoe-Chang Yang</i>	
<b>Fintech Credit Scoring Techniques for Evaluating P2P Loan Applications – A Python Machine Learning Ensemble Approach .....</b>	<b>19</b>
<i>Rekha Ramesh Shenoy, Sabah Mohammed, Jinan Fiaidhi</i>	
<b>The Effect on intention to recommendation and satisfaction of communication type of service provider: based on Food-Service Industry.....</b>	<b>39</b>
<i>Kang, Seohee, Choi, Hwayeol</i>	
<b>Analysis of usage motives and usage attitudes of QR codes as advertising and promotional means: Focus on the lifestyle of smartphone users .....</b>	<b>47</b>
<i>Kang, Seohee, Choi, Hwayeol</i>	

