

Table of Contents

The Effect of Exhibition Experience on the Intention of Purchase	1
<i>Seung-Wan, Ju, Lee-Sang, Jung</i>	
The Future Coping Strategies in the Field of Beauty in the Age of the Fourth Industrial Revolution	7
<i>Jung Hyeon Jang, Ju Im Jung, Jee Young Kim</i>	
The Effects of User and Social Characteristics on Continuous Use Intention among Corporate Mobile SNS Users- With a Focus on Extended Technological Acceptance Model.....	13
<i>Joon-Hee Kim, Myeong-Suk Kim, Ryung-Kee Hong, Jong-Wook Ko</i>	
A Study of Purchase Intention of Eco-friendly Products: A Cross-Cultural Investigation between Korea and China	19
<i>Jiyoung Yoon, Soonhee Joung</i>	
A Consumer Recommendation System based on Big Data	25
<i>Jiyoung Yoon, Soonhee Joung</i>	

