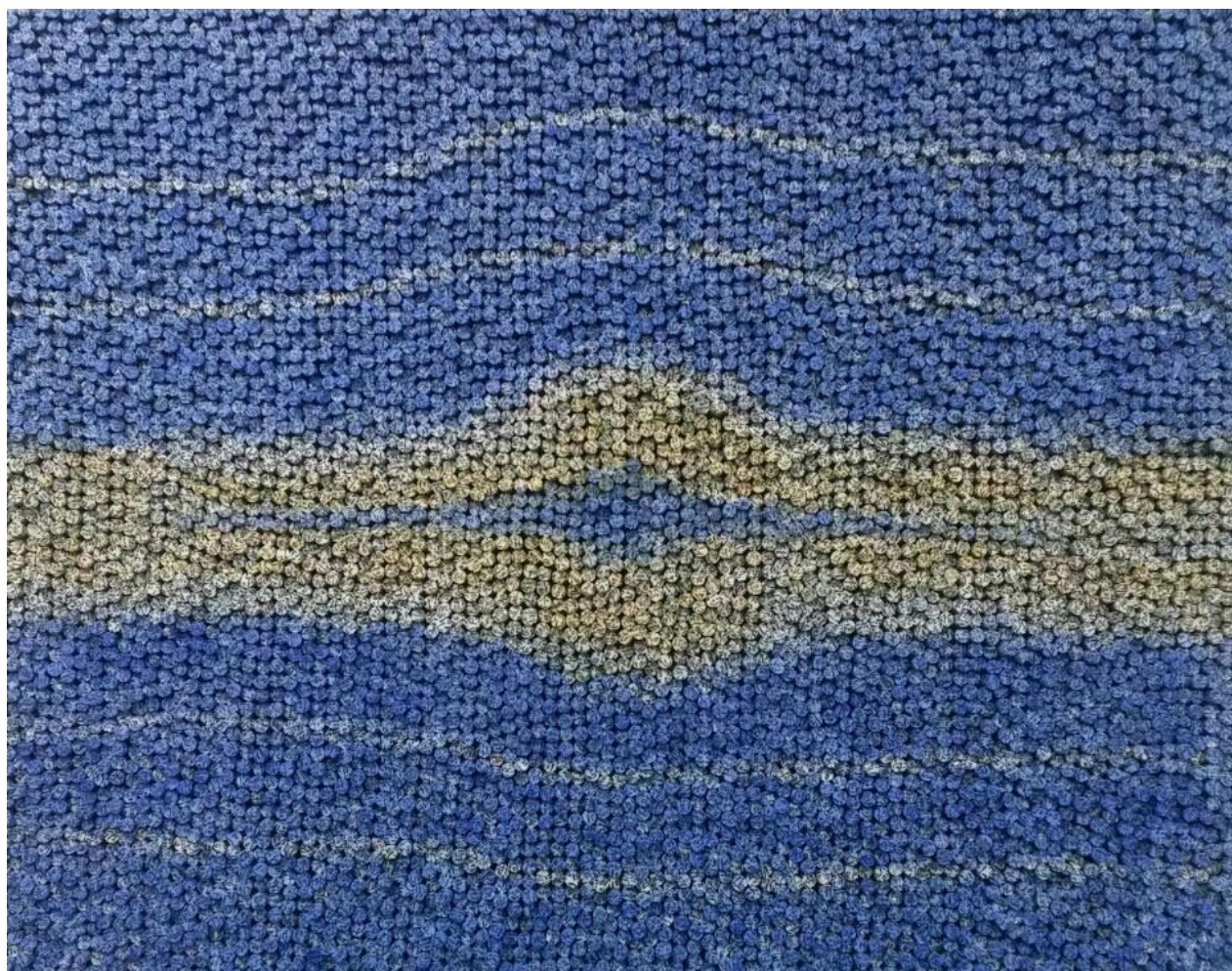**KOREAN-AMERICAN UNIVERSITY PROFESSORS ASSOCIATION (KAUPA)**

북미한인대학교수협회

KAUPA.CLUB

KAUPA Newsletter

March 2020

Publisher & Editor-in-Chief: Young B. Choi, Regent University

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Cover photo: *Summer*, **Courtesy of Huh Hwe-Tae, © 2020**
Korean Rice Paper ("Hanji") and Mixed Media, 90cm x 70cm
Emography URL= https://www.youtube.com/watch?v=dYLrIFuUENI&feature=youtu.be
Artist URL=http://moosan.net/

I. President's Message

Greetings from KAUPA!

I hope you are safe and well. Unprecedented Coronavirus interrupted the spring semester. I think almost all universities and colleges converted on-campus classes to online courses and the faculty and staff are working from home. I hope all of you can manage the unexpected academic schedule successfully.

I have been thinking that it would be good to communicate with each other even electronically via newsletter and e-mail among the KUAPA members in this turbulent time. I hope this small newsletter can be a good medium of communication among the KAUPA members although all of us are physically separated in the North American continent.

We are experiencing a dramatic change in the college education paradigm these days by the global pandemic caused by Coronavirus (COVID-19) and need to innovate our teaching and learning methods seamlessly according to the quickly changing education environment. I hope you could cope with this new environment well without any difficulties. Prof. Jongwook Woo contributed his research work regarding COVID-19 data statistics and forecasting for the members.

In this issue, a dedicated KAUPA Columnist Prof. Yeomin Yoon contributed an article '*Ethics and Economics: Mainstream Economics Needs a Paradigm Shift*' and another renowned KAUPA Columnist Dr. Semoon Chang contributed an article *'Why and How I Established Endowment at University.'* Prof. Youngsuck Kim contributed an essay *'CASA VERDI: Casa di Riposo per Musicisti.'* I contributed an article *'기술종속(技術從屬)과 탐욕(貪慾)의 시대(時代).'*

For your better online teaching of courses, I introduced the *'The Top 14 Google Tools for Teachers – Streamline Your Classroom and Engage Your Students.'*. Two other useful websites *'List of American Institutions of Higher Education'* and *'Google Art & Culture'* were introduced for your reference.

I hope you enjoy reading the essays and other interesting articles and finish the historic Spring 2020 semester successfully.

Be healthy and safe.

With best regards,

Young B. Choi, Interdisc. Ph.D.
Regent University
The 14th KAUPA President

II. KAUPA Activities

KAUPA was able to give scholarships to eight Korean-descendent students attending universities in North America in 2019. We are planning to announce the KAUPA scholarship in May 2020 on the KAUPA newsletter and KAUPA Facebook. Below is the description of the KAUPA scholarship.

KAUPA Scholarship

Sources of Scholarship Fund

The scholarship comes entirely from the annual membership fees paid by the members and endowed funds. KAUPA may also accept scholarship funds from industries, governments, organizations, and other various sources.

Qualifications of Applicants

The applicant of the scholarship should be Korean-descendant undergraduate and graduate students attending a college or university in North America who are planning to pursue their career in academics in North America. Canada or United States Citizenship is not required.

Application

Applicants should provide the following:

- Application Form;
- Transcripts;
- Curriculum Vitae or Resume;
- Scholarship Application Essays; and
- Three Letters of Recommendation.

The general scholarship is open to the undergraduate and graduate students in all the majors. The donor may limit the area and qualification of the Endowed Scholarship. Endowed scholarship candidates are selected from the general scholarship applicants by the Selection Committee and the donor(s).

Selection of Grantees

Scholarship selection committee members will consist of at least five members. The Scholarship Director will form the committee. President and Vice Presidents may be asked to join the scholarship selection committee.

Selection Criteria

Criteria for scholarship grants may include, but are not limited to, the following:

- Prior academic performance;
- Recommendations from professors of such applicant and any others who know the applicant's capabilities;
- Additional biographical information regarding an applicant's career, academic and other relevant experiences, financial need; and
- The scholarship selection committee's conclusions as to the applicant's motivation, character, ability, or potential.

Announcement of Scholarships

KAUPA scholarship will be announced on KAUPA Facebook and KAUPA website. The scholarship will also be announced by e-mails to KAUPA members. KAUPA members will also try to notify their universities on the KAUPA scholarship. The application will be closed at least two months after the announcement to provide enough time for applicants.

Qualified Expenses

Certain expenses incurred in attending an educational institution. They are:

- Tuition and fees for enrollment and attendance;
- Course-related expenses – fees, books, supplies, and equipment required of all students for courses of instruction; and
- Room and board, travel, research, clerical assistance.

III. KAUPA Member News

UMKC Pitches in for Better Missouri Roads and Bridges

President Mun Y. Choi, The University of Missouri System

Missouri's roads and bridges need an upgrade, but state funding is tight. A new entity, the Missouri Center for Transportation Innovation, will combine academic research with industry partners and other stakeholders to create novel transportation solutions.

Source: https://www.umkc.edu/news/posts/2019/december/umkc-pitches-in-for-better-missouri-roads-and-bridges.html

Prof. Seok Kang Appointed as the Associate Dean for Research in the College of Liberal and Fine Arts at the University

Prof. Seok Kang, The University of Texas at San Antonio

Dr. Kang is a Professor of Communication at the University of Texas at San Antonio. He was appointed as the Associate Dean for Research in the College of Liberal and Fine Arts at the University.

Prof. Jongwook Woo Developed COVID-19 Statistics and Data Analysis using Tableau

Prof. Jongwook Woo, CAL STATE LA

Dr. Woo is a Professor of Information Systems at CAL STATE LA. He recently developed his own COVID-19 Statistics and Data Analysis model using Tableau. More details about his research work with his students on COVID-19 can be accessed from his Big Data AI Center homepage at http://www.calstatela.edu/centers/hipic.

Please read the research paper in the following pages 8-9 if you are interested about his timely research.

[Research Paper]

COVID-19 Data Statistics and Forecasting

Monika Mishra, Dalya Manatova, Jongwook Woo

Department of Information Systems
College of Business and Economics
California State University, Los Angeles
e-mail: jwoo5@calstatela.edu

This work is to contribute to the community by sharing the visual chart of COVID-19. We gather the data set from Johns Hopkins University CSSE in real-time - one day after. It is time-sensitive information so that we adopt a tool, **Tableau**, to build it quickly, with which the charts can be available to the public from the tableau's web site as well.

We have developed various views and insights using other approaches with Big Data (Hadoop, Spark), Elastic, and Graph database. However, it needs more resources and time to implement and share the result in public.
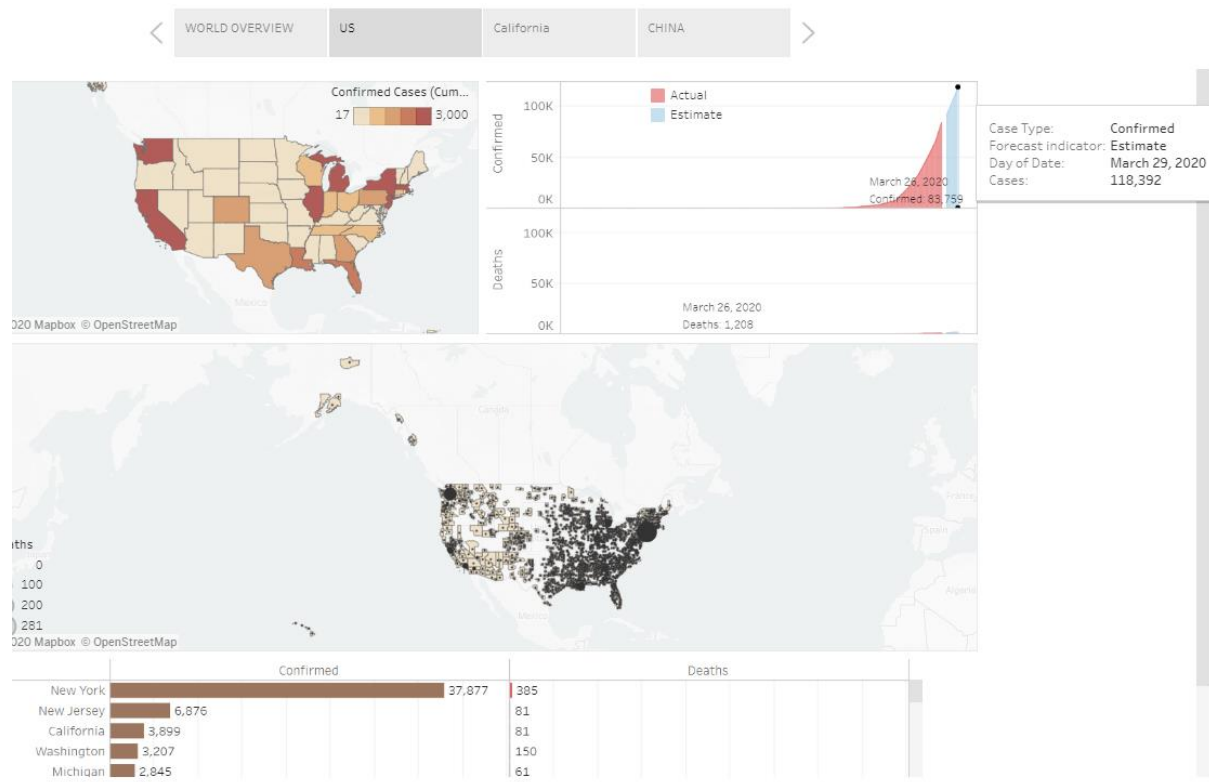

Figure 1. http://www.calstatela.edu/centers/hipic/covid-19-us-ca-confirmed-prediction
by Dalya Manatova

Figure 1 shows what we provide to the public, which hopes to deliver valuable insights to the government official and people, who want to know when "the confirmed" will become the flat curve and what the current situation is based upon tempo-spatial information.

Figure 1 is composed of four sections such as the World, US, California, and China, which should be interesting to the public, especially on the west coast. Each section shows the current date's number of "the confirmed' and "the deaths"

Using the machine learning algorithm in Tableau, the three days' predicted number of "the confirmed" and "the deaths" are listed as Estimate values. The forecasting of "the confirmed" has about a 4% difference with the US data set and about a 9 % difference with the CA data set.
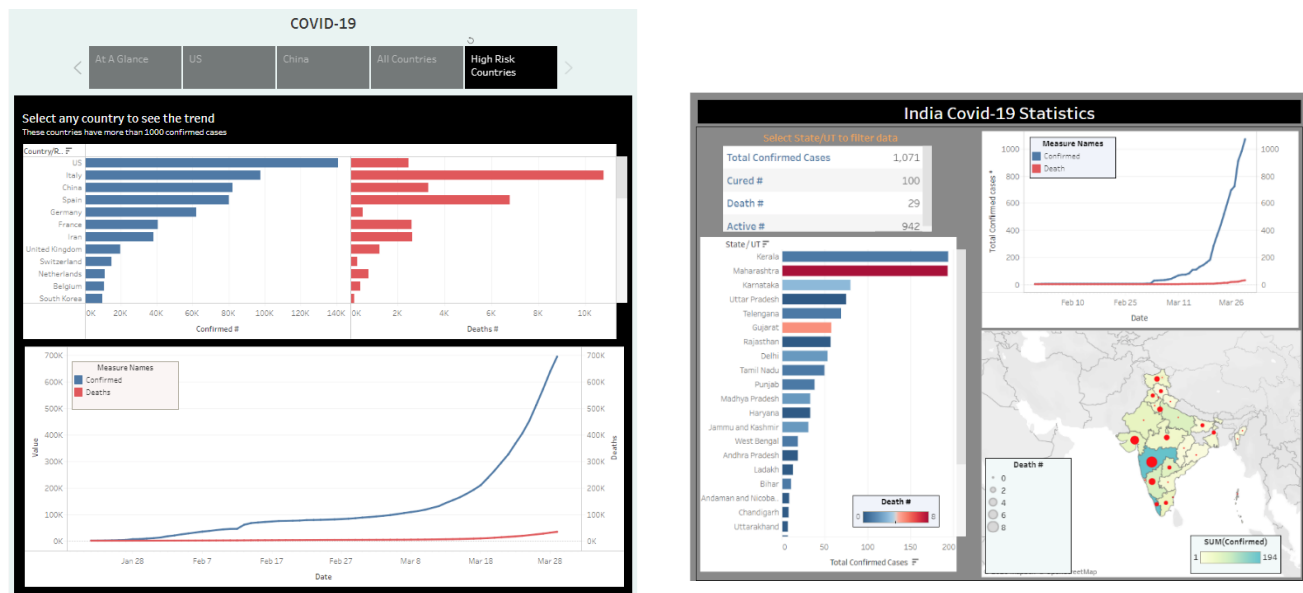
Figure 2. (a) COVID-19: World (b) COVID-19: India
http://www.calstatela.edu/centers/hipic/covid-19-0 by Monika Mishra

Figure 2 shows the statistics of COVID-19 in the World and India. High-Risk Countries of **Figure 2** (a) shows the list of countries with the number of "the confirmed" and "the deaths" respectively in the descending order. **Figure 2** (b) provides detailed statistics of each province in India.

References
[1] CAL STATE LA Big Data AI Center homepage at http://www.calstatela.edu/centers/hipic.

IV. Announcements

A Pilot Academic exchange with Korean universities: KAUPA-Korea Program

- KAUPA is recruiting the members who want to join a pilot 'KAUPA-Korea Program' which can be implemented during the summer vacation of 2020 (tentatively) or through sabbatical opportunities as an invited or a visiting scholar to Korean universities.
- KAUPA will do the best to establish mutual relationships with Korean universities' international offices interested in joining to the KAUPA-Korea Program.
- If you are interested in the program, please send an e-mail to ychoi@regent.edu with your information including target Korean university, the period of stay, your website URL, etc. More details about the program will be announced later.

KAUPA Ambassador Program (KAP)

If you want to volunteer as a representative of your university/college, you are a very good candidate as a KAUPA Ambassador of your university/college. The initial term of appointment is two years and it can be extended every two years.

The responsibility of an Ambassador is mainly a key liaison work between KAUPA and your university/college.

KAUPA is planning to appoint one KAUPA Ambassador for each member university/college. Your volunteering is highly encouraged. Please send your e-mail of intent to the address kaupahq@gmail.com if you are ready to serve all the KAUPA members of your university/college.

If your volunteering request is accepted, a Certificate of Appointment will be sent to you from the KAUPA headquarter as an evidence of your service for KAUPA as a KAUPA Ambassador to your university/college.

KAUPA Columnist Wanted

Are you interested in writing your precious opinions or thoughts? If you want to contribute essays regarding your teaching and research or any interested areas to our flagship publication outlet KAUPA Newsletter, you are qualified to be a 'KAUPA Columnist.' Currently, the following four members are serving as the KAUPA Columnists:

- Prof. Emeritus Semoon Chang, University of South Alabama, Economics
- Prof. Young B. Choi, Regent University, Computer Science

- Prof. Youngsuck Kim, Mansfield University of Pennsylvania, Music
- Prof. Yeomin Yoon, Seton Hall University, Finance and International Business
  (In alphabetical order of columnist last names)

We are recruiting KAUPA Columnists in more diverse academic areas. If you are interested in, please send following information
- Your name
- Your e-mail address
- Your university/college name
- Your teaching/research or interested area(s)
- Your essay writing related experience

to the e-mail address kaupahq@gmail.com.

The initial term of appointment is two years. We are planning to publish four issues of KAUPA Newsletters per year, so the maximum number of your essay contributions would be eight. You are cordially invited to apply.

Academic Meetings

[UKC 2020](#) – Call for Paper and Application for Financial Support

The 33rd annual US-Korea Conference on Science, Technology, and Entrepreneurship (UKC 2020) is jointly organized by [the Korean-American Scientists and Engineers Association (KSEA)](#) and the Korean Federation of Science and Technology Societies (KOFST), and Korea-U.S. Science Cooperation Center (KUSCO). It draws over 1,000 scientists, engineers, entrepreneurs, government officials, corporate executives, and policy-makers. This year's conference, UKC 2020, will be held on August 12 – 15, 2020 at the [Hyatt Regency Orange County](#) (suburb of Los Angeles), CA, USA. Building on the strength of having numerous national laboratories, government agencies, universities and industries near the venue, UKC 2020 provides valuable opportunities for cooperation between the US and Korea.

The theme of UKC 2020 is "Applied Science/Engineering with Social/Cultural Disciplines for a Sustainable Future." We would like to address the importance of "humanity" in the era of Artificial Intelligence (AI) and Machine Learning (ML). Social scientists are invited to discuss how to better apply technologies to make a sustainable future, collaborating with scientists and engineers. Los Angeles is an ideal place to bring professionals working in arts, music, and movie industries together to discuss how state-of-the-art technologies can be best utilized to bring their products to the general public.

Symposiums

On behalf of the UKC 2020 Program Committee and organizing/sponsoring organizations, we invite you to submit the paper, which describes significant research findings, R&D trends, and future prospects of sciences and technologies in the technical groups listed below:

1. Physics
2. Chemistry
3. Mathematics, Geology, Meteorology, Statistics
4. Biology, Botany, Zoology, Biomedical Engineering, Genetic Engineering
5. Agriculture, Ecology, Food, Nutrition
6. Medical Science, Pharmaceutical Science, Veterinary Medicine, Physical Education
7. Chemical Engineering, Textile Engineering, Nuclear Engineering, Petroleum Engineering, Applied Chemistry
8. Mechanical Engineering, Aerospace Engineering, Naval Architecture
9. Materials Science, Metallurgy, Mining Engineering
10. Civil Engineering, Architecture, Environmental Engineering
11. Electrical and Electronics Engineering, Communication Engineering
12. Computer Science, Systems Engineering (Specific Call for Paper)
13. Industrial Engineering and Management Science

During a submission process, you must select a technical group (A through M) where your paper will be considered for a poster or any free format of technical session that each technical program committee will design. All papers are required to be written in English. The papers submitted will be reviewed and selected by each Technical Program Committee. All papers accepted for UKC 2020 will be published in an electronic version of the proceedings/program booklet.

Young Generation and Professional Forums

For professionals and Young Generation members of KSEA, UKC 2020 provides the following non-technical avenues of participation through the Young Generation Forum and the Professional Forum (also known as YG/PF):

- Lightning Talk – 5-min presentation (followed by 1-2 min of Q&A) on a career development or leadership topic
- Poster – present at the Poster Session about a career development or leadership topic

Submission of Paper and Application for Financial Support

All papers must be submitted through the online system at http://ukc.ksea.org/ukc2020/. Online submission website is available starting February 21, 2020. The paper template can be obtained

from http://ukc.ksea.org/ukc2020/. Please note that there is a **separate application process** (via UKC website) for YG/PF participants.

Should you have any questions, please send your inquiry to **2020ukc@gmail.com**.

Important Dates

Early extended abstract* submission deadline:	April 15, 2020 (for registration discount)
Early YG/PF* application deadline:	April 15, 2020 (for registration discount)
Lodging grant application deadline: professionals only)	April 15, 2020 (students and early career
Notification of early submission acceptance:	April 30, 2020
Extended abstract submission deadline:	April 30, 2020 (no extension will be granted)
YG/PF application deadline:	April 30, 2020 (no extension will be granted)
Final notification of acceptance:	May 15, 2020
Online registration begins:	May 15, 2020
Early registration** deadline:	May 31, 2020
Online registration closure:	June 30, 2020

* Qualified for lodging grant application (valid only for students and early career professional)

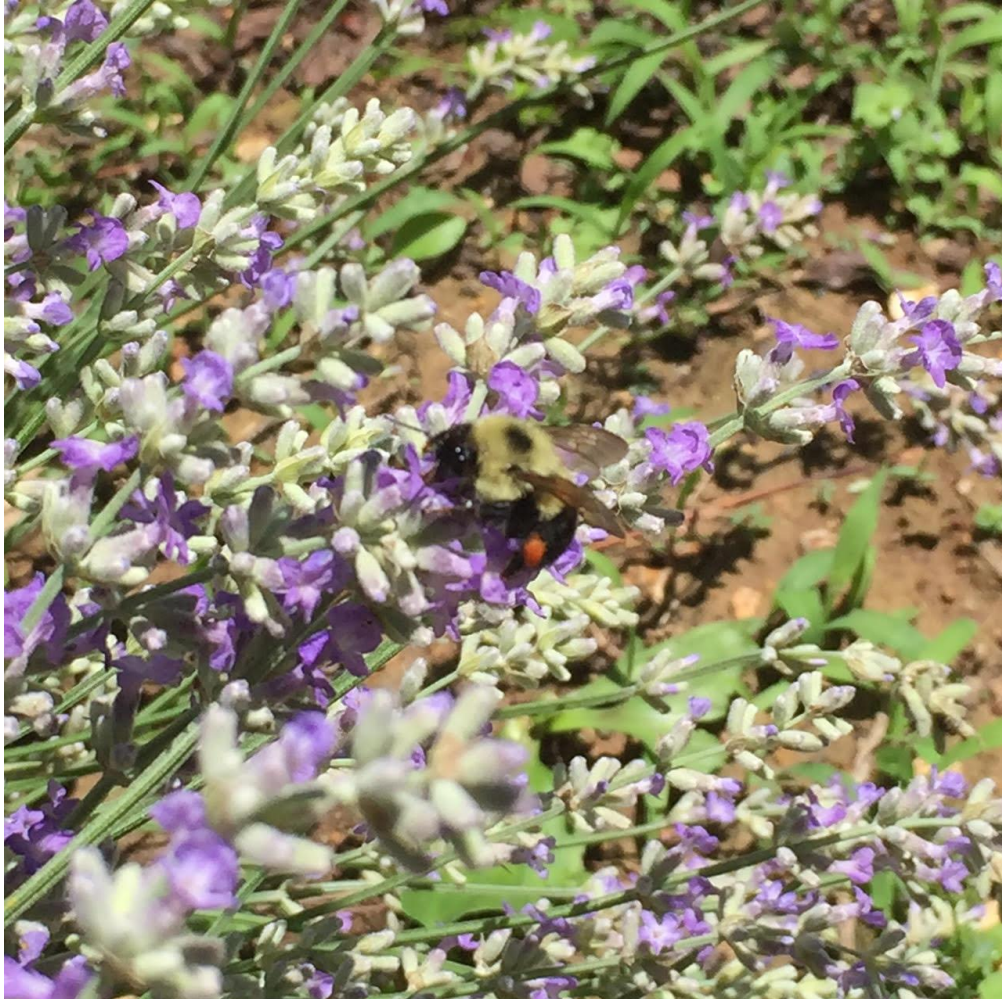** Qualified for discount on registration

Sincerely,

Soolyeon Cho, Conference Chair / KSEA President-Elect

Woo Il Lee, Conference Co-Chair / KOFST President-Elect

Job Opportunity
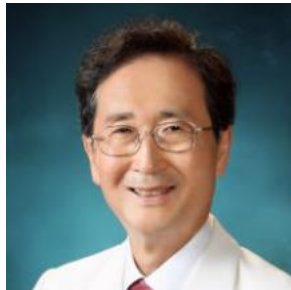
- Courtesy of KSEA Job Opportunities Link: https://ksea.org/us/information/job-opportunities/

Lavender and Busy Bee

V. Member Essay

Ethics and Economics: Mainstream Economics Needs a Paradigm Shift

Yeomin Yoon
Prof. of Finance and International Business, *Seton Hall University*

Aristotle (384-322 BCE) said that politics is the master science. What he calls politics is not what is now called political science but the culmination of ethics. Per Aristotle, economics (which is the foundation for business school education today) is the art and science of the ethical management of the household. A household essentially is a community that cannot be managed but ethically. A kingdom of heaven, whatever else it may be, is a household of all people. It is where values, norms, beliefs, and dreams fuse. Economics cannot, therefore, be a positive science but must be a normative science.

According to Aristotle, ethics is the inquiry about the highest good, the universal, intrinsic, unconditional, and self-sufficient good – sought by every human being, as an intrinsic good, not affected by contexts, and as a whole good needing no addition. There is one and only one good that deserves to be viewed as the highest. The highest good is *eudaimonia* (well-being, or the state of human flourishing, misleadingly translated as happiness). Well-being consists of moral virtue and intellectual virtue**.**

Moral virtue is the disposition of character to choose the mean between extremes in all situations which call for action. It essentially is disciplined will. Intellectual virtue is theoretical knowledge of the world and wisdom to apply it appropriately and effectively.

For Aristotle as for Plato (427-347 BCE), humans are political beings in the sense that social relations determine the situations of existence requiring them to act, i.e., relations of people with one another, their relations with institutions, their relations to a culture that is the product of people's interactive history. Politics add a socio-political dimension to every ethical sphere. The *summum bonum* (supreme good), if we borrow the expression used by the Roman philosopher Cicero (106-43 BCE), becomes *summum bonum pro cive* (supreme good for citizens).

The Aristotelian view of the normative nature of ethics, politics and economics persisted up until the *Enlightenment* (a late 17th-and 18th-century intellectual movement) when a distinction came to be made and insisted upon between factual inquiry and the normative, leading to the reduction of the normative to the factual or the wholesale discrediting of the normative and its exclusion from the map of knowledge.

The normative origin of economics came to be forgotten. Economics, in its original conception, is an inquiry concerning the way to promote collective human welfare maximally. The assumption underlying classical economics is that the essential component of societal welfare is the

acquisition and increase of societal wealth and the mode of distribution consistent with the normative ethical and political principles.

Today's mainstream economists seem to have forgotten that economics does not exist independent of human interest, belief, and will. Politics, history, and culture are essential structural determinants of the economy. The Aristotelian concept of politics as the master science that comprehends the economy informs a correct understanding when compared to what is taught at American universities today. Per Aristotle, economics is a dimension of a comprehensive inquiry (i.e., ethics) that posits the *summmum bonum* for human society and describes the regional structures of human social existence. As John Maynard Keynes said, "Neither economic activities nor any other class of human activities can rightly be made independent of moral laws."

Morality has disappeared from economics being taught at American universities. The prevailing paradigm adopted by mainstream economics is *Homo economicus*, which is the "wrong reduction of a man," according to Amitai Etzioni (see *The Moral Dimension: Toward a New Economics*). Such a gross reduction of a human into a rational agent who maximizes his/her utility subject to the given budget constraint leaves dormant higher human values (compassion, empathy, brotherhood, sisterhood to name a few), and this mechanical decision-maker is likely to destroy himself and the society in which he operates. As aptly described by Tomas Sedlacek in his *Economics of Good and Evil*, today's economic theory is "at its best, Hedonistic."

This reductionism has led into the alleys of the mathematization of economics slavishly implemented by those economists who suffer from an inferiority complex called "physics envy." Mainstream economists seem to have abandoned the teachings of Alfred Marshall, who is known to be the father of modern economics: "(1) Use mathematics as a shorthand language, rather than as an engine of inquiry. (2) Keep to them till you have done. (3) Translate into English. (4) Then illustrate by examples that are important in real life. (5) Burn the mathematics. (6) If you can't succeed in four, burn three. I think you should do all you can to prevent people from using mathematics in cases in which the English language is as short as the mathematical." In his *Principles of Economics*, Marshall relegated his formal systems to the appendix to avoid the impression that mathematics provides answers to real-life problems by itself. Tragically, today's mainstream economists are doing precisely the opposite, driving students to become experts in mathematical manipulations. Mainstream economists have so misconstrued the nature of economics—and are so entrenched in abusing the tools they use.

So, too, mainstream economists seem to have forgotten that the economy exists for the human person, and not vice versa; that moral principles should shape all economic life; and that economic choices and institutions must be judged by how they protect or undermine the life and the dignity of the human person, support his or her family and serve the common good. By shifting economics from a moral science to merely a mathematically allocative science, mainstream economists have become unsuspecting agents of destruction.

Economics is the fish that has jumped out of its pond and is now dying of thirst. Ethics is the water that gives it life. The best way to save it is to bring economics back to the pond where it rightly belongs. Embracing the so-called "corporate social responsibility" or paying more attention to unorthodox economic thinkers is the equivalent of a few drops of water squeezed

from a wet towel. A new deluge is in order. Mainstream economists should heed Keynes, who criticized the physics approach typical for economics and called for a return to the original perception of economics as a moral science. What is truly needed is a paradigm shift in the teaching and practice of economics.

Crocus in Early Spring

기술종속(技術從屬)과 탐욕(貪慾)의 시대(時代)

Young B. Choi
Prof. of Cybersecurity & Information Systems Technology, Regent University

필자는 최근의 시대흐름을 보면서 기술종속(技術從屬)으로 인한 탐욕(貪慾)의 시대(時代)가 우리 곁으로 하루가 다르게 다가옴에 따라 주변에서 벌어지는 여러가지 사회현상을 몸소 경험하게 되었다.

산업분야의 4 차산업혁명(The Fourth Industrial Revolution)이니 이동통신분야의 제 5 세대 (5G: The 5th Generation Mobile Networks 또는 The 5th Generation Wireless Systems) 통신이라는 주제들을 요즈음 신문이나 방송, 소셜미디어는 앞다투어 많이 다루고 있으며, 우리가 잘 느끼지 못하는 사이에 기술은 하루가 다르게 엄청나게 발전하고 바뀌어 나가고 있는 것이다.

이러한 기술적 흐름 속에서 최근 일상생활 속에서 필자가 경험한 몇가지 사례를 함께 나누고자 한다. 일반 가정생활에 있어서 처리해야할 잡다한 업무들에는 여러가지가 있지만 그 중에서 통신과 방송, 그리고 의료분야 만을 살펴 보기로 하자.

통신의 경우는 Telecommunications Act of 1996 에 따라 인터넷과 전화 그리고 유선방송서비스까지 포함하는 방송과 통신의 통합서비스를 제공하는 회사들이 많은데, 요즘 들어서는 이러한 회사들이 하루가 다르게 서비스요금을 교묘하게 인상하여 심지어는 가입자가 매달 고지서를 꼼꼼하게 확인하지 않으면 인상된 서비스요금을 가입자가 쉽게 알아차리지 못하게 해놓았다.

각 서비스 항목에 대한 용어들을 혼란스럽게 고지서에 사용하여 가입자가 매우 알기 어렵게 해 놓았으며 고객서비스센터에 문의하기 위해 전화를 걸면 상담원과 통화하기 위해 기다리는 통화대기 시간은 함흥차사(咸興差使)처럼 길어지기 다반사이다. 설사 운좋게 통화가 성사되었더라도 상담

원이 온갖 이런저런 말도 되지 않는 이유들을 대가며 요금인상의 정당성을 강변하는데는 고객이 당해낼 재간이 없어진다. 그러더라도 고객이 끝까지 집요하게 합당한 이유들을 들어 부당성을 지적하면 그때서야 한발짝 겨우 물러서며 고객의 요구를 마지못해 받아들이는 태도를 취하곤 한다.

한마디로 고객이 어떤 문제에 대해 제대로 항의하지 못하게 의도적으로 모든 절차를 매우 힘들게 해 놓았다. 뭘 좀 알아야 알아야 면장을 하지... 전화를 한번 걸면 상담원과 통화할 수 있을 때까지는 하세월이니... 요즘같은 빠른 인터넷 세상에 의도적으로 고객과의 통화를 기피하여 고객을 빨리 지치게 하거나 고객들이 다른 일에 바빠 그일을 깜박 잊게 하여 결국에는 부당한 요금을 지불하게끔 해버리는 악덕 통신서비스 제공회사들의 아주 약은 수작이라는 생각이 든다. 그저 더 많은 돈을 벌기 위해 정당하지 못한 방법을 동원하여 고객들을 교묘하게 착취하는 것이다.

의료분야의 경우를 보면 가입자, 병원, 의료보험회사의 삼각관계에서 발생하는 컴퓨터를 이용하여 진료나 치료에 관련된 자료 특히, 모두가 동의하는 적정 의료보험료를 최종적으로 산정하는데 있어 병원과 의료보험회사간에 필요한 정보공유가 되지 않거나 비효율적이어서 시간적으로 서로 엇갈려 엉뚱한 고지서가 가입자에게 배달되는 경우가 많아 관련기관에 전화하면 '그 고지서를 무시하고 최종고지서가 배달될 때까지 그저 기다리라'는 말만 듣게되는 경우가 다반사이다. 이처럼 두 기간관의 인터넷 상의 시의적절한 전자적인 자료교환이 엉망인 경우가 매우 많다. 그저 기다리라니... 인터넷이 결코 필요 없는 사람들이다.

미국의 의료보험제도가 왜 엉망인지 짐작이 되고도 남음이 있다. 이는 업무를 처리하는 사람들이 인터넷 상에서 데이터베이스를 이용하여 자료를 처리하는 모든 단계들과 전체적 흐름, 다른 기관들과의 컴퓨터시스템과 연계하여 일을 순조롭게 처리하기 위한 효율적인 업무처리를 위한 배경지식을 충분히 가지고 있지 않거나 거의 없는 경우가 많기 때문이다.

'Technology
Divide' 현상이라고나 할까? 회사의 일상적 업무처리를 위한 기술에 대한 교육이나 훈련이 절실함에도 불구하고 이를 원만하게 종업원들을 위해 시의적절하게 제대로 실시하는 기관들이 많지는 않은 것 같다. 기술이 빠르게 발전하고 있고 배워야 할 기술이 매우 다양하다고 인정하더라도 어느 정도 최소한의 기본적인 업무처리를 위한 교육훈련이 종업원들을 위해 매우 절실한테 실제는 그렇지 못한 것이다. 한마디로 업무환경의 변화에 대한 관리 즉 Change Management
(CM)를 제대로 하지 않는다는 것이다.

모든 분야에서 열심히 일하는 과학기술자들이 새로운 아이디어를 하루게 다르게 세상에 내놓으면 기업가들은 발빠르게 제품이나 서비스로 만들어서 돈벌 궁리를 하게되는데, 이러한 제품이나 서비스를 구입하거나 사용하게 되는 일반 사용자들은 이들에 대한 기본적인 기술이나 지식이 부족하여

요즈음은 기업들이 요구하는 대로 일반 사용자들이 따라갈 수 밖에 없는 구조로 되어있다. 그런데 문제는 이러한 정도가 너무 심한 것이다. 최근에 불거진 Apple 에서 생산하는 iPhone 에서 사용하는 건전지의 의도적 기능저하에 관한 경우를 보아도 그렇다. 즉, 기술과 지식의 불균형 현상이 기업과 고객 사이에 매우 심각한 세상이 된 것이다.

가게에서 물건을 사고 팔던 전통적인 개념의 상거래 관행이 이제는 인터넷 상의 가상공간(假想空間: Cyber Space)으로 옮아가게 되어 인터넷 기반의 전자상거래 (Electronic Commerce: e-Commerce)에 대한 전반적인 이해가 없거나 별로 없는 노년세대(老年世代)의 경우 특히 많은 사기 피해를 입고 있다는 소식들이 들린다. 가장 심각한 유형의 사기는 전화를 이용하여 IRS 직원이나 법집행기관의 직원으로 위장하여 강압적인 목소리로 밀린 세금 등을 빨리 내지 않으면 당장 체포하겠다고 협박하는 경우가 빈번하다고 한다. 필자도 그러한 전화를 받은적이 한번 있는데 다음부터는 전화기에 부착된 Caller ID 와 Voice Messaging System 을 이용하여 수상한 전화는 아예 받지 않고 인터넷에서 그 전화번호의 신뢰도를 확인하는 방법으로 이러한 Unwanted Call 을 처리하고 있다.

전세계를 지금 거세게 몰아치고 있는 Bitcoin 과 Blockchain 의 경우만 보더라도 그렇다. Bitcoin 은 일종의 가상화폐로서 인터넷의 가상공간에서 사용되는데, 기반기술인 Blockchain 을 이용하여 거래당사자들이 은행과 같은 제 3 의 중개기관을 통하지 않고 당사자간의 직접거래를 가능하게 만든 분산형 데이터베이스를 기반으로한 전자금융처리시스템이다. 한마디로 지금까지 고객의 예금이나 금융업무처리서비스를 처리하여 많은 수익을 짭짤하게 올렸던 금융기관들을 믿지 못하니까 이제는 금융거래에서 배제하겠다는 것이다. 이미 미국과 스위스에서는 Bitcoin 거래를 허용했고 점차 많은 나라들이 추진할 추세이다. 정부나 규제기관의 정책내지는 규제를 이제는 별로 받지 않고 싶다는 사람들의 심리가 이러한 새로운 기술들의 밑바닥에 깔려 있기도 하고 최근들어 엄청난 속도로 가치가 올라가는 Bitcoin 에 돈을 투자하여 단시일 안에 일확천금을 꿈꾸는 심리도 많이 작용하고 있다.

Blockchain 은 인터넷 상에서 공동으로 데이터를 검증하고 기록하고 보관하여 별다른 공인기관 없이도 신뢰성 있게 데이터를 확보할 수 있는 기술을 말한다. 이 기술은 앞으로 4 차산업혁명의 전개에 있어서 아주 중요한 핵심기술이 되지 않을까 많은 전문가들이 예측하고 있다.

기술은 우리가 받아들이든 받아들이지 않든 간에 우리 일상생활에서 매우 필요한 존재이다. 최근의 기술발전 특히 IT 기술은 정말 전문가들도 제대로 따가라기 힘들 정도로 너무나 빠르다. 여기에 돈을 중심으로한 각종 사기(詐欺)와 가짜뉴스가 판을 치게 되어 세상이 참으로 더더욱 어지럽게 되어가고 있다. 사람과 사람 사이, 사람과 각종 기관(機關) 사이, 기관과 기관 사이, 나라와 나라 사이

의 현실세계(現實世界)의 실제공간(實際空間)과 인터넷 상의 가상공간(假想空間)을 막론하고 모든 공간(空間)에서 신뢰(信賴: trust)와 윤리(倫理: ethics)가 무너진지는 이미 아주 오래되었다. Blockchain 과 같은 새로운 기술의 출현이 요즈음 이를 더욱 적나라하게 보여주고 있다. 인간의 탐욕(貪慾)은 인류역사 이래 끊임없이 계속되어 왔거늘 그 끝은 과연 어디인가?

인간이 가진 탐욕을 적나라하게 글로 고발한 미국의 저명한 소설작가인 존 스타인벡이 멕시코의 설화를 바탕으로 쓴 작품인 'The Pearl'에서 주인공인 꼬끼또가 드넓은 바다를 향해 그가 그토록 평생 가지고 싶어 했던 거대한 진주(珍珠)를 마침내 손에 쥐게 되자 아무런 미련없이 힘차게 허공으로 던져버리는 소설의 마지막 장면이 더더욱 생각나는 요즈음이다.

2018 년 1 월 12 일

Prof. Choi's more interesting essays, Korean/Chinese poems and photos can be accessed at http://blog.koreadaily.com/VirginianLover freely.
His recent book "Selected Readings in Cybersecurity" was published by Cambridge Scholars Publishing Ltd. in United Kingdom in 2018. Currently, he is serving as a member of Advisory Board of Computer Science area of Cambridge Scholars Publishing Ltd.
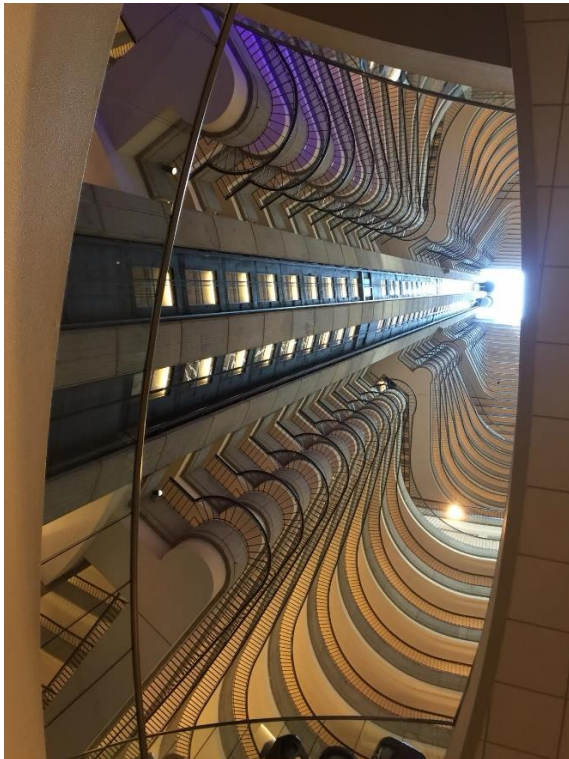
Why and How I Established Endowment at University

Semoon Chang
Prof. of Economics (ret.), University of South Alabama

Most of us have been teaching at colleges or universities for many years. Our tenure at the university may not have been smooth and trouble-free. We may not even have liked our chairpersons, deans, and presidents. On a broader perspective, however, we may want to appreciate our employer, who has kept us for so many years. To be fair, we may not even have been perfect employees.

Good or bad, the University of South Alabama (USA) had kept me on its payroll for my entire adult life. I strongly felt that I needed to show my appreciation for keeping and supporting me for so many years. This is when I approached the USA Development and Alumni Relations. It was 2009, several years before I actually retired.

When my wife and I first showed up in the Development office, Ms. Ginny Turner, who was Director of University Development at the time, welcomed us and patiently listened to my proposal of establishing an endowment that would honor a faculty who made most contribution to the community during the year.

I stressed community service, because of my heavy involvement in community service activities. My community services were all voluntary; never wanted, cared for or received any public recognition. I just felt them as my civic duty for the community in which we lived.

My service career began as a volunteer fundraiser of the United Way of Southwest Alabama. I moved all the way up to President and Vice Chair of the United Way in charge of Planning.

I was selected as a member of the then Homeless Coalition of Mobile, and eventually served as President of the Coalition. I was instrumental in opening the "15 Place" in downtown Mobile, Alabama, where the homeless could take a shower and have a meal once a day. The number 15 is the street address of the place.

I remember meeting a downtown businessman who opposed to opening of the 15 Place. When I asked him to donate money for the 15 Place, he laughed loudly but friendly. He never opposed to the idea after the meeting.

Ms. Turner at the Development office liked our idea so much that she immediately searched a similar endowment nationwide. Several days later, she told us her finding that our endowment, which is established by a faculty for humanitarian services performed by other faculty members of the same institution, was unique.

Ms. Turner set up the endowment for us with $20,000 initial fund that we provided. The endowment was named Semoon and Youngshin Chang National Alumni Humanitarian Award.

Our idea was, and still is, that since faculty members are expected to contribute to fundraising efforts of the university every year, endowment funds are likely to grow as the number of recipients grows over the years.

Since the establishment of the endowment, my wife who totally supported the idea passed away and I now moved into a retirement community north of Washington DC. The endowment, however, continues and reached a point of self-supporting.

The name of the endowment and faculty names of annual recipients are permanently engraved and updated each year at the Alumni Plaza, located at the highest point of the university campus, as shown in the two pictures.

Currently, Dr. Semoon Chang is a columnist at the daily Korea Times.

Dr. Chang's two recent articles contributed to The Korea Times also can be accessed by clicking the following URLs.

[Disastrous Economic Impact of Virus](#)   *March 15, 2020*

[How to Minimize Likely Lawsuits from COVID-19](#)   *March 29, 2020*

CASA VERDI: Casa di Riposo per Musicisti
(가난한 음악가들을 위한 양로원)

Youngsuck Kim
Professor of Music, Mansfield University of Pennsylvania

밀라노 라스칼라 오페라 하우스에서 그리 멀지 않은 곳에 베르디가 1896 년에 설립한 양로원으로 힘들게 살아온 은퇴한 음악가들을 위한 생활공간이다. 이곳에 베르디와 그의 둘째부인이 묻혀있다.

베르디가 죽기 얼마 전 한 기자가 이렇게 물었다.
"베르디 선생, 평생을 돌아볼 때 가장 기억에 남는 작품이어떤 작품 입니까? 물론 오페라를 물어 본 것이었다. "나의 최고의 작품은 Casa di Riposo per
Musicisti 입니다. 이 집은 운이 없어 성공하지 못한 채 나이를 먹었거나 젊어서 돈을 모으지 못한, 나와 음악 활동을 같이한 친구 음악가들을 위해 밀라노에 지은 양로원입니다."

1888 년 그는 자신이 사두었던 땅에 병원을 지은 후 바로 이듬해인 1889 년, 친구 리코르디와 가난한 음악가들을 위한 은퇴의 집을 지을 계획을 구상했다. 친구 리코르디는 당시 이탈리아에서 가장 유명한 음악 출판업자였는데 베르디의 많은 오페라의 출판과 저작권을 관리 했던 관계로 베르디 사후 대부분의 저작료가 자선사업에 쓰이게 되었다.

1597 년 이탈리아의 피렌체에서 오페라라는 장르가 탄생한 이후, 이탈리아에서는 매년 수 많은 창작 작품이쏟아져 나왔다. 그 결과 베르디까지 200 여년 동안 어느 한 사람의 능력으로는 감히 바꿀 수 없는 음악적 전통이 존립했다. 베르디는 그 흐름 속에서 가장 훌륭한 꽃을 피운 중요한 예술가의 한 사람으로 인정된다. 사실
이탈리아 사람들은 베르디를 유독 사랑한다. 독립의 상징으로 여기기 때문이다. 베르디가 청년 작곡가였던시절 이탈리아에는 오스트리아로부터 독립하려는 염원이 타올랐다. 베르디는 '나부코' '에르나니' 등을 통해이탈리아 통일을 갈망하는 국민들의 마음을 하나로 모으는 역할을 했다. 그는 동정심이 풍부하며 남의 힘든이야기를 잘 들어 주었고, 실제적인 도움을 주었다. 소박한 성품과

뛰어난 예술적 능력, 탁월한 비지니스 감각과 함께 가진 것을 사람들에게 나누어 주는 데 인색하지 않았다. 그는 살아있을 당시 대단한 성공을 경험했고 많은 사람들에게 존경과 사랑을 받았다. 밀라노 시민들은

그의 오페라가 끝나면 사람들은 "베르디 만세 (VIVA VERDI!)"를 외쳤다. 이는 비토리오 에마누엘레 이탈리아 왕(Vittorio Emmanele Re D'Italia)의 이니셜로서 베르디(VERDI)라는 이름과 같았기에 베르디에 대한 존경과 통일을 염원하는 의미로 받아들여졌다.

1896 년 베르디는 밀라노 부오나로티 광장 29 번지에 음악가들을 위한 휴식의 집을 짓기 시작했다. 대본 작가이자 오페라 "메피스토펠레스"의 작곡가인 아리고 보이토의 형제였던 건축가 카밀로 보이토가 설계한 이 집은 네오 고딕 양식으로 지어졌다. 건물은 1899 년 완성됐지만 자신이 죽기 전에는 입주가 허락되지 않았다.

아내 주세피나를 잃은 지 4 년 후인 1901 년 1 월 27 일 밤, 오랜 혼수 상태 후에 베르디는 밀라노 그랜드 호텔방에서 일생을 마쳤다. 밀라노 시민들은 호텔옆 돌로 깔려진 도로를 달리는 말발굽 소리와 마차 바퀴의 소음이 아파 누워있는 있는 베르디에게 방해가 되지 않을까 염려하여 길바닥에 밀짚을 깔았다. 베르디가 사망한 다음날까지도 그랜드 호텔 주변은 수천 단의 밀짚으로 덮여 있었다고 한다. 그랜드 호텔은 전 세

계에 베르디의 사망을 알렸고 호텔이 생긴 이래 가장 많은 인파가 베르디를 애도하며 몰려들었다 한다.

베르디의 장례식은 그의 유언대로 새벽에 특별한 음악 없이 조용하게 치러졌다. 그렇지만 장례행렬이 밀라노의 중심가를 지날 때 길에 기다리고 있던 사람들이 약속이라도 한 듯 모두 'Va, pensiero'
(히브리 노예들의 합창)를 부르면서 장례행렬을 따랐다. 약 30 만명이 모였다고 하는데 이태리 역사상 한 집회에 이렇게 많은 사람이 모인 것은 처음 있는 일이었다. 당시 밀라노의 인구가 60 만 명 정도였다니 그야말로 대단한 광경이었을 것이다. 한달 후 베르디가 생전에 설립한 가난한 음악가를 위한 양로원에 부인과 함께 묻힐 때 전국에서 몰려든 800 명의 성악가들이 이탈리아 사람들이 가장 사랑하는 이 노래 'Va, pensiero'를 부르면서 마지막가는 베르디에게 경의를 표했는데, 이 때 지휘를 맡은 지휘자는 30 대 초반의 젊은 토스카니니였다.
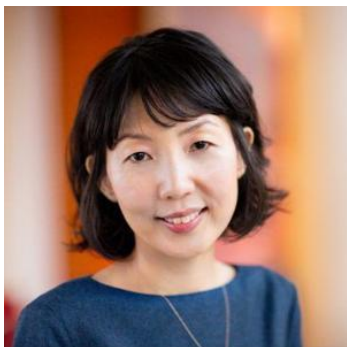
베르디 사망 1 년이 지난 1902 년 10 월 10 일, 음악가들을 위한 은퇴의 집은 드디어 문을 열었다. 베르디의 소박한 스타일을 존중해 아무 행사 없이 개원했으며 남자 5 명, 여자 4 명이 입주했다. 현재까지 약 1000 명의 음악인이 이곳에서 여생을 보냈다. 현재 베르디 재단에서 관리하고 있으며 매년 신청자를 심사하여 60 명 정원중 결원이 생기는대로 들어 갈 수있고 수입이나 재산에 따라 낼 수 있는 만큼 생활비를 부담한다.

VI. News

UW study: Russian social accounts sow election discord — again

Prof. Young Mie Kim, University of Wisconsin-Madison

The report from professor Young Mie Kim found that Russia-linked social media accounts are posting about the same divisive issues — race relations, gun laws and immigration — as they did in 2016, when the Kremlin polluted American voters' feeds with messages about the presidential election.

Source: [Wisconsin State Journal, Amand Seitz and Barbara Ortutay, Associated Press, March 6, 2020.](#)

VII. Useful Websites

The Top 14 Google Tools For Teachers – Streamline Your Classroom and Engage Your Students
     Source URL= https://www.fusionyearbooks.com/blog/google-tools-for-teachers/

List of American Institutions of Higher Education
     Source URL= https://en.wikipedia.org/wiki/Lists_of_American_institutions_of_higher_education#South

Google Art & Culture
     Source URL= https://artsandculture.google.com/
         Explore   https://artsandculture.google.com/explore
         Collections   https://artsandculture.google.com/partner

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