Korean Studies in Southeast Asia

A New Dimension of Collaborations beyond a Country Study

Tuesday 28 August - Friday 31 August 2012
Hanoi, VIETNAM

Hosting Institution
University of Social Sciences and Humanities, Hanoi

Organiser
KOSASA
KOREAN STUDIES ASSOCIATION OF SOUTHEAST ASIA

THE 5th KoSASA CONFERENCE
A New Dimension of Collaborations Beyond a Country Study

28-31 August 2012
Hanoi, Vietnam

Papers published in this volume constitute the proceedings of the 5th Conference of the Korean Studies Association of Southeast Asia. Papers were selected by the program committee for presentation. They are published as submitted, in the interest of timely dissemination.

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# Contents

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day 1: Opening Session</strong></td>
<td><strong>Conference Programs</strong></td>
<td>17</td>
</tr>
<tr>
<td>Prof. Nguyen Van Khanh</td>
<td>Opening Address</td>
<td>45</td>
</tr>
<tr>
<td><strong>Session 1: Presidents’ Forum - Regional Network for Korean Studies in Southeast Asia</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Seong Dal Doh</td>
<td>Special Welcome Address from The Academy of Korean Studies</td>
<td>51</td>
</tr>
<tr>
<td>Prof. Kua Wongboonsin</td>
<td>Regional Networks for Korean Studies: Thailand</td>
<td>53</td>
</tr>
<tr>
<td>Prof. Vo Van Sen</td>
<td>Regional Networks for a Global Korean Studies Community Development</td>
<td>57</td>
</tr>
<tr>
<td>Prof. Alfredo E. Pascual</td>
<td>Regional Network for Korean Studies in Southeast Asia from the Perspective of the University of the Philippines</td>
<td>69</td>
</tr>
<tr>
<td>Prof. Mohd Hamdi Bin Abd Shukor</td>
<td>Generating Mutual Understanding Through Research</td>
<td>75</td>
</tr>
<tr>
<td>Prof. Pichan Sawangwong</td>
<td>Korean Studies in ASEAN</td>
<td>87</td>
</tr>
<tr>
<td>Prof. Sunardji, SE, MM</td>
<td>Regional Network for Korean Studies in Southeast Asia: Indonesia</td>
<td>91</td>
</tr>
<tr>
<td>Dr. Oum Ravy</td>
<td>Regional Network for Korean Studies in Southeast Asia: Promotion of Korean Studies at the Royal University of Phnom Penh</td>
<td>95</td>
</tr>
<tr>
<td>Prof. Jaehoon Rhee</td>
<td>Regional Network for Korean Studies in Southeast Asia: Korea</td>
<td>99</td>
</tr>
<tr>
<td>SESSION 2: KOREAN STUDIES IN SOUTHEAST ASIA: FUTURE RESEARCH AGENDAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Yoon-Jae Chung</td>
<td>KOREA’S 60-YEARS OF DEMOCRACY AND THE NEW DIRECTION OF KOREAN POLITICAL STUDIES</td>
<td>111</td>
</tr>
<tr>
<td>Asso. Prof. Pham Quang Minh</td>
<td>BEYOND THE BILATERAL RELATIONS: COOPERATION BETWEEN VIETNAM AND KOREA IN ASIA-PACIFIC</td>
<td>121</td>
</tr>
<tr>
<td>Prof. Keun Lee</td>
<td>A CAPABILITY-BASED VIEW ON KOREAN MODEL OF DEVELOPMENT</td>
<td>139</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 2: OPENING SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asso. Prof. Pham Quang Minh</td>
</tr>
<tr>
<td>Em. Prof. Song-Wha Choi</td>
</tr>
<tr>
<td>Prof. Dr. Vo Van Sen</td>
</tr>
</tbody>
</table>
## DAY 2: CONCURRENT SESSION 1-1, 1-2 & 1-3

**Deans’ Forum - Korean Studies Education & Research in Southeast Asia**

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Mai Ngoc Chu</td>
<td>KOREAN STUDIES IN VIETNAM IN 2011</td>
<td>157</td>
</tr>
<tr>
<td>Ms. Le Thi Thu Giang</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Azirah Hashim</td>
<td>KOREAN STUDIES EDUCATION AND RESEARCH IN SOUTHEAST ASIA</td>
<td>163</td>
</tr>
<tr>
<td>Ms. Suos Man</td>
<td>ROYAL UNIVERSITY OF PHNOM PENH, INSTITUTE OF FOREIGN LANGUAGES, DEPARTMENT OF KOREAN</td>
<td>171</td>
</tr>
<tr>
<td>Dr. Boonrod Boongird</td>
<td>KOREAN STUDIES EDUCATION &amp; RESEARCH IN THAILAND</td>
<td>177</td>
</tr>
<tr>
<td>Prof. Zuraidah Mohd Don</td>
<td>KOREAN LANGUAGE EDUCATION AT THE UNIVERSITY OF MALAYA AND IN MALAYSIA</td>
<td>181</td>
</tr>
<tr>
<td>Mr. Jun Seok Park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asso. Prof. Bounheng Siharath</td>
<td>PRACTICES IN TEACHING KOREAN LANGUAGE AT THE NATIONAL UNIVERSITY OF LAOS</td>
<td>203</td>
</tr>
<tr>
<td>Prof. Bambang Wibawarta</td>
<td>THE PROFILE OF KOREAN STUDIES PROGRAM OF FACULTY OF HUMANITIES, UNIVERSITY OF INDONESIA</td>
<td>207</td>
</tr>
</tbody>
</table>

## DAY 2: CONCURRENT SESSION 2-1

**Language Education & Linguistics**

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Jae-young Han</td>
<td>DEVELOPMENT OF LEARNERS’ DICTIONARIES FOR KOREAN LANGUAGE STUDENTS IN VIETNAM</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td>베트남의 한국어 학습자를 위한 한국어 학습 사전 개발</td>
<td></td>
</tr>
<tr>
<td>Dr. Kanokwan Sarojna</td>
<td>THE OPINION ON KOREAN SHORT STORIES OF THE 1ST YEAR KOREAN MAJOR STUDENTS</td>
<td>235</td>
</tr>
<tr>
<td>Prof. Kim Jung-Nam</td>
<td>CLASSIFICATION OF KOREAN VERBS BASED ON PROGRESSIVE FORMS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>한국어 진행형 형태에 따른 동사 유형 분류 시고</td>
<td>241</td>
</tr>
<tr>
<td>Speaker</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Prof. Djun Kil Kim</td>
<td>A CROSS-CULTURAL COMMUNICATION APPROACH TO THE KOREAN STUDIES</td>
<td>249</td>
</tr>
<tr>
<td></td>
<td>TRANSLITERATING KOREAN HISTORY AND CULTURE INTO ENGLISH</td>
<td></td>
</tr>
<tr>
<td>Ms. Tran Thi Huong</td>
<td>하노이국립대학교 외국어대학에서의 한국학 교육 연구 현황과 발전방향</td>
<td>269</td>
</tr>
<tr>
<td>Prof. So-Won Chang</td>
<td>LINKAGES BETWEEN KOREAN LANGUAGE EDUCATION AND KOREAN STUDIES</td>
<td>281</td>
</tr>
<tr>
<td></td>
<td>한국어교육과 한국학의 연계 방안</td>
<td></td>
</tr>
<tr>
<td>Ms. Nghiem Thi Thu Huong</td>
<td>A CONTRASTIVE ANALYSIS OF SOME GRAMMATICAL MEANS FOR TIME EXPRESSIONS</td>
<td>285</td>
</tr>
<tr>
<td></td>
<td>IN KOREAN AND VIETNAMESE</td>
<td></td>
</tr>
<tr>
<td>Ms. Phạm Thị Ngoc</td>
<td>베트남어권 화자를 위한 한국어 교육 현황 및 국복 방안 모색</td>
<td>307</td>
</tr>
<tr>
<td>Dr. Sangmin Sim</td>
<td>THE ROLE OF MATERIALS IN KSL READING INSTRUCTION</td>
<td>317</td>
</tr>
<tr>
<td>Dr. Le Dang Hoan</td>
<td>한국 문학작품 번역상황과 한국시 번역의 실험</td>
<td>325</td>
</tr>
<tr>
<td>Prof. Ji Yeon Shin</td>
<td>A BASIC STUDY ON THE WRITING ABILITY DEVELOPMENT OF KOREAN LANGUAGE</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>한국어 쓰기 능력 개발을 위한 기초 연구</td>
<td></td>
</tr>
<tr>
<td>Ms. Hoàng Thị Hai Anh</td>
<td>베트남 학습자를 위한 문장 성분 교육 방안</td>
<td>345</td>
</tr>
<tr>
<td>Ms. Hoàng Thị Yến</td>
<td>한국어 의문문 종결어미 ‘(으)를까(요)’</td>
<td>359</td>
</tr>
<tr>
<td></td>
<td>교수방안 연구</td>
<td></td>
</tr>
<tr>
<td>Ms. Hoàng Thị Yến</td>
<td>한국어 음운론 교재 개발을 위한 기초 방안</td>
<td>379</td>
</tr>
<tr>
<td></td>
<td>하노이국립외대 한국어과 2학년생을 중심으로</td>
<td></td>
</tr>
<tr>
<td>Speaker/Title</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Prof. Seung Woo Park Mr. Oe Chool Choi</td>
<td>SOME CONTROVERSIAL ISSUES IN SAEMUAL UNDONG IN KOREA AND THEIR IMPLICATIONS FOR ITS TRANSFERABILITY</td>
<td>391</td>
</tr>
<tr>
<td>Prof. Aleksius Jemadu</td>
<td>THE STRATEGIC IMPORTANCE OF SOUTH KOREA – ASEAN RELATIONSHIP IN A CHANGING POLITICAL ARCHITECTURE OF THE ASIA PACIFIC</td>
<td>403</td>
</tr>
<tr>
<td>Prof. In Jun Ms. Sun Hui Oh</td>
<td>THE EFFECTS OF HIGH PERFORMANCE WORK SYSTEM ON FINANCIAL PERFORMANCE: MEDIATING ROLE OF TURNOVER AND LABOUR PRODUCTIVITY</td>
<td>415</td>
</tr>
<tr>
<td>Asso. Prof. Dr. Le Dinh Chinh Ms. Vo Thi Thu Nguyen</td>
<td>MODERN NATIONALIST MOVEMENT IN VIETNAM AND THE KOREAN PENINSULA: HISTORICAL PERSPECTIVES</td>
<td>433</td>
</tr>
<tr>
<td>Asso. Prof. Nasrudin Md. Akhir Nurulana Kamaruddin</td>
<td>MALAYSIA-KOREA: A COMPARATIVE STUDY ON THE ECONOMIC DEVELOPMENT MODELS</td>
<td>443</td>
</tr>
<tr>
<td>Prof. Chung-Sok Suh Dr. Seung-Ho Kwon</td>
<td>CHANGES IN THE GOVERNMENT–BUSINESS RELATIONS FOR ECONOMIC DEVELOPMENT: A CASE OF SOUTH KOREA</td>
<td>469</td>
</tr>
<tr>
<td>Prof. Patcharwalai Wongboonsin Dr. Sineenat Sermcheep Dr. Piti Srisangnam</td>
<td>TOWARD A CONCEPTUALIZATION OF THAILAND’S ECONOMIC DEVELOPMENT MODEL: THE ANALYSIS OF NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLANS (1961 – 2011)</td>
<td>481</td>
</tr>
<tr>
<td>Dr. Dao Thanh Truong Dr. Pham Sy Thanh Prof. Chung-Sok Suh</td>
<td>ROLES OF THE GOVERNMENT IN ECONOMIC DEVELOPMENT: A COMPARATIVE STUDY BETWEEN SOCIAL REPUBLIC OF VIETNAM (SRV) AND REPUBLIC OF KOREA (ROK) CASES</td>
<td>531</td>
</tr>
<tr>
<td>Prof. Nguyen Hoang Anh</td>
<td>IMPACT OF CULTURE ON STRIKES IN KOREAN ENTERPRISES IN VIETNAM</td>
<td>557</td>
</tr>
<tr>
<td>Prof. Michael O’Donnell Prof. Mark Turner</td>
<td>E-GOVERNMENT IN KOREA</td>
<td>575</td>
</tr>
<tr>
<td>Prof. Nik Rosnah Wan Abdullah, Maniam Kaliannan</td>
<td>PUBLIC SECTOR REFORM AND E-GOVERNMENT IN MALAYSIA AND KOREA: A COMPARATIVE PERSPECTIVE</td>
<td>589</td>
</tr>
<tr>
<td>Dr. Rewat Sangsuriyong Dr. Vichien Tansirikongkhan</td>
<td>E-GOVERNMENT: PUBLIC SECTOR REFORM IN THAILAND AND REPUBLIC OF KOREA</td>
<td>615</td>
</tr>
<tr>
<td>Ms. Le Thi Thu Giang</td>
<td>ASEAN – THE REPUBLIC OF KOREA (ROK) RELATIONS ASEAN+3’S MULTI-LATERAL COOPERATION PROGRESS</td>
<td>639</td>
</tr>
<tr>
<td>Name 1</td>
<td>Name 2</td>
<td>Title</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Prof. Nguyen Van Kim</td>
<td>Nguyen Manh Dung</td>
<td>THE CULTURE INDUSTRY OF VIETNAM AND KOREA IN RECENT YEARS: A COMPARATIVE PERSPECTIVE</td>
</tr>
<tr>
<td>Dr. Seung-Ho Kwon</td>
<td>Mr. Joseph Kim</td>
<td>THE KOREAN GOVERNMENT AND KOREAN WAVE</td>
</tr>
<tr>
<td>Prof. Azizah Hamzah</td>
<td>Siti Ezaleila Mustafa</td>
<td>THE GOVERNMENT AND CULTURAL INDUSTRIES: THE CASES OF KOREA AND MALAYSIA</td>
</tr>
<tr>
<td>Dr. Seung-Ho, Kwon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asso. Prof. Suppakorn Disatapundhu</td>
<td></td>
<td>A COMPARATIVE STUDY OF CREATIVE INDUSTRIES BETWEEN THAILAND AND KOREA</td>
</tr>
<tr>
<td>Dr. Hyun Taek Chun</td>
<td></td>
<td>CULTURE INDUSTRY DEVELOPING STRATEGIES OF KOREA</td>
</tr>
<tr>
<td>Dr. Keum-Hyun Kim</td>
<td></td>
<td>THE SHIFTING DIRECTION OF CULTURAL DIFFUSION IN KOREA AND MALAYSIA RELATIONS</td>
</tr>
<tr>
<td>Prof. Naniek Poerwito-Setijadi</td>
<td></td>
<td>KOREA POP AND CULTURAL PRACTICES OF ACTIVE FANS IN JAKARTA</td>
</tr>
<tr>
<td>Prof. Florinda De Fiesta-Mateo</td>
<td></td>
<td>OF KOREAN DRAMAS, FILIPINO SOAP OPERAS AND PHILIPPINE TELEVISION: THE PERCEPTIONS OF THE CULTURE INDUSTRY PRACTITIONERS</td>
</tr>
<tr>
<td>Prof. Do Thu Ha</td>
<td>Mr. Trinh Van Dinh</td>
<td>HEROES IN UNREST TIMES IN KOREAN HISTORY - FROM THE REFERENCE SYSTEM BETWEEN CHINA AND VIETNAM</td>
</tr>
</tbody>
</table>
## PROGRAM DETAILS

The Conference comprises three main sections. The first day is designed as a symposium on development and promotion of Korean Studies in Southeast Asia. The second day of the conference is composed of concurrent sessions for paper presentations and discussions in four disciplinary areas of Korean Studies. The Special Workshop on Knowledge Sharing for National Development between Southeast Asia and Korea is also held on the second day in parallel with the concurrent sessions.

### Tuesday, 28 August 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>18:00 - 18:10</td>
<td>Registration</td>
</tr>
<tr>
<td>18:00 - 20:30</td>
<td>Welcome Dinner</td>
</tr>
<tr>
<td>18:10 - 20:30</td>
<td>Welcome Addresses</td>
</tr>
<tr>
<td></td>
<td><strong>Prof. Nguyen Van Khanh</strong></td>
</tr>
<tr>
<td></td>
<td>President, Korean Studies Association of Southeast Asia</td>
</tr>
<tr>
<td></td>
<td>Rector, University of Social Sciences and Humanities, Hanoi, Vietnam</td>
</tr>
<tr>
<td></td>
<td><strong>Prof. Sunardji, SE, MM</strong></td>
</tr>
<tr>
<td></td>
<td>Former President, Korean Studies Association of Southeast Asia</td>
</tr>
<tr>
<td></td>
<td>Vice President for Research, Development &amp; Industrial Cooperations</td>
</tr>
<tr>
<td></td>
<td>Universitas Indonesia, Indonesia</td>
</tr>
<tr>
<td></td>
<td><strong>Asso Prof. Nguyen Kim Son</strong></td>
</tr>
<tr>
<td></td>
<td>Vice President, Vietnam National University Vietnam</td>
</tr>
<tr>
<td></td>
<td><strong>Prof. Pichan Sawangwong</strong></td>
</tr>
<tr>
<td></td>
<td>Vice President (International Relations)</td>
</tr>
<tr>
<td></td>
<td>Burapha University, Thailand</td>
</tr>
</tbody>
</table>
**Wednesday, 29 August 2012**

**Session 2**

**Day 1**

**Grand Ballroom @ InterCon**

**Korean Studies in Southeast Asia: Future Research Agendas**

Chair: Asso. Prof. Nasrudin Md. Akhir  
Executive Director, Asia-Europe Institute  
University of Malaya, Malaysia

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:40 - 16:40</td>
<td>Political Science</td>
<td>Prof. Yoon-Jae Chung</td>
<td></td>
</tr>
</tbody>
</table>
|              |                 | Director                 | Korean Studies Promotion Service  
                |                               | The Academy of Korean Studies, Korea |
| 14:40 - 16:40| International Relations | Asso. Prof. Pham Quang Minh |                                |
|              |                 | Vice Rector              | University of Social Sciences and Humanities, Hanoi, Vietnam |
| 14:40 - 16:40| National Development and Growth | Prof. Keun Lee |                                |
|              |                 | Economics Department     | Seoul National University, Korea |

**Conference Dinner**

**Saigon Restaurant @ InterCon**

**Conference Dinner for Partnership between Southeast Asia and Korea**

Chair: Prof. Florinda De Fiesta-Mateo  
Dept. of Communication Research  
University of the Philippines, The Philippines

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Welcome Addresses</th>
</tr>
</thead>
</table>
| 18:00 - 20:30| Saigon Restaurant @ InterCon | Prof. Chung-Sok Suh  
                          | Executive Director, KRI  
                          | University of New South Wales, Australia |
|              |                 | Dr. Joohoon Kim                | Senior Vice President  
                          | Korea Development Institute, Korea |
|              |                 | Prof. Emerlinda R. Roman       | College of Business Administration  
                          | University of the Philippines, The Philippines |
|              |                 | Prof. Kua Wongboonsin          | Vice President (Research Affairs)  
                          | Chulalongkorn University, Thailand |

26 HANOI • VIETNAM PROCEEDINGS
### Thursday, 30 August 2012

#### Concurrent Session 3-1
**Room No. 402**
4th Fl., G Building, VNU-UISSH HN

**Political Economy & Public Sector Reform**
Chair: Prof. Nik Rosnaw Wan Abdullah
Deputy Dean, Razak School of Government Universiti Tun Abdul Razak, Malaysia

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker/Università</th>
</tr>
</thead>
</table>
| 10:30 – 12:00 | Prof. Seung Woo Park
  Dean, Faculty of Social and Political Sciences University of Ptita Harapan, Indonesia  
  Prof. In Jun & Ms. Sun Hui Oh
  Prof. Le Dinh Chinh & Ms. Vo Thi Thu Nguyet
  Dean, Faculty of Oriental Studies & Lecturer, Faculty of Oriental Studies University of Social Sciences and Humanities, Hanoi, Vietnam |

#### Concurrent Session 4-1
**Room No. 403**
4th Fl., G Building, VNU-UISSH HN

**Culture, Cultural Industry & Humanities**
Chair: Prof. Hyaewool Choi
Director, Korea Institute & School of Culture, History and Language Australian National University, Australia

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker/Università</th>
</tr>
</thead>
</table>
| 10:30 – 12:00 | Prof. Nguyen Van Kim
  Vice Rector University of Social Sciences and Humanities, Hanoi, Vietnam  
  Dr. Seung-Ho Kwon
  Deputy Executive Director, KRI University of New South Wales, Australia  
  Prof. Azizah Haji Hamzah
  Dept. of Media Studies University of Malaya, Malaysia |

#### Concurrent Session 3-2
**Room No. 402**
4th Fl., G Building, VNU-UISSH HN

**Political Economy & Public Sector Reform**
Chair: Prof. Seung Woo Park
Dean, Dept. of Saemaul, PSSP Yeungnam University, Korea

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker/Università</th>
</tr>
</thead>
</table>
| 13:00 – 14:30 | Asso. Prof. Nasrudin Md. Akhir
  Executive Director, Asia-Europe Institute University of Malaysia, Malaysia  
  Prof. Chung-Sok Suh
  Executive Director, KRI University of New South Wales, Australia  
  Prof. Patcharawalai Wongboonsin & Dr. Sineanat Sermcheep
  Director, Human Development & Migration Studies Centre, College of Population Studies & Faculty of Economics Chulalongkorn University, Thailand  
  Dr. Dao Thanh Tuong
  Vice Dean, Faculty of Management Science, University of Social Sciences and Humanities, Hanoi, Vietnam  
  Asso. Prof. Nguyen Hoang Anh
  Director, Center for Korean Studies Foreign Trade University, Hanoi, Vietnam |

#### Concurrent Session 4-2
**Room No. 403**
4th Fl., G Building, VNU-UISSH HN

**Culture, Cultural Industry & Humanities**
Chair: Prof. Azizah Haji Hamzah
Head, Dept. of Media Studies University of Malaya, Malaysia

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker/Università</th>
</tr>
</thead>
</table>
| 13:00 – 14:30 | Asso. Prof. Suppakorn Disatapudhun
  Dean, Faculty of Fine and Applied Arts Chulalongkorn University, Thailand  
  Dr. Hyun Taek Chon
  Dept. of Digital Contents Sungkhoche University, Korea  
  Ms. Dwi Ardhaniarswari Sundrijo
  Dept. of International Relations, Faculty of Social & Political Science Universitas Indonesia, Indonesia  
  Dr. Keum-Hyun Kim
  School of Malaysian Studies University of Malaya, Malaysia |