

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 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.

In the paper “The Effect of Exhibition Experience on the Intention of Purchase”, recently, exhibition industries are becoming high value added service industries, with its high value in creating jobs and increasing income. Therefore, its effect on economy is getting bigger, and many nations around the world are making effort to develop their exhibition industries. However, the awareness and research about corporate marketing exhibition is insufficient, and the empirical study about its effect is also very lacking. As a result of analyzing, it has been found that amongst the four basic elements of exhibition experience, entertainment, educational, and deviating experience cause significant effect on the experience satisfaction. In addition, all of these three experience after off-line exhibition experience increased the experience satisfaction, and had a positive effect on the purchase intention. As a result, if the three factors were high, the purchase intention was also high.

In the research “The Future Coping Strategies in the Field of Beauty in the Age of the Fourth Industrial Revolution”, as the Fourth Industrial Revolution has become the biggest issue all over the world for the recent few years, many different efforts have been made to cope with it in every field along with a lot of research. However, there has been little consideration or research on analysis, prediction, and new development-oriented alternatives to the Fourth Industrial Revolution in the field of beauty; for this reason, it is impossible to predict the influence or impact of the Fourth Industrial on the field of beauty. Considering that the Fourth Industrial Revolution is evolving more rapidly than any other type of previous industrial revolutions, it is inevitable to make academic discussions about the direction and future coping strategies for the field of beauty in Fourth Industrial Revolution. On this basis, this study aimed to present new creative, original, and development-oriented future coping strategies unique to the field of beauty to meet the stream of times.

The paper entitled “The Effects of User and Social Characteristics on Continuous Use Intention among Corporate Mobile SNS Users- With a Focus on Extended Technological Acceptance Model”, the purpose of this study was to investigate the effects of user and social characteristics on continuous use intention among corporate mobile SNS users. Based on extended technological acceptance model, this study examined user characteristics (personal innovativeness, personal familiarity) and social characteristics (social effects, social interaction) as independent variables of continuous use intention and perceived easiness and perceived usefulness as mediating variables. The data of this study were collected from 332 corporate mobile SNS users with structured questionnaires and analyzed using SEM technique. This study found that four user and social characteristics variables have positive effects on the two mediating variables and that the two mediating variables positively

impacted on continuous use intention. Theoretical implications of the findings were discussed and the policy proposals were suggested.

In the research paper “A Study of Purchase Intention of Eco-friendly Products: A Cross-Cultural Investigation between Korea and China”, this study sought to compare the purchase intention of eco-friendly products between Korean and Chinese consumers. For this purpose, it established a conceptual model in which environmental knowledge affects attitude, subjective norm, and perceived behavioral control toward eco-friendly products, which in turn are connected to purchase intention of eco-friendly products. According to the analysis results, in both Korean and Chinese cases consumers’ environmental knowledge had a positive effect their attitude to eco-friendly products and subjective norm, and the variable that exerted the strongest influence on purchase intention was subjective norm. On the other hand, this research found some differences in the results between the two countries: in the Korean case the path from perceived behavioral control to purchase intention was not statistically supported, whereas the Chinese case the path from environmental knowledge to perceived behavioral control was rejected.

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