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

**북미한인대학교수협회**

**KAUPA.CLUB**

# KAUPA Newsletter

## April 2020

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

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**Cover photo:** *Autumn***, Courtesy of Huh Hwe-Tae, © 2020**
Korean Rice Paper ("Hanji") and Mixed Media, 65cm x 60cm
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 all of you are managing manage a historic Spring 2020 semester seamlessly.

I have been thinking about making this small newsletter as a very efficient and useful medium of communication among the KAUPA members distributed in the North American continent.  I tried some!

To encourage the research activities of the members, a new section 'Research in Progress' was created.  You are cordially encouraged to contribute your research work to introduce it to the members.  This time, Professor Jinyoung Kang of Mary Baldwin University and Professor Jungwoo Ryoo of Penn State University introduced their exciting research activities.

In this issue, a dedicated KAUPA Columnist Prof. Yeomin Yoon contributed an article *'Human values and university education: universities should return to the traditional value'* and another renowned KAUPA Columnist Dr. Semoon Chang contributed an article *'Retirement Planning of KAUPA Professors.'*  Prof. Youngsuck Kim contributed an essay *'1840 년 아름다웠던 5 월에: 슈만과 "시인의 사랑".'*  Professor Seok Kang contributed an article *'What Does Communication Technology Do to The News Industry? Efforts to Increase Revenue with Digital Power.'*  I contributed an article *'Social Media and Lifelong Education.'*

For your better research, I introduced the *'NetLogo Modeling & Simulation Software'* as a freely available modeling and simulation research tool and the *'WorldCat®'* which can be used to find items in libraries near you.

Starting from this issue, another new section 'Pioneers' was created.  The great figures of KAUPA will be introduced from now on.  Please let me know if you know any past or current KAUPA members you want to introduce to all the members.  Dr. Young Pai, a pioneer of Philosophy of Education in America was honored to be the first scholar introduced.

I hope you enjoy reading the essays and other interesting articles and finish the Spring 2020 semester well and enjoy a summer vacation.

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.
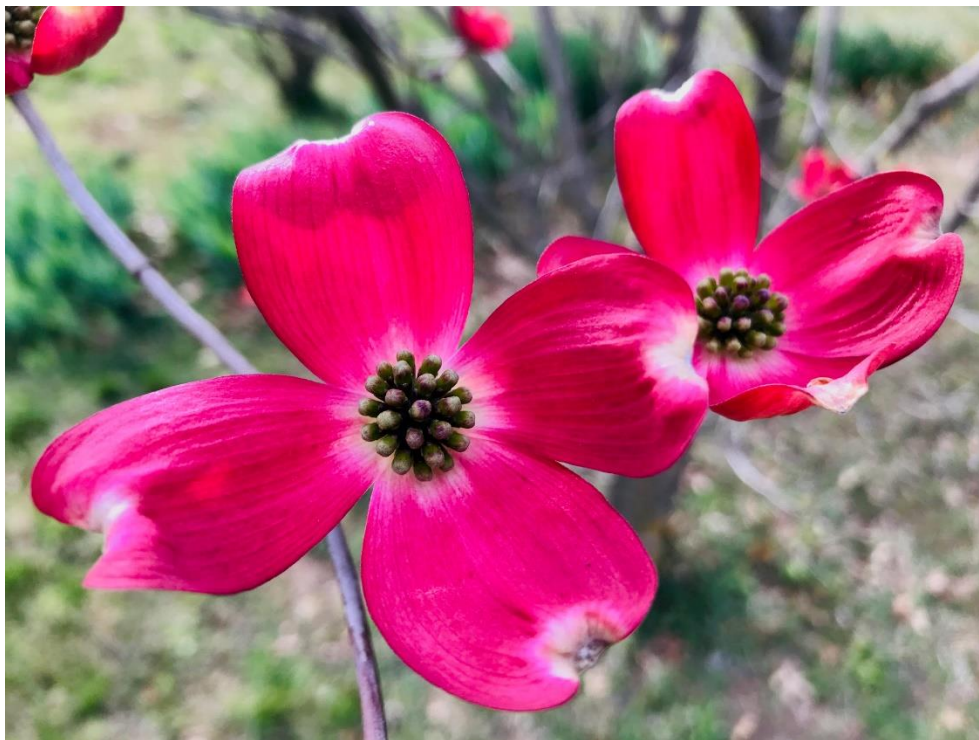
## CALL FOR PAPERS

## KAUPA (Korean American University Professors Association) Newsletter

KAUPA seeks "Research in a Nutshell" papers that will be published in the upcoming issue (a template attached) of KAUPA Newsletter. The purpose of this CFP is to provide KAUPA members with an opportunity to

a) showcase their topnotch research and

b) expect collaborations for future projects among interested members.

KAUPA welcomes members' research studies summarized in one or two-page that can deliver key findings and implications.

The summary needs to be easily understandable by readers from different disciplines.

Topics encompass from Engineering to Natural Sciences, Human Sciences, and Liberal and Fine Arts, etc. The overall structure of a summary consists of a) Introduction, b) Related Studies, c) Methods, d) Findings, e) Discussion, and f) References.

The submission due date is always open. Please send your submission to Dr. Seok Kang (seok.kang@utsa.edu).

For additional information regarding the CFP, please contact KAUPA President Dr. Young Choi (ychoi@regent.edu) or Academic Director Dr. Seok Kang.

*You are cordially encouraged to submit!*

# Research Paper Format for KAUPA Newsletter

**Author Name[1], Co-Author Name[2]**
[1]Affiliation, [2]Affiliation

## I. INTRODUCTION

These instructions give you basic guidelines for preparing a publication-ready 1 or 2-page paper for KAUPA Newsletter.

Please follow these instructions as closely as possible to assist in publishing a uniform digest. These instructions have been prepared in the preferred format.

## II. HOW TO FORMAT THE PAGE

*A. Page Size and File Format*

Prepare your paper on a Letter size paper 8 1/2" x 11" (21.5cm x 27.9cm). Do not use A4 size paper, as this will cause formatting problems. **Submit the Microsoft Word file of your paper.**

*B. Fonts*

Best results will be obtained if you use Microsoft Word or a word-processing program with several font sizes. Try to follow the font sizes specified in Table 1. As an aid to gauging font size, 1 point is about 0.35 mm. *Use the Arial font*.

*C. Margins and Formats*

In formatting your paper, set the top margin to 0.85 inch (22 mm), bottom margin to 1.25 inch (32 mm) and left and right margins to 0.9 inches (22.8 mm). The column width is 3.22 inches (82 mm) with 0.3 inches (7 mm) space between the two columns. It is best to simply use this template. *One column format is also very fine if you like.*

You should left- and right- justify your columns. Use automatic hyphenation. Please adhere to American English spelling conventions. Please do not number this page.

## III. ILLUSTRATIONS

You can include a maximum of 1 figure and 1 table as needed. Figure caption should be below the figure; table caption should be above the table.

## ACKNOWLEDGEMENTS

Add appropriate acknowledgements as needed.

## REFERENCES

1. Authors, "Title of the Article," *Reference Information such as Journal or Conference Proceedings*, Vol. X, No. Y, pp. 0000-1111, 2013.

Figure 1: ABC

| Size | Bold | Italic | Text Type (example) |
|---|---|---|---|
| 14 | **Yes** | | Paper Title |
| 12 | **Yes** | | Presenter's Name |
| 10 | **Yes** | | Co-Author's Name |
| 10 | | | Affiliations |
| 10 | **Yes** | | Headings (**SUMMARY**) |
| 10 | | *Yes* | Subheadings (*B. Fonts*) |
| 10 | | | Main Text |

Table 1: Font Styles for Print-Ready Paper

## III. KAUPA Member News

### Professor Sam Chung was Appointed as a New Dean

**Prof. Sam Chung, City University of Seattle**

Dr. Chung is a Professor of City University of Seattle in the state of Washington. He was recently appointed as the first Dean of newly created School of Technology and Computing. Congratulations!
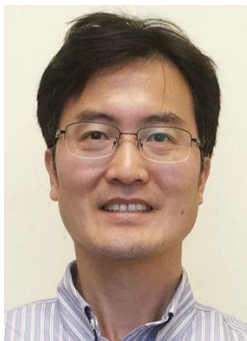
### Associate Professor In-Hyun Park was Tenured

**Assoc. Prof. In-Hyun Park, Yale University**

Dr. Park of Yale Stem Cell Center is a world-renowned researcher in the stem cell area, and he was recently tenured at Yale University. Congratulations!

**Source:** New York Joongang Ilbo

### Professor Kang-Won Wayne Lee Opened a New Online Course

**Prof. Kang-Won Wayne Lee, University of Rhode Island**

Dr. Lee, Professor of Civil and Environmental Engineering is offering an online course CVE 445 Sustainable Pavement Design during this summer (May 18 – June 20, 2020). If you are interested in the course, please send your e-mail to leekw@uri.edu or call to (401) 871-2695.

### Professor Angie Y. Chung was Promoted

**Prof. Angie Y. Chung, University at Albany**

Dr. Chung was promoted to a Professor/Director of the Sociology Honors Program, Department of Sociology, University at Albany, State University of New York in January 2020. Congratulations! She was also recently appointed as a Regional Leader of Northeast (ME, VT, NH, MA, RI, CT, and NY) of KAUPA.

# IV. Research in Progress

### The Emergence of Private Governance
### in a Nonwestern Context: The Case of South Korea

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Staunton, Virginia 24401
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### Abstract

Prior research on global private governance tends to focus on countries from the global North. However, little is known about the ways non-western countries engage with private governance activities globally. This research addresses this gay by analyzing how stakeholders: corporation, governments and NGOs participate and interact within the framework of two different global private standards-ISO 14001 (Environment) and ISO 26000 (Labor). The research conducted extensive interviews with stakeholders based in South Korea. This data is analyzed within the value-regime framework-a neo-Gramscian concept of hegemony. The research finds that global private governance should be applied differently depending on the conditions of individual country contexts; furthermore, this analysis contributes to the literatures centered on global private governance and neo-Gramscian theory.

The research investigates how a non-western country engages with global private governance architecture. Although the term private governance appears to suggest a transnational and international context, some authors emphasize that private governance is concentrated in specific regions, such as the industrialized world or their hosting developing countries.

Little is yet known of the circumstances conditioning the participation in private governance from non-western countries (Gray & Murphy, 2013; Knorringa & Nadvi, 2014; Nadvi, 2014; Peña, 2014). In this context, the research addresses how national political structures constrain or enable the participation of actors from South Korea in the International Organization for Standardization (ISO). Answering these questions requires following the two global private standards as case studies - ISO 14001(Environment) and ISO 26000 (Labor) - in the context of South Korea to provide a rich empirical characterization of how global private initiatives diffuse.

By contrasting local participation in the two ISO standards through political policy, state-society relations and the pattern of perception of local actors from these two cases, the research will provide valuable insight into how global private environment and labor standards are locally perceived and localized comparatively. As labor market are themselves gendered institutions which reflect the

socially constructed division of labor between men and women, the research examines how the private labor standard enable or constrain to the employer the marginalize the Korean female labors by penetrating patriarchal and neoliberal labor reform policy (Beneria, Floro, Grown, & MacDonald, 2000).

By rethinking of conventional approaches to private labor governance from the gender perspective, this research aims to explore the voluntary nature of the private labor standards through the historical, cultural and structural causes of gender-based inequality.

In order to explore the hegemonic struggles among the states, business, and civil society over the environmental and labor issues in Korea, this study proposes a neo-Gramscian hegemony concept to examine the changing role of states in constructing hegemony, and the unique institutional foundation of their power relations in the development of Korea's private environmental and labor governance.

## References

[1] Beneria, L., Floro, M., Grown, C., & MacDonald, M. (2000). Introduction: Globalization and gender. *Feminist Economics*, *6*(3), vii–xviii.

[2] Gray, K., & Murphy, C. N. (2013). Introduction: rising powers and the future of global governance. *Third World Quarterly*. https://doi.org/10.1080/01436597.2013.775778

[3] Knorringa, P., & Nadvi, K. (2014). Rising power clusters and the challenges of local and global standards. *Journal of Business Ethics*, 1–18.

[4] Nadvi, K. (2014). "Rising Powers" and Labour and Environmental Standards. *Oxford Development Studies*, *42*(2), 137–150.

[5] Peña, A. M. (2014). Rising powers, rising networks: Brazilian actors in private governance. *Oxford Development Studies*, *42*(2), 217–237.
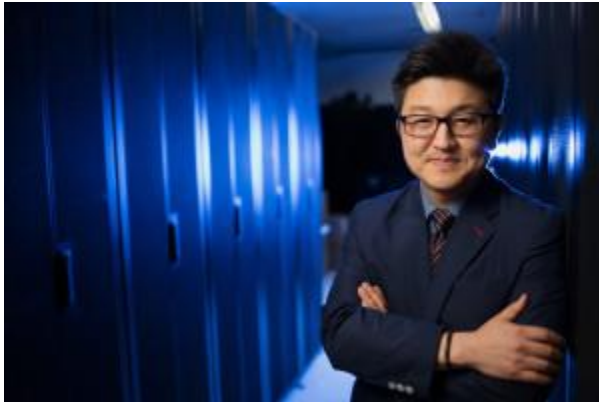
## My Cybersecurity Research Activities and Vision

Jungwoo Ryoo
Information Sciences and Technology
Penn State University
e-mail: jxr65@psu.edu

My research focuses on the cybersecurity aspects of Information Sciences and Technology (IST).

I have diverse education and research backgrounds: computer science (B.S.), networking and telecommunications (M.S.), software engineering (Ph.D.), and cybersecurity (postdoctoral). This interdisciplinary preparation has allowed me to work on the intersection of software engineering and cybersecurity and to produce novel and pioneering works. One such example is my work on security tactics and patterns. More broadly speaking, I am seeking innovative ways to specify and design secure software and to detect software vulnerabilities using architectural and ontological concepts.

I also investigate the impact of human factors on the information systems security readiness of both governmental and business organizations. In 2009, the Center for Rural Pennsylvania [1] funded my project [2] to assess the Information Systems Security (ISS) readiness of municipalities in Pennsylvania. They have been supporting a follow-up study [3] since 2019, which will have a positive impact on the residents of Pennsylvania by improving how cities, townships, and boroughs manage our data.

One of the goals of our 2009 ISS readiness study was to increase awareness on ISS among municipal officials and employees to stimulate improved ISS readiness in general. Our research team gained many useful insights from the initial study and are building on them in the current project.

In particular, the project assesses the ISS readiness of both rural and urban municipal governments in Pennsylvania to measure the improvements or deteriorations of cybersecurity infrastructure, computer security literacy, and daily practices since the baseline assessment in 2009.

Part of the assessment includes developing an inventory of the types of technologies, programs, and platforms rural and urban municipalities use to provide services to their residents. Our final report will also feature public policy implications and relevant recommendations as expected by the center.

As demonstrated in my Center for Rural Pennsylvania project, the research I conduct has direct applications to everyday life problems including management of security threats, information security readiness assessment, identity theft prevention, cloud computing security, Internet of Everything (IoT) security, and the development of software with fewer security vulnerabilities.

In addition to my core research activities, I have been building a reputation as a community builder and expert in STEM education research. Innovative Learning Environments (ILE) are my latest focus. I already organized three NSF-funded workshops/conferences and am leading a team of ILE scholars to finish an open access book to be published by Springer. Our goal is to develop a sustainable ILE research community that continuously contributes to the betterment of STEM education in higher education.

Since I arrived at Penn State in 2005, I have received five NSF grants, for four of which I served as the Principal Investigator (PI). My total external research funding so far is more than 1.6 million dollars.

## References

[1] The Center for Rural Pennsylvania, 2017. [Online]. Available: https://www.rural.palegislature.us/. [Accessed: 26- April- 2020]

[2] J. Ryoo, T. Girard, and C. McConn, 'An Information Systems Security Readiness Assessment for Municipalities in Rural Pennsylvania,' *The Center for Rural Pennsylvania*, 2009. [Online]. Available: https://www.rural.palegislature.us/documents/reports/Info_Systems_Security09.pdf. [Accessed: 26- April- 2020]

[3] The Center for Rural Pennsylvania, 'November/December 2019 Newsletter,' *The Center for Rural Pennsylvania*, 2019. [Online]. Available: https://www.rural.palegislature.us/news1109.html. [Accessed: 26- April- 2020]

## V. 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 the President (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 or the President 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.

The following members were recently appointed as a KAUPA Ambassador.  Congratulations!

- Dong H. Donna Choi, Professor, Park University, MO
- Angie Y. Chung, Professor, University at Albany, NY
- Sam Chung, Professor, City University of Seattle, WA
- Hyo-Joo Han, Associate Professor, Georgia Gwinnett College, GA
- Seong Nam Hwang, Assistant Professor, Southeast Missouri State University, MO
- Jinyoung Kang, Assistant Professor, Mary Baldwin University, VA
- Seok Kang, Professor, The University of Texas at San Antonio, TX

- Jaeyoon Kim, Professor, Point Loma Nazarene University, CA
- Chong Kyoon Lee, Assistant Professor, James Madison University, VA
- Jaewook Myung, Assistant Professor, Southern Methodist University, TX
- Gon Namkoong, Professor, Old Dominion University, VA
- Tom Oh, Associate Professor, Rochester Institute of Technology, NY
- Indy Nohjin Park, Associate Professor, Oklahoma City University, OK
- Jungwoo Ryoo, Professor, Penn State Altoona, PA
- Sangwoon Lee, Associate Professor, Ball State University, IN
- Sangwon Suh, Professor, University of California, Santa Barbara, CA
- Yeomin Yoon, Professor, Seton Hall University, NJ
  (In alphabetical order of each ambassador's last name)

## 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 five members are serving as the KAUPA Columnists:

- Professor Semoon Chang (Ret.), University of South Alabama, Economics
- Professor Young B. Choi, Regent University, Cybersecurity & Information Systems Technology
- Professor Youngsuck Kim, Mansfield University of Pennsylvania, Music
- Professor Jongwook Woo, California State University, Los Angeles, Information Systems
- Professor Yeomin Yoon, Seton Hall University, Finance and International Business
  (In alphabetical order of each columnist's last name)

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 President or 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**

**[The 6th International Conference on Software Security and Assurance (ICSSA) will be held via Zoom virtually.](#)**

Software security is gaining increasingly more attention from the computer security community. Although many attempts have been made to improve software security over the years, traditional software security research has relied too heavily on the tools and techniques focusing on testing (e.g., static analysis). We believe that the scope of software security and assurance is much broader than these limited research areas.

Our conference provides a chance for academic and industry professionals to discuss recent progress in the area of software security and assurance and to explore various facets of software security and assurance, which have not been thoroughly studied yet. The conference will feature:

- Technical papers,
- Invited talks and panel sessions, and
- Lightning talks and demos.

**TOPICS OF INTEREST ARE (BUT NOT LIMITED TO):**

- Secure software design/architecture
- Secure software practices
- Security requirements engineering
- Security analysis tools and methods
- Security evaluation criteria and methodology
- Security education and training
- Vulnerability, threat, and risk analysis
- Malware detection/intrusion detection
- Obfuscation and software security
- Usability of secure/security software
- Security awareness for software developers

**Important Dates:**

Submission Deadline: May 18$^{th}$

Author Notification: June 22$^{nd}$
Author Registration: July 6$^{th}$
Proceedings (camera-ready version): July 13$^{th}$
**Conference: July 16th - July 17$^{th}$**

**Point of Contact:**
Dr. Syed Rizvi or Dr. Jungwoo Ryoo
Department of Information Sciences and Technology (IST), Penn State Altoona
Email: ssr16[@]psu[dot]edu | jxr65[@]psu[dot]edu

**Virginia Washington Metro Regional Conference (VWMRC) 2020**

On behalf of the organizing committee of the Virginia Washington Metro Regional Conference (VWMRC) 2020, we are inviting you to join our Virtual VWMRC 2020 to be held from 9:15am to 4:30pm on Saturday, May 9, 2020.

Here are a few reasons why you want to join VWMRC 2020:

1. You will hear from Prof. Changmin Son, keynote speaker, on "Inspiration through Innovation"
2. You will learn from Prof. Young Hoon Kwak, Journal Editor in Chief, on strategies for successful journal paper writing
3. You will be able to engage in panel discussion on job search with three distinguished panelists representing academia, government, and industry
4. More importantly, you will get a free lunch certificate ($20) from Panera to participate in online networking lunch (must be an active KSEA member at the time of the event, up to 250 registered attendees)
5. You will be able to show case your research at the featured short presentation session (optional)
6. You will be entered to win raffle (Amazon gift card - $200 x 1, $100 x 2, $50 x 4, $20 x 20)

To learn more about the online VWMRC 2020 click here and register right here. It is noted that early registration (eligible for free lunch and featured short presentations) ends midnight on Thurs., April 30, 2020. Registration will be accepted until midnight, Thurs., May 7, 2020.

Conference website: https://vwmrc2020.weebly.com
Registration Link: https://vwmrc2020.weebly.com/register.html

All eligible participants (i.e., active KSEA member and submitted one-page slide) will receive password to join the Zoom conference.

Should you have any questions, please feel free to email us at vrc.ksea@gmail.com

B. Brian Park, Conference Chair
Donghun Park, Program Chair

## Transportation Infrastructure Durability Center (TIDC)

### Request for Proposals

The Transportation Infrastructure Durability Center (TIDC) is a U.S. DOT University Transportation Center (UTC) with the exclusive research focus to improve the durability and extend the life of transportation infrastructure in Region 1 (Maine, New Hampshire, Vermont, Connecticut, Rhode Island, and Massachusetts). TIDC is led by the University of Maine and includes the following member institutions: University of Connecticut, University of Massachusetts Lowell, University of Rhode Island, University of Vermont, and Western New England University.

TIDC's competitive-funded solicitation is intended to help maximize the implementation of the U.S. DOT's commitment to improving the durability and extending the life of transportation infrastructure.

TIDC is seeking competitive proposals from universities in Region 1 (ME, NH, VT, CT, RI, & MA) for transformative research relevant to one of the four research thrusts that will address enhanced durability and life extension of infrastructure and have long-term and real-world value to state departments of transportation and the transportation industry as a whole in New England and beyond. Member universities have an extensive record of accomplishments within the realm of research, education, and technology transfer as it relates to transportation infrastructure. TIDC aims to build upon these successes and continue to support current Region 1 state DOT, industry, and agency initiatives while introducing new cutting-edge technology and information that will reduce cost and improve the overall health of Region 1 transportation infrastructure. If selected, the proposed research is scheduled to begin September 1, 2020 or thereafter.

Cross disciplinary projects and collaboration between multiple institutions are desired to broaden the impact of each project across the region. Proposals for either research or demonstration/pilot projects of new technologies or techniques with a strong fit to one of the four thrust areas will be considered. Respondents should carefully review Section IV (Submission Requirements and Instructions) of the RFP.

Timeline of Key Proposal Events

| Key Proposal Event | Due Date |
|---|---|
| Solicitation Date | March 2, 2020 |
| Submission of Questions (Optional) | April 1, 2020 |
| Submission of Technical Reviewers (Optional) | April 15, 2020 |
| Submission Date | June 15, 2020 |

| Submission Review Completed | July 30, 2020 |
| Notification of Awards | August 30, 2020 |
| Award Start Date | September 15, 2020 |

Proposal submission documents and guidelines are available for download at https://www.tidc-utc.org/pi-toolbox/ or by request to tidc@maine.edu. Supplemental material(s) related to the proposal will not be accepted after the deadline except at the request of the TIDC Administration.

All proposals must be submitted using the TIDC Proposal Template located at https://www.tidc-utc.org/pi-toolbox/ and at the bottom of this page. The document should be single spaced with Times New Roman font no smaller than 12 pt.

Each proposal must be submitted electronically in the formats listed in the table in Section D.2.1 to tidc@maine.edu no later than 5:00 pm on June 15, 2020. The file should be saved using the following format: Thrust Area number, PI last name and first initial, institution name, and submission number (if submitting more than one proposal for the current submission cycle). For example, the first or a single submission would be 3CollamoreA_UMaine. A second submission would be 2CollamoreA_UMaine2. Each proposal needs to be submitted as a separate email.

TIDC reserves the right to reject proposals that: (1) are received after the deadline, (2) do not meet the eligibility requirements, (3) are incomplete, (4) do not meet the thematic requirements, or (5) does not add real-world value to DOTS and the transportation industry.

Funding Requirements

Cost Share

All TIDC proposed projects must include a minimum 1:1 cost-share or they will not be considered. Cost-share funding can be cash or in-kind. Cost-share funds must be used to accomplish project objectives and must be from a non-federal source. Cost-share funds are considered to be part of the federal funding and are subject to the same restrictions as noted in section C.3. Letters of commitment from the cost-sharing university, agency, and/or organization(s) must be attached to each proposal. Proposals with cash cost-share and in-kind cost-share from industry, State DOTs, and other non-

Further Information

For more information about TIDC and this solicitation, please visit www.tidc-utc.org or contact the TIDC Program Coordinator or the TIDC Grant & Fiscal Manager for budget and funding related questions.

### [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:      April 15, 2020 (students and early career
professionals only)

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 Opportunities**

Subject: KSEA Information Technology Staff & Full Stack Web Developer

Korean-American Scientists and Engineers Association (KSEA) is seeking a creative Information Technology (IT) Staff who will lead KSEA IT operations and Information Systems (IS) development at head quarter with the emphasis on Full Stack Web Systems Development. If you are seeking an opportunity of playing a significant role in helping a non-profit organization, while also earning income and enhancing your resume, this is the job for you.

Position Description
The KSEA IT Staff reports to IT Directors. KSEA IT Staff is accountable for a quality IT experience by providing visionary technical leadership and information systems management to ensure the success of the KSEA operations and events management. The KSEA IT Staff leads and manages all websites and information systems for the businesses of the headquarter and local chapters/branches, supporting the IT-related demands of headquarter staff members, fosters cybersecurity and information assurance awareness, and actively engages in IT projects under the IT Directors' supervision. This position is a 3-month contract with potential to convert full-time (or part-time) employee under annual renewal.

About the Korean-American Scientists and Engineers Association (KSEA)

KSEA was established in 1971 as a non-profit professional organization and has grown to over 6,000 registered members with ~ 70 Local Chapter and Branches, ~30 Affiliated Professional Societies, and 13 Technical Groups across the United States. The organization objectives are to promote the application of science and technology for the general welfare of society, foster international cooperation especially

between the U.S. and Korea, and help Korean-American Scientists and Engineers develop their full career potential. Details about KSEA areavailable at https://ksea.org/us/

Essential Duties and Responsibilities are listed below. Other duties may be assigned.

Support all IT-related businesses of KSEA including HQ Staff, Executive Committee, Directors Committee, and Local Chapters.
Design, develop, modify, debug and evaluate all KSEA information systems including websites, web applications, mobile apps, software applications, and databases.
Plan, develop, and update web application architecture to be extensible.
Create holistic web and mobile solutions to address short and long-term business goals.
Maintain IT and IS currency and leads the effort to review and revise plans to enhance the KSEA member experience.
Model excellence in administering and modernizing KSEA IT and IS.
Oversee and monitor the performance of IT and IS to ensure KSEA operation quality.
Develop and advocate for new IT business development and IT-related staff development.
Ensure that the KSES IT is in alignment with the KSEA's business and growth plans.
Keep lifelong learning to integrate emerging information technologies and computing paradigms into KSEA IT and IS.

Minimum Qualifications

Education & Communication:
Master's Degree in Computing-related area (Computer Science, Data Science, Software Engineering, Cybersecurity, Information Systems, or Information Technology)

4Cs (Comprehension, Communication, Critical Thinking and Collaboration)

Comprehension: Bilingual in English and Korean

Communication: Self-motivated, independent, pro-active, and responsible
Critical Thinking: Able to work on multiple projects and meet tight deadlines with system thinking, computational thinking, algorithmic thinking, and adversary thinking

Collaboration: Able to work with diverse stakeholders

Experience:
Proven evidence in software development with general-purpose programming languages like C# or Java
Proven evidence in web application development with web programming language and/or framework like PHP and Laravel, Ruby on Rail, C# .NET MVC, etc.
Proven evidence in learning emerging technologies, languages, and tools
Demonstrated experience in developing and managing frontend and/or

backend web application development like MEAN (MongoDB, Express, Angular, and NodeJS).
Demonstrated experience in administering database management system like MySQL, MS SQL Server, MongoDB, etc.
Demonstrated experience analyzing in data using Excel, SQL, R, and Python
Ability to address IT or IS-related issues and concerns in support of KSEA success
Demonstrates awareness, sensitivity and cultural awareness to diverse members, officers, staff, and external communities.

Desired Qualifications:
PhD in Computing-related disciplines preferred
Professional software development experiences
Experiences in Single Page Application and/or Progressive Web Application
Experiences in Data Analytics and/or Data Science
One or more years of progressively responsible work in the tech industry

Salary Information:
The Full-time IT staff salary is based on experiences and terminal degree.

Application Instructions:
KSEA only accepts application materials through this online application process. Please submit a complete application to be considered for this position; a complete application includes:

Cover Letter
Current Resume (Curriculum Vitae is preferred.)
Unofficial copies of transcripts (for interview)
A list of minimum three references

Office Location: Vienna, VA (partial tele-commuting is possible upon negotiation)

Application Review Date: The first review date for this job is May 1, 2020.

Equal Opportunity Employer: KSEA is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, sexual orientation, gender identity, and status as a protected veteran or individual with a disability.

KSEA offers comprehensive compensation and a benefits package that includes medical, dental, 401K. Please include a cover letter, resume, and compensation requirements. Send your application package to
sejong@ksea.org

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

[현대자동차] 2020 년 상반기 연구/채용 인턴 Global Internship 모집 (~5/5)

**□ 지원 자격**
- 연구인턴 : 해외 및 국내 학/석사 기졸업 또는 재휴학, 박사 재학 (※박사 졸업 제외)
- 채용인턴 : 해외 및 국내 학/석사 기졸업 또는 유예/졸예, 영어회화성적 보유
- **공통요건**
 **1) 한국에서 희망 차수에(차수별 약 10 주) 주 5 일 정상 실습이 가능하신 분**
 **2) 해외 입국의 경우, 입국일로부터 2 주 경과 및 자가격리 해제 상태로 국내 체류지 확보 및 즉시 실습(비자 관련)이 가능하신 분**
 ※ 공고 별 지원 자격이 상이하므로 공고 상 요건을 반드시 확인바랍니다.
 ※ 동일 기간 진행 중인 상시채용(신입/인턴)은 중복 지원이 불가능합니다.


**□ 모집 부문**
미래 기술 분야(MECA)

**□ 접수 기간**
**OPEN ~ '20.5/5(화) 23:59 (※한국 시각 기준)**

**□ 실습 혜택**
- 7 월 하계 휴무 제공(5 일), 기숙사/중식 제공, Brand/Tech Tour, Vision Talk

**□ 전형 절차**
서류 전형(5 월 초) > 면접 전형(5 월 중) > 실습

**※ 서류 및 면접 온라인 진행**

**□ 접수방법**
현대자동차 채용 홈페이지 온라인 지원 : http://recruit.hyundai.com/hfront/webapply/applyList.do?sort=3
문의 : recruit@hyundai.com

JAE CHAN LEE
Global Recruiting Officer
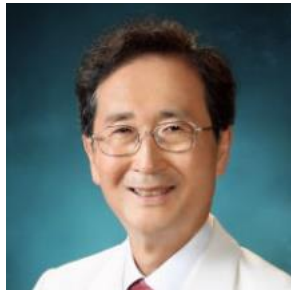Senior Manager
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## VI. Member Essay

**Human values and university education: universities should return to traditional values**

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

Axiology also called the theory of value, is "the philosophical study of goodness, or value, in the widest sense of these terms." [i] The term "value" originally meant the worth of something, chiefly in the economic sense of exchange value, as in the work of the 18th-century political economist Adam Smith. A broad extension of the meaning of value to wider areas of philosophical interest occurred during the 19th century under the influence of a variety of thinkers and schools.

Axiology presupposes ontology, the theory of being or the study of the basic characteristics of all reality[ii]. Ontology gives a fundamental categorization of the real. Value is predicated of what is or can be. There is a dispute over the question of whether value is objective or subjective-relative. If value is objective, then what is valuable must be so regardless of whether it is valued or not. On the other view, a thing is valuable for a person who values it. Having value is a relational property of being valued by its valuer.

Although we need not have a dogmatic position to push on this issue, we need to stress the special status a valuer has. A valuer is a reflective person whose being, as well as the value of his being, is his primary concern. A person who values anything must ask himself whether he is valuable. A substantive position one can take is that if a person values anything, he must value his *well-being*. This is the lesson we can learn from Plato and Aristotle of the West, from Confucius of the East, and Jesus of Nazareth.

A person can attribute *well-being* (or what Aristotle called *eudaimonia)* to his present being (expressed by the utterance "I am well"). Still, it usually is aspired to as the state of his future being (represented by the statement "I want and will to be well"). In simpler terms, human *well-being* is an ideal. Its ideality consists in a unique feature; namely, it is understood as a possibility the realization of which is a moral obligation (expressed by "I ought to be well").  Plato thought that a person wants to be well with a sense of moral obligation to be well. To be well is to be just and to be just is to be wise, courageous, and temperate. The paradigmatic form of human existence is a persistent pursuit of *well-being*.

For Aristotle, human *well-being* comprises 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.

*Well-being* does not befall a person as if it were a natural state; achievement of *well-being* is a goal that continually pulls human existence forward. For both Plato and Aristotle, *well-*

*being* consists in the optimal realization of the moral and cognitive potential, an ideal we should pursue in our lifetime through education.

The normative scale of human values comprises technological, economic, political, cultural (especially its educational components), personal, and religious ones. It is a fact of modern life that the normative scale gets distorted frequently so that higher levels (e.g., compassion, love) may be driven by lower levels (e.g., economic values) in ways that are not only inappropriate but also damaging.[iii]

Since the so-called Reagan/Thatcher neoliberal revolution of the 1980s, such a trumping of higher levels of value by lower economic values seems to have become a salient feature of Western societies. Notably, in America, the hedonistic view of happiness prevails, bespeaking the degeneration of the American psyche. According to this view, happiness is a quantified commodity purchased by money, successful competitive work, luck, and even skillful tricks such as financial engineering.

Happiness and the means to it do not constitute an axiological unity in that the value of happiness is not determined by the means used to reach it. Happiness for Plato, Aristotle, Lao Tzu, Confucius, and Jesus is the reflectively affirmed, appreciated, and enjoyed state of one's existence, all facets of which contribute to the goodness of the whole. The best of the Greco-Roman-Judeo-Christian tradition and the best of the Eastern tradition coalesce.

One salient consequence of neoliberalism that has dominated Western societies, especially America, for the past forty years is the commoditization of almost everything society needs. Even university education has been commoditized; students have become "customers" and professors "education service providers." If the university is unable to "sell" history, then it closes the department of history. Perhaps, the department of philosophy may be the next target.

It appears that business schools (also known as "cash cows" for the university budget) have become trade schools where education service providers sell commoditized training to the customer-students, rather than mentor-professors provide education for mentee-students. Just like American corporations that produce quarterly profit statements, students provide, at the end of every semester, customer evaluations, which have become an essential part of the rank and tenure process.

Academics in the field of mainstream economics and finance do not seem to realize that they have become unsuspecting agents of destruction by actively espousing theories that justify commoditization of everything. Comfortably enclosed in their academic silo, these mainstream economists, who miserably failed to predict the recent global financial crisis, continue speaking their code, establishing their status rankings and hierarchies in peer-reviewed academic journals, and persuading themselves and one another of their intellectual and professional merit[iv].  They are bright, but the brightest or those so deemed "know one thing, but not two." There is an unkind word, "sophomoric," that is apt when applied to them.

The following bullet-point excerpts from Amitai Etzioni's 2018 book *Happiness is the Wrong Metric* may be revealing about America's schools of business. Professor Etzioni is an

internationally prominent American sociologist who taught ethics at Harvard Business School as a visiting professor from 1987 to 1989 – the years many of today's current corporate officers were in training. In a section titled "When It Comes to Ethics, B-Schools Get an F," he presents a revealing tale from his personal experience at Harvard Business School.

- HBS, which deserves particular scrutiny as the school to which many others look when they design curriculums, had little in the way of formal ethics teaching in 1987.
- It was 1987 that John S.R. Shad, then chairman of the Securities and Exchange Commission, made a personal donation of some $20 million to HBS to support the teaching of ethics.  On April 21, 1989, after months of contentious debate, an initial proposal was put up for a faculty-wide vote.
- <u>Reactions ranged from distrust to outright hostility</u>.  One economist argued that "we are here to teach science."
- Another faculty member wanted to know, "Whose ethics, what values, are we going to teach?" And a third pointed out that the students were adults who got their ethics education at home and at church.
- By the meeting's end, the project had been sent back to the drawing board.
- The debate continued over whether ethics should be required course or a separate elective or, alternatively, whether the topic should be integrated into all classes.  A member of the marketing department mused that if the latter policy were adopted, his department would have to close because much of what it was teaching constituted a form of dissembling: selling small items in large boxes, putting hot colors on packages because they encourage people to buy impulsively, and so forth.
- A finance professor was also concerned about its effects on his teaching. Students later told me that they learned in his course how you could make a profit by breaking implicit contracts.
- In the following years, an ethics course was taught at HBS, but it was ghettoized – a minor requirement to be gotten out of the way as quickly as possible.  These days, students take a required "mini" course on ethics upon arrival, and there is a required first-year course titled "Leadership and Organizational Behavior." And that's it.  It's the same at other schools.  One student at Stanford B-school, which had a similar program, described his ethics class as "like going to church on Sunday."
- In my own Harvard Business School ethics classes, students resisted my argument that executives should take ethical considerations into account. Ethics, they told me repeatedly, were something a corporation simply cannot afford.
- Many business school professors choose to steer clear of teaching morality.  Only two faculty members insisted that telling the truth is an absolute moral value and that the CEO should, therefore, avoid lying.
- **An Aspen Institute study of about 2000 graduates of the top 13 business schools found that the B-school education not only fails to improve the moral character of the students, it actually weakens** (Aspen Institute 2008).

The Harvard Business School faculty, especially the economist who argued that "we are here to teach science," should heed the words of John Maynard Keynes: "It needs no proof that neither economic activities nor any other class of human activities can rightly be made independent of moral laws." He should also note that Alfred Marshall, known as the father modern economics,

reached economics through ethics.  In 1868, a desire to read Immanuel Kant in the original language led Marshall to Germany.  "Kant my guide," Marshall once said, "the only man I ever worshipped." From philosophy, Marshall turned his mind to ethics.  "The solution of economic problems was for Marshall not an application of the hedonistic calculus [as often practiced and even advocated by today's mainstream economics], but a prior condition of the exercise of man's higher faculties."[v]

If they dare to call themselves "universities," universities should never allow their business schools or any other professional schools or colleges to duplicate, at a minimum, the pathetic follies committed by such leading business schools as Harvard Business School.  Universities should return to traditional values. University education is essentially a process of helping students to establish a life-long foundation for them to achieve their *well-being* by realizing their moral and cognitive potential -- an ideal that students should pursue in their life after graduation. In a nutshell, the purpose of university education is to cultivate the character of the student to help him/her become a gentleman/gentlewoman – a person who has acquired both moral and intellectual virtues -- as envisioned by John Henry Newman in his seminal book, *The Idea of a University*. A gentleman or gentlewoman is a whole person who, in his or her way, makes contributions to society and enjoys the pursuit of justice as advocated by both Aristotle and Confucius. Such a person is a "maker" (giver) to society, not a "taker" from society (parasite).

The so-called professional or technical competence without proper moral caliber would lead to producing at best clever, utility-maximizing "economic animals,' or what Confucius calls *xiaoren* ("smallmen/smallwomen"), who would more likely than not destroy not only themselves but also their society.

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[1] See *Encyclopedia Britannica*. https://www.britannica.com/search?query=axiology

[1] It was called "first philosophy" by Aristotle in Book IV of his *Metaphysics*.

[1] E-mail communication with Dr. Michael Stebbins, the Toth-Lonergan Visiting Professor at the Center for Catholic Studies, Seton Hall University, March 2020.

[1] Arun Maira, "Economics needs a new paradigm," theirview@livemint.com, May 2, 2016

[1] See John Maynard Keynes, *Essays in Biography* (1933).

You may enjoy reading Professor Yoon's other article published in South China Morning Post on April 21, 2020.

*Coronavirus pandemic means the world needs more coordinated science and tech, not less*

## Social Media and Lifelong Education

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

These days, we mention that we are living in the social media, that is, the era of Social Network Service (SNS). Everyone agrees that physical socialization or socialization is a very important one in our lives. Along with this, I also think that digital socialization in the electronic network, i.e., the Internet virtual (or cyber) space has far outpaced the power of existing socialization.

Due to the development of the Internet that we use every day, two spaces are now composed of real space and virtual space. In these two spaces, socialization is progressing. Whether or not each of these social phenomena is accepted or unacceptable, it is self-evident that we are now active every day in two social spaces. Some individuals use these two social spaces in a proper balance and use them well, and in some cases, only one social space. There have also been people who use the social space disproportionately too much or too little.

There are many benefits that we can enjoy in digital socialization using social media, but among them, I would like to try to express my opinion on the aspect of lifelong education using social media.

The modern era is witnessing a major advancement in science and technology, especially in the rapid development of information and communication technology centered on the Internet. As a result, the social environment is rapidly changing. Every day, new technologies, concepts, new products, and new markets are emerging. In the past, only the knowledge and information studied at school simply was pretty much enough to live well without any changes in the workplace in life. However, now it is not easy for us to adapt to the complex business processing environment of a rapidly changing society with only regular knowledge we learned from the school. It became increasingly very difficult. Now, the "Good Old Days" of the past have passed forever. In addition, we are now exposed to new technologies, laws, institutions, and Internet-based computer programs and various information and communication devices. If you don't know how to handle them proficiently, you will be in trouble in living seamlessly in the world.

This is a social phenomenon that people in all sectors of society are experiencing these days, as well as those who work in the information and communication field. In a society based on the ultra high-speed info-communications technology (ICT), the society has been reorganizing based on the Internet as the center. Nowadays, when I think of my experience in dealing with several tasks while I have been contacting several government offices or companies, I found that there are quite a lot of people in charge of their jobs with lack of knowledge. They don't know exactly how to use their own work-related software, so they just try to use the business process I requested in not that clear way. After they mention a vague and usual answer to my request, it takes a considerable amount of time to get a solution to the requested service. Later, when you call them

again, you will hear a similar answer like the previous one.  I also experienced that my certain request was passed over a year to be responded and finally solved!  As a person who knows computer pretty much, I have a rough idea of what part is having problems, and about the person's role in charge of work operating a requested service-related software. There were quite a few cases where a responsible person seemed to be ignorant of what to do.

In this case, even if the damage experienced by the customer who ultimately requested service is put aside, the related department, company, or institution are also being damaged, and furthermore, in a chain reaction in the order of community, country, and the world, all stakeholders in the requested service are in trouble in turn.  I think a temporal damage will continue to accumulate and it will grow quickly.  In the end, all taxpayers share their burdens, and all relevant people divides all of them.  In short, if a person does not properly study the work processes that is essential for his/her work, it can give a huge damage to everyone socially without knowing it.  Now is the time that the importance of re-education and re-training in an industrial field outside school education is very desperate.  This is just one example I have recognized the need for lifelong education.

It is also very promising to exchange and enjoy entertainment information through social media, but if we go one step further, our day would be different.  In the rapidly changing social environment, you have been learning by yourself in organizing and sharing the information you need with each other after completing your school education.  You have been accumulating this self-learned essential information for your life.  Therefore, you became to recognize naturally the importance of lifelong education.  To this end, various audio-visual software tools such as YouTube® may be used as a good example of efficient teaching/learning tool for you.

As the saying "there is no end to learning," now we are all serious about the concept of lifelong education and the effective way to practice it. And the time has come for us to ponder, debate, and voluntarily participate in the lifelong education movement.  Now, whether you like it or not, we are living in a challenging "The New Normal world demanding study blessing (공부복이 터진 새로운 일상의 시대)."

### Retirement Planning of KAUPA Professors

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

Let us be honest with ourselves.  I think many of you near the retirement age feel uneasy about retirement. You are asking yourselves "what in the world do I do after retirement".

There are two important issues that all of you need to consider: money and time.

As to money, if you are totally convinced that you can manage your own money, you can go ahead and do it for yourself.  If you fear how to manage retirement money that you have been saving through the university retirement savings, I have a suggestion for you.

Talk with your university retirement advisors as to the possibility of setting up an annuity program for your retirement.  Annuities are issued only by insurance companies because they are an insurance program.  However, many brokerage companies and even your retirement office can sell annuities.

There are many different annuity programs.  My recommendation is to invest in a fixed amount annuity, meaning that you will receive a fixed amount each month for the rest of your life.  When you leave this world, the payment ends and there will be no remaining money for inheritance.   Fixed amount annuity means that when you die, annuity also dies, although they usually allow inheritance if you die within, say, 5 years of your new annuity plan.

You may, however, consider small variations.  First, if you have a spouse as I think all of you do, set up the annuity in such a way that the same amount continues even after you die.  Second, you may consider including a Cost of Living Adjustment (COLA) in your annuity.  COLA in a fixed amount annuity does not mean that your benefits will increase in direct proportion to the rate of inflation.  It usually means that your future benefits will increase by a certain percentage each year in return for reduced benefits in the early years.

When you have the type of annuity I described, there is no need to worry about fluctuating stock prices or interest rates.  On the other hand, you will not benefit from rising stock prices.

Importantly, you need to consider carefully when you want to sign the annuity contract.  You really want to sign the contract when the asset value, i.e., stock prices, is high.

If you have left-over money each month as I know you will, you can certainly invest your extra money in index funds, or indexed mutual funds, that fluctuate with the market prices of stocks.  I said index funds because index funds charge a very small amount (usually around 0.2% fee) for managing your money.

As to time, I have yet to hear any retiree say that his or her life is boring.  If you are still worried about your boredom after retirement, you can consider the following two suggestions.

One is to move to a large retirement community, which usually requires one of the family members to be 55 years or older.  Large retirement communities such as the Leisure World of Maryland or the Laguna Woods Village (CA) or The Village in the middle of Florida has multiple clubs you can join.   You will never have enough time to enjoy all the clubs and community activities.   Also, all the locations mentioned above have 18-hole golf courses in the middle of the community where you can play golf virtually year-round.

The other is to learn ballroom dancing.  If your university has a non-credit class for beginning ballroom dancing, take the course.  And then repeat the course. Your enjoyment will depend on mastering those basic steps.  After all, we did not become proficient in our college subject areas with only one class, why would this physical activity be different.  After that, you can join a ballroom dance club near where you live.

If you are not currently a dancer, you will have many excuses not to start dancing: I am too old; I do not have time; dancing is for people who are looking for romantic partners; my spouse is not interested; I do not have a  spouse; I am too shy, and more.

Once you begin ballroom dancing, you will be surprised to find how many dancing opportunities are available very near you.  Another surprise will be how much better you feel physical after moving around the dance floor.  You will not even look back to your academic career.  Your life is moving on toward a greener field, new challenges, and new opportunities.

I know it is easier said than done.  I also know you can do it.  All you need is your determination. Excuses for not learning to dance today will not disappear tomorrow.  If you feel you are too old today, you will be older tomorrow.  If you ever thought of learning social dancing, today is the day.
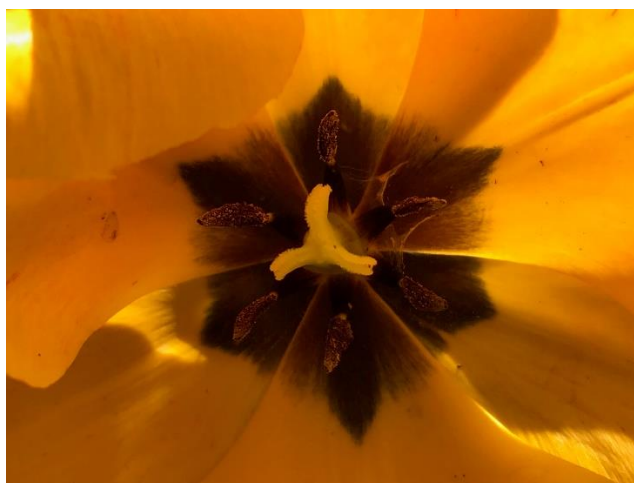


*Dr. Chang's articles contributed to The Korea Times also can be accessed by clicking The Korea Times URL.*

## 1840 년 아름다웠던 5 월에: 슈만과 "시인의 사랑"

*Youngsuck Kim*
*Professor of Music, Mansfield University of Pennsylvania*

이름다운 오월에, 하이네 시
(Im Wunderschonen Monat Mai" by H.Heine)

"아름다운 오월에
모든 꽃들이 피어날때
나의 사랑도 피어나고

아름다운 오월에
모든 새들이 노래할때
나도 사랑을 말(고백)할 것입니다."

1810 년에 출생하여 1856 년 세상을 떠난 독일 출신의 음악가 로베르트 슈만은 피아니스트이며, 작곡가, 평론가로 활동했다.  재능있는 피아니스트로서 활동하던 슈만은 1832 년 무리한 피아노 연습으로 인해 오른손 중지를 못 쓰게 된 이후 작곡에 전념하게 된다.

클라라의 아버지였던 비크 교수의 강력한 반대로 고통스럽고 힘든 법정 소송까지 끌고 간 클라라와의 결혼은 참으로 기쁘고 벅찬 것이었다.  슈만은 결국 자기의 피아노 스승 이었던 비크 교수의 허락없이 클라라와 결혼을 강행하게 된다.
1840 년 9 월 12 일, 슈만의 나이는 서른 살이었고 당시 유럽에서 가장 재능 있는 여성 피아니스트였던 클라라는 스물 한 살이었다.
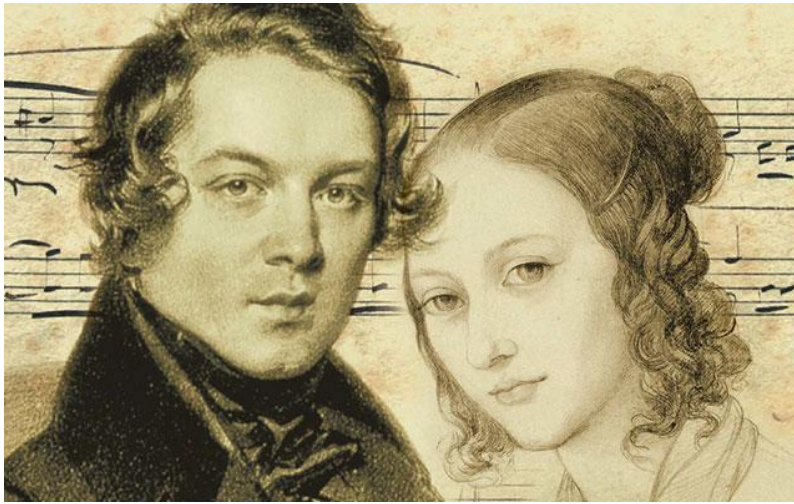
그들이 결혼한 1840 년은 작곡가로서의 슈만에게는 참으로 특별한 해이기도 하다.  아름다운 오월에 온갖 꽃들이 피어나는 것처럼 그의 삶에도 모든 종류의 꽃들이 피어났다.  이전에는 피아노 곡들에 한정되어 있던 작품들이 오케스트라, 심포니, 쳄버뮤직 등, 다양한 분야의 작품들로 확장되었고 그의 주요 작품들인 Carnaval, Symphonic Studies, Kinderszenen, Kreisleriana, Fantasie in

C 등이 이때 쓰여졌다.  특히 중요한 성악곡들이 이때 쓰여 졌는데, 그의 가장 뛰어난 연가곡 " 시인의 사랑" "여인의 사랑과 생애" "미르텐"

"리더 크라이스" 등 138 곡을 작곡 하였다.  그는 평생 약 200 곡 정도를 작곡 했는데 절반 이상을 1840 년 한해에 작곡한 것이다.  후세 사람들은 이 특별한 1840 년을 "가곡의 해" 라고 부른다.



Heinrich Heine (1797-1856)

필자가 가장 사랑하는 노래는 하이네의 시에 부친 연가곡 "시인의 사랑"인데, 모두 16 곡으로 이루어져 있다. 이 곡은 하이네의 서정적 간주곡이란 책에서 발췌 하였는데, 하이네가 삼촌의 딸과의 사랑에 실패한 후 실연의 슬픔을 노래한 시 모음이다. 그러나 슈만은 이 시들을 가지고 결국에는 실연의 슬픔을 극복하는 것으로 시인의 사랑을 마감한다.

다 빈치가 붙들고 다니던 말 중에 이런 말이 있다.
'단순함이야말로 궁극의 정교함이다.' 여기에 수록된 곡 들은 얼핏 보기에는 짧기도 하고 단순해 보인다. 짧은 것은 40 초 정도이다. 그러나 연습하다 보면 한음 한음 버릴 음이 하나도 없다는 것을 알게된다. 이 말에서 미니멀리즘이 생겨났을 것이다. 그는 초창기의 미니멀리스트였다. 음악이 아주 정교하다. 버릴것이 없다. 숨을 곳이 없다. 그래서 연주하기가 쉽지가 않은데 정확한 음정과 자연스런 흐름을 가질 수 있는 유연함이 필수로 요구된다.

1 번부터 6 번까지는 사랑의 기쁨을, 7 곡부터 14 곡까지는 실연의 아픔을,
15 번과 16 번은 청춘의 향수와 쓰라림을 나타내며 마침내 그것을 극복하여 강에
흘려보내는 것으로 끝맺는데 마지막의 긴 피아노 독주는 느리게 흐르는 강을 따라 지나간 사랑의 회한을 흘려 보내는 듯 길게 이어지며 끝난다. 특히, 피아노의 역할이 중요한데 성악 선율과 상호 작용을 하면서 서로이야기 하듯 완성된 음악적 의미를 창출해 낸다. 슈만은 피아노를 반주 악기로 쓰지 않았고 사람의 목소리와
피아노의 이중주로 생각하였다. 목소리와 언어 그리고 피아노가 각각 자기 역할을 하면서 상호 작용을 통해
극치의 하모니를 만들어 내었다. 이러한 것을 예술가곡이라 하는데 슈베르트로부터 시작해서 슈만에 의해
예술가곡이 찬란하게 꽃 핀 셈이다. 깊은 문학적 소양을 갖추었을 뿐 아니라 그 자신 훌륭한 피아니스트였던
슈만에 의해 독일의 예술가곡이 구체화 되었고, 그의 가곡은 프랑스 예술가곡에도 큰 영향을 미쳤다. 가브리엘 포레를 가르켜 프랑스의 슈만이라 부르는 이유도 그것 때문이다.

작곡과 음악 평론으로 절정에 있던 슈만은 운명의 시샘을 받게 되는데, 집안에 그림자처럼 드리우던 정신질환 증세가 그에게도 나타나기 시작했던 것이다.

"클라라 여기 앉아봐, 다시 좋은 곡들이 들리기 시작했어! 난 다시 곡을 쓸 수 있을거야!" 슈만은 병원에 면회 온 클라라를 보자 피아노로 가서 떠오르는 멜로디를 치기 시작 했다. 클라라는

가슴에 차오르는 고통을 가까스로 억누르며,
"좋은 곡이네요, 훌륭한 곡이에요" 이렇게 말을 하고는 바깥으로 나와서 참았던 울음을 터뜨리고 말았다.  그 곡은 슈만이 자기에게 결혼 선물로 보냈던 뤼케르트 시에 곡을 부친 "헌정(Widmung)" 이 아니었던가!

캐서린 햅번이 피아니스트 클라라 역을 맡았던 1947 년의 흑백영화 "Song of Love " 의 한 장면을 재구성한것이다.  슈만이 정신병원에 입원하고 있을 당시의 상태를 극적으로 잘 보여주는 장면이 아닌가 싶다.

서두에서 소개한 '아름다운 5 월에'는 슈만의 연가곡 "시인의 사랑"중 제 1 곡인데 봄이 되면 가장 많이 생각나는 곡 중의 하나이다.  많은 음악 애호가들에게 잘 알려진 노래이고, 음대를 가게 되면 반드시 배우는 가곡이다.

1854 년 몇 번의 자살시도를 하였던 슈만은 자진해서 정신병원으로 들어간다.  그로부터 2 년 후인 1856 년, 심한 우울증을 극복하지 못한 그는 클라라와 여덟 명의 자녀를 남긴 채 짧은 행복과 긴 고통으로 점철된 46 년의 생을 그곳에서 마감하였다.

## What Does Communication Technology Do to The News Industry?
## Efforts to Increase Revenue with Digital Power

**Seok Kang**
*Professor of Communication, The University of Texas at San Antonio*

The downturn of the news media industry since the advent of the Internet is nothing but getting worse. Communication technology has brought convenience, revenue sources, and disruptive innovations to news publishers and audiences. On another side of communication technology's contribution to the news industry, there follow losing sectors due to market restructuring such as the media ad market cannibalization of digital giants including Google and Facebook. In the fiercely competitive news media market, visibility and site visits are a must for news publishers. In that sense, Google and news organizations can be in a win-win situation. However, it seems only Google is a winner because, for example, the Wall Street Journal (WSJ) needs Google for news searchers. The WSJ receives site visitors who search for news on Google. Eventually, audiences rely on Google and spend more time on search there rather than reading news on the WSJ website. Google, thanks to news organizations, gets visitors and ad revenue along with visitors' exposure to sponsored search results. Even though there is a certain amount of fees Google pays to news organizations, Google's revenue eventually generated from visitors far larger than the fees.

In this digital news environment with declining revenue sources for the news industry, news organizations implement new revenue models that may work for their own market circumstances. There are some notable practices using communication technologies that may lead to news organizations' survival and thriving in the digital news market. One is digital subscription. The New York Times (NYT) offers many subscription options for audiences to choose from. In addition to digital-only subscription, there is an option for readers to add print delivery. The NYT also offers the matching donation option, which allows for a free subscription for students with a donation. Digital subscribers can access premium content such as the cooking section and crosswords. As audience engagement is a key to successful digital news media management, news organizations pay special attention to ideas that draw audience involvement. Digital subscribers receive member benefits such as discounted cultural events. Newsrooms reach out to current and potential subscribers via social media, mobile apps, and email. News publishers access the distribution data of subscriber demographics through analytics. Audience teams analyze site visit patterns, readers' social media posts, and news article selection patterns. Based on the big data, newsrooms develop strategies to release news during high visit hours. Further, gender, education, and other preference distributions provide newsrooms with ideas for news items that are well received for different demographics. The New Yorker offers personalized email newsletters and finds niche topics for their target subscribers. The WSJ uses a machine learning algorithm and measures reader activity across 60 variables. The WSJ adapts its paywall to each reader's behavior, delivering a free-story limit before paid subscription only in the areas of their interests. The variables the WSJ uses for the customization are site visit frequency, depth of read, favored devices, and preferred content types.

Neue Zürcher Zeitung (NZZ) of Switzerland computes its own data points drawn from audiences' reading history, time spent on articles, article reading frequency, the number of e-newsletters they receive, devices used, and the time of day they visit. Artificial Intelligence (AI) comes into play in this computation process. NZZ is able to tailor the messaging to each reader, text content, news placement, time of the day for customized news, and the payment option readers see. For example, a reader reads a large number of articles on finances and reaches a propensity score computed by NZZ. Then the reader receives a payment message on the next relevant article he/she reads. Possibly the reader may convert from a free visitor to a pay subscriber. As seen in the examples of the WSJ and NZZ, all digital communication technologies are key players in revenue generation. With investments in the system and AI, news organizations may increase their revenue and offset their loss from the decline in print newspaper ads.

News publishers are struggling with a high churn rate in the digital subscription process. A reader first subscribes to a digital newspaper with a 99 cents per month promotion. From the second month, the subscription rate goes up to 8 dollars a month. At the point of the subscription rate change, many readers cancel their subscription. But the AI system used in the WSJ and NZZ may lower the churn rate.

Communication technology in the news industry empowers customization. As news organizations are experiencing ad revenue declines, programmatic ads (customized ads) are getting smarter. News engagement companies enable advertisers to choose keywords that their ads appear. Then ads can be placed on the news page about the keywords. Another company in the U.S. offers advertisers to choose readers with opinions posted to a news article (e.g., outdoor adventure news for outdoor companies).

To attract news website visitors and pay subscribers, news organizations cooperate with AI startups for better service options. Some news websites provide a visual search option. Digital subscribers can install a visual search mobile app for free. With the app, readers can point their mobile device at a web page or image in the publisher's print magazine, they can get coupons and instantly buy the product at a discounted price. News organizations also host events such as digital youth summit and urban adventures with half-day tours of a city. Attendees can benefit from the events by getting knowledge and meet their face-to-face communication needs. Another technology that helps increase news organizations' revenue in recent years is system template, also called, content management template. The Washington Post developed its own management template, called the ARC System. Under the ARC System, many plugins assist with its seamless functioning. For example, Bandito is a testing engine that allows the newsroom to run multiple variants of headlines and blurbs. Darwin is a UX-improvement tool that runs parallel A/B tests for the entire website. Clavis is a personalization engine powered by natural language processing enabling article recommendations and ad targeting. The gist of the ARC System is metered paywall. The paywall tool gives users a certain number of free articles monthly. The tool is programmed for site visit records. Then it brings users into the subscription conversion flow. Another important news management tool is newsletter. Carta of the ARC System enables the creation and management of daily and weekly newsletter templates.

In summary, interactive communication technologies offer opportunities for revenue generation, compensation for the loss from the legacy media business, and transformation to AI society. One

major drawback is information credibility. The ubiquity and anonymity of digital technologies widespread disinformation and misinformation. Therefore, the communication technologies for the news industry should be used to improve information credibility not to impede it. For a stable revenue generation model with communication technologies, the news industry needs to develop positive audience engagement and improve news credibility. Audiences will be willing to pay for digital subscriptions and visit news websites when the news they read is considered authentic in the digital interface. In academia, communication researchers can develop theoretical models that examine factors influencing digital subscription intention. There should be motivations, benefits, important others' influence, self-efficacy, and practical reasons to choose digital subscription. News credibility could be a substantive factor for subscription decision. Another research question can be if communication technologies from news organizations lead to audiences' positive experience and impressions with news consumption and revenue growth. Big data analyses or a reader survey can provide an answer to the questions of the effectiveness of digital technologies in the news industry.

## VII. News

**Maryland Gov. Larry Hogan credits his wife, Yumi, with helping secure coronavirus tests from South Korea** (The Washington Post)

**Maryland's first lady capitalizes on her South Korean heritage to secure test kits** (CNN)

Maryland's First Lady Yumi Hogan is also an Adjunct Faculty of Maryland Institute College of Art (MICA) in Baltimore, Maryland.

(Image source: .maryland.gov)

**Cal State LA Researchers Use Data Visualization, AI in Fight Against COVID-19**

**Prof. Jongwook Woo, CAL STATE LA**

Jongwook is a Professor of Information Systems at CalStateLA.  He recently developed his own COVID-19 Statistics and Data Analysis model using Tableau.  Recently, his research work was introduced by MARTECHSERIES (Marketing Technology Insights) on April 17, 2020. His research was also introduced by **datanami** on April 20, 2020. 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.
Congratulations Dr. Woo!

## VIII. Useful Websites

**NetLogo Modeling & Simulation Software**
         **Source URL=** https://ccl.northwestern.edu/netlogo/

NetLogo is a multi-agent programmable modeling environment.  It is free and used by many students, teachers, and researchers around the world.  [Reference: NetLogo homepage]

For example, if you want to do modeling and simulation work regarding COVID-19, you can use "**Disease Solo**" module in the Sample Models/Biology section of NetLogo Models Library.
Relevant URL=https://ccl.northwestern.edu/netlogo/models/DiseaseSolo

**WorldCat ®**
       **Source URL=** https://www.worldcat.org/

WorldCat® can be used to find items in libraries near you.  [Reference: WorldCat® homepage]

For example, if you want to find an e-book "Selected Readings in Cybersecurity," you type in the book title and will get a list of the libraries keeping the book near you.

## IX. Pioneers

### Dr. Young Pai (배 영) (1929-2009)
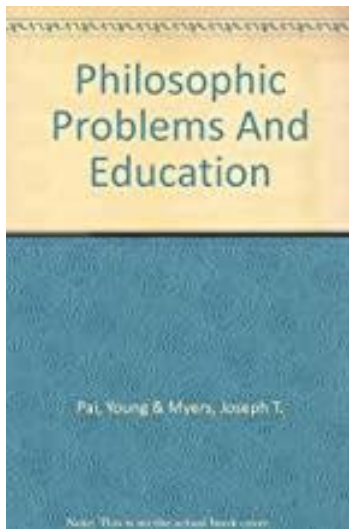### 'Pioneer of Philosophy of Education' in America

Born April 21, 1929, in Pyongyang, Korea, he was the son of Minsoo and Soonoak Pai and grandson of Chang Geun Pai, both Korean patriots dedicated to the fight for Korean independence.  Dr. Pai came to the United States in 1947 and received his BA in sociology and biology in 1951 and his ME.D. in education in 1953, both from Macalester College.
He received his doctoral degree in philosophy of education from Rutgers University in 1959.

He became a citizen of the United States in 1968.  In all his work and relationships, Dr. Pai was driven by his commitment to family, education and justice.  Dr. Pai's long and distinguished career spanned 55 years.  He was a professor emeritus at the School of Education, University of Missouri-Kansas City (UMKC), where he spent most of his career.  He was a professor there from 1966-1993, with a focus on philosophy of education, teacher and multicultural education. During his career he served as a visiting professor at Rutgers University, Pennsylvania State University, Wayne State University, Park University, and several institutions in Korea.

The highlight of his career was his tenure as the Dean of the School of Education at UMKC from 1993-1996.  He was particularly pleased with the expansion from six to 12 centers designed to assure and support teaching excellence.  He served in many leadership roles in the field of education such as: president, Philosophy of Education Society; president, Council of Learned Societies in Education; and member and chairperson of over 30 university accreditation review teams for the National Council on Accreditation of Teacher Education.

As an evidence of his deep dedication to the advancement of education and to furthering understanding across differences, Dr. Pai authored and co-authored numerous books and articles and spoke publicly on a variety of subjects between 1967–2005.  His publications include: two editions of Philosophic Problems and Education, Philosophy and the American School, Teaching, Learning, and the Mind, Korean American Early Adolescents and Adolescents: A Report on a Three-year National Study of 575 Korean American Youths, Cultural Foundations of Education, and many other articles and speeches.

An ardent believer in the power of community, he was active in his spare time in positions such as: Princeton Theological Seminary, trustee; Kansas City Civic Choir, member; Korean American Society of GKC, president; Korean United Presbyterian Church of Kansas, ordained elder; and Korean Choir of the GKC, president. A humble man at heart, he was often recognized by others for his professional and civic contributions. A sample includes: Professional Leader of the Year, Asian American Chamber of Commerce, Kansas City; trustee emeritus, Princeton Theological Seminary; professor emeritus, University of Missouri, Kansas City; Presidential Medal for Service to the American Society, Republic of Korea; Outstanding Professor Award, UMKC School of Education, Alumni Association; and Amoco Foundation Award for Excellence in Teaching.  ***
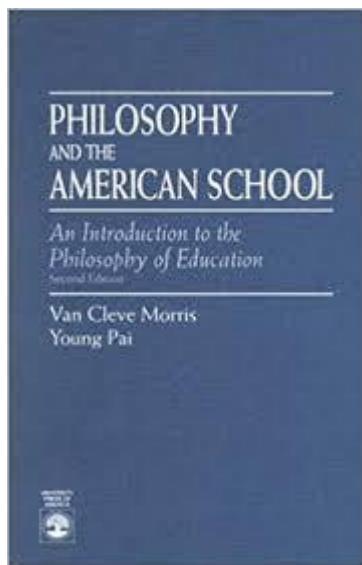
***Philosophic Problems and Education***
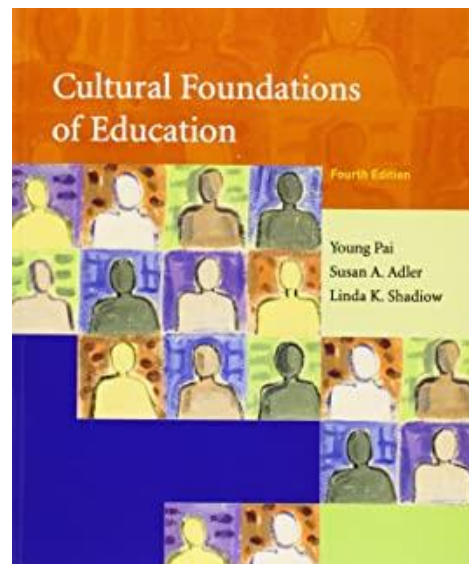Young Pai, Joseph T. Myers
J. B. Lippencott Company
1967
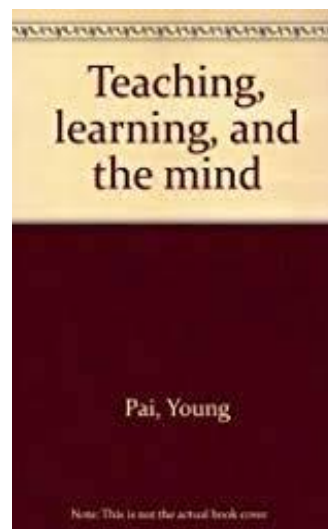
***Teaching, learning, and the mind***
Young Pai
Houghton Mufflin
1972

***Philosophy and the American School***
*An Introduction to the Philosophy of Education*
Van Cleve Morris, Young Pai
University Press of America
1994

***Cultural Foundations of Education (4th Ed.)***
Young Pai, Susan A. Adler, Linda K. Shadiow
Pearson
2005

***Major Publications of Dr. Young Pai***
*[Source images: Amazon.com]*

*You are Cordially Invited to Contribute Your Precious Articles!*

*To help us share your news on your recent academic, professional activities, achievements and other news of interest, email Young Choi, the KAUPA President and Professor of Regent University at ychoi [at] regent [dot] edu.*

*All the essay articles published in this newsletter express each contributor's own respective opinion. They do not represent an official standpoint or view of KAUPA.*

*All the photos were taken and contributed by Young Choi.*