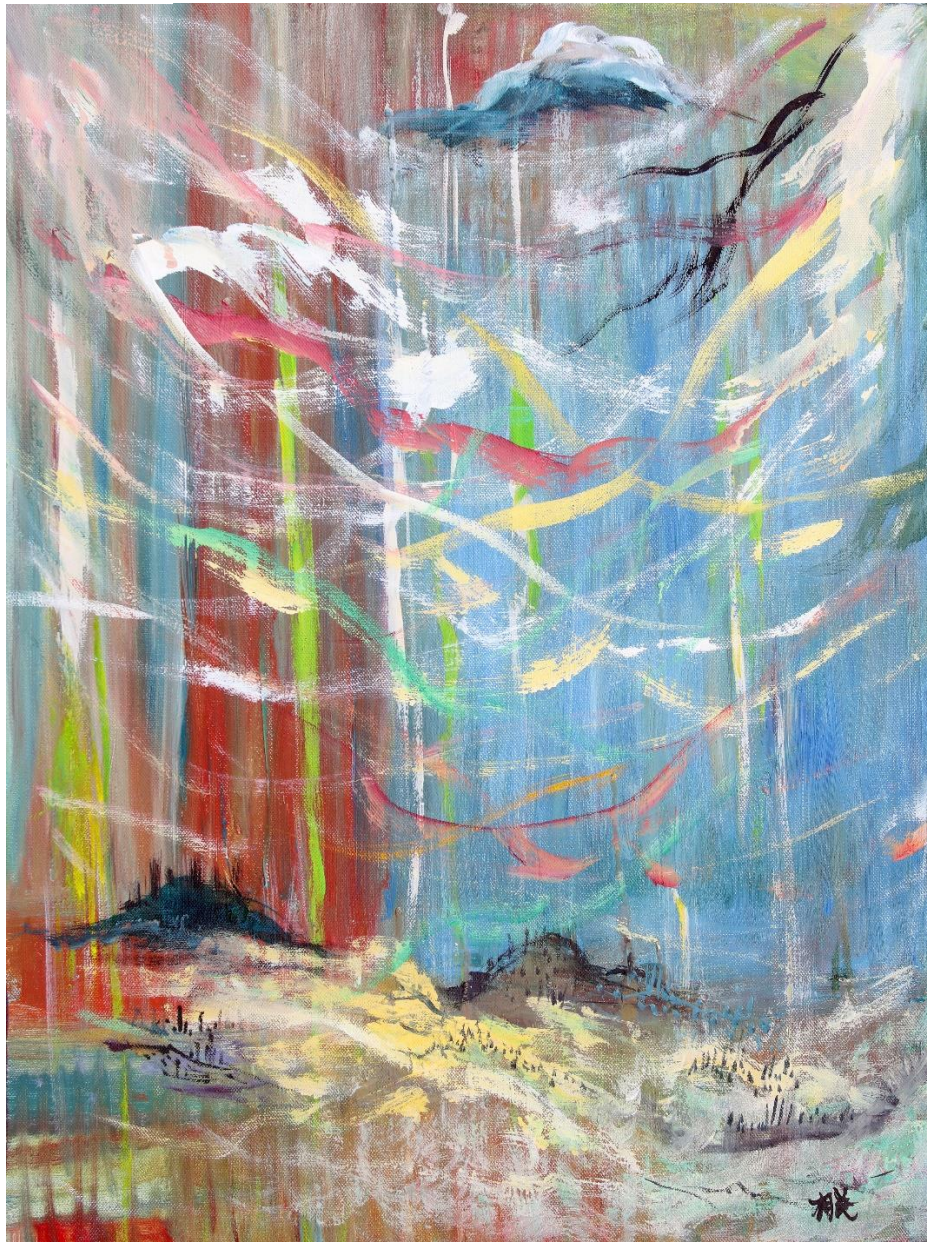




# KAUPA Letters

*Journal of the Korean American University Professors Association*

[KAUPA.ORG](http://KAUPA.ORG)



**Korean American University Professors Association**

**북미한인교수협회**

**April 2022**

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*For your any questions, please send your e-mail to KAUPA Headquarter at [kaupahq@gmail.com](mailto:kaupahq@gmail.com).*

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**Cover:** Title: Nature of Symphony 4  
Material: Mixed Media on Canvas  
Year: 2017  
Size: 31" x 25"

**Artist: Yumi Hogan, Maryland Institute of College of Art (MICA), Maryland**

Artist URL= <http://www.yumihogan.com/artist-statement>

## I. President's Message



*“Writing is good, thinking is better.  
Cleverness is good, patience is better.”*

*- Hermann Hesse -*

I wish all of you to stay warm and healthy with happiness.

Dedicated KAUPA columnists, Prof. Yeomin Yoon, contributed an essay **“Vision, Values, and Virtue: Forging a Moral Basis for Emerging Economies”** and **“The Education We Need.”** and Dr. Semoon Chang contributed an essay **“Do We Still Have God?”** Dr. Chung Gil Lee contributed an essay **“목숨을 걸고 조선을 사랑한 사람.”** I contributed an essay **“A Book**

**Review: The Moon Is Down.”** The article **“폐허에서 솟아 나온 것들”** was contributed by Prof. Seungsuk Baik of Yeungnam University.

Exciting research papers were presented in the Research in Progress section. Professor Beom-Jin Choi of California State University, Sacramento contributed his research: **Influences of Personal Innovativeness on Purchase Intention of Wearable Devices**. Professor Sukhwa Hong of University of Hawaii, Hilo contributed her research: **Hierarchical Multi-instance Learning for Element Detection in Text**. I contributed a paper: **Analysis on the Accessibility, Performance, and Security Issues of the Satellite Internet Services**.

Hyun Sook Han (한현숙: 1938-2021), a Korean social and adoption pioneer was honored. The article **“Thoughts on Intellectual Property Protection: What It Is”** was especially contributed by Attorney at Law, Sungyong In. The article **“버지니아 울프를 찾아서”** was contributed by Professor Emeritus Hongkyu Park of Yeungnam University and Dr. Don S. Lee contributed an article **“The Canghai Commandery(蒼海郡) is Logical Fallacy.”** Dr. Jane Lee of CLASSUM contributed an article **“Make Your Courses Interactive with CLASSUM: Incorporating a communicative platform into courses.”**

Starting from the year of 2022, KAUPA will select a renowned quality KAUPA Artist and give an opportunity of introducing his/her master art piece photo as a cover page of KAUPA Letters. In this issue, Maryland First Lady Yumi Hogan of Maryland Institute of College of Art (MICA) was honored as the second recipient of the **KAUPA Best Artist Award**. Congratulations!

Also, the second **KAUPA Best Book Publication Award** was presented to Prof. Eun-Suk Seo of University of Maryland, College Park. She published an interesting book **“호모사이언스 - 과학 하는 여자들 2”** in January 2022. Congratulations!

Thank you so much for all your precious contributions! Stay safe and healthy.

Grace & Peace,



Young B. Choi, Interdisc. Ph.D.  
Regent University

The 14<sup>th</sup> KAUPA President



## II. KAUPA Activities

KAUPA Webinar Series

### Teaching and Learning with Technology: Shared Experience from Educators and Professionals

**Jungwoo Ryoo, Ph.D., Professor, Chancellor, Penn State DuBois**

Dr. Ryoo's research interests include the use of Innovative Learning Environments (ERT). He led the National Science Foundation (NSF) PI Forum on Virtual Environments and Game-Based Learning (GBL) in the classroom.

**Heejung An, Ed.D, Professor, Instructional Technology and STEM/STEAM Education; Director, M.Ed in Curriculum and Learning William Paterson University of New Jersey**

Dr. An is a Professor of Educational Technology & STEM/ STEAM Education, and the Director of the M. Ed in Curriculum and Learning program, Department of Educational Leadership and Professional Studies, College of Education, William Paterson University of New Jersey.

**K. Seon Jeon, Ph.D., Professor of Linguistics/TESOL, Dept. of English Columbus State University.**

Dr. Jeon is a linguist and has taught linguistics and TESOL for 18 years since he received her Ph.D. in applied linguistics from Georgetown University. She supervises the TESOL certificate and the ESOL Endorsement programs at Columbus State University in Columbus, GA.

**Jane Lee, Ph.D, CLASSUM Global representative**

Dr. Lee is a global representative at CLASSUM, and the research and curriculum consultant at CREATE for STEM Institute in Michigan State University. Her research interest includes creating an interactive learning environment.

**WHEN:** Saturday, April 16, 2022, 8 – 9:30 p.m. (CST)**WHERE:** <https://utsa.zoom.us/j/96134042377>**RSVP:** Open to all KAUPA members who are interested in Technology Enabled Teaching and Learning. Please RSVP at <https://tinyurl.com/2p94u6hm>

Hosted by Korean-American University Professors Association (KAUPA)

For more information, please contact Seok Kang, VP/Academic Director for KAUPA,

[seok.kang@utsa.edu](mailto:seok.kang@utsa.edu)

## 2022 KAUPA Scholarship Announcement

Founded in 1986, the Korean American University Professors Association (KAUPA) is a non-profit organization consisting of Korean-descendant professors in North America, with the common interest of promoting the betterment of society through their talents and expertise.

KAUPA is committed to helping students with their educational expenses while attending school in North America. The awarded amount of each scholarship will be dependent on the budget available for each academic year.

**Application Deadline:** September 1, 2022 (Late application will **NOT** be accepted!)

**Sources of Scholarship Funds:** The KAUPA scholarships are entirely funded by the annual membership fees and endowed funds. KAUPA may receive additional scholarship funds from industries, governments, organizations, and other various sources.

**Sources of Endowed Scholarships:** Two endowed scholarships are provided by the following donors:

1. K. Wayne Lee: 12<sup>th</sup> President of KAUPA
2. Jae K. Park: 13<sup>th</sup> President of KAUPA

**Qualifications of Applicants:** KAUPA scholarships will be awarded to Korean descendants who are pursuing an undergraduate or graduate degree at a college or university and aspiring a career in an academic field in North America. A Canadian or US citizenship is **NOT** required.

### Application Information

The applicants should submit a single **compressed .zip file** containing all of the following materials directly to the Scholarship Director Dr. Jung Lee ([lee@msoe.edu](mailto:lee@msoe.edu)):

- Scholarship application form (Please download and use this [fillable PDF file](#));
- Transcripts;
- CV or resume;
- An essay for this year's prompt (submit a 1-page .docx file; use the Calibri font of 11 pts and a single line spacing): **"How to better promote the awareness of rising anti-Asian hate violence in your community"**); and
- Three letters of recommendation; the recommenders may email-submit their letter directly to the Scholarship Director Dr. Jung Lee ([lee@msoe.edu](mailto:lee@msoe.edu)).

The General Scholarships are open to undergraduate and graduate students in all majors. While the area and qualification of the Endowed Scholarships are chosen by the donors, the endowed scholarship candidates are selected from the same pool of the general scholarship applicants by the Scholarship Selection Committee and the donor(s).

**Awardee Selection:** The Scholarship Selection Committee members will consist of at least five KAUPA members. The Scholarship Director will form the committee. President and Vice Presidents may be asked to join the committee.

**Selection Criteria:** The criteria for KAUPA scholarships may include, but are not limited to, the following:

- Prior academic performance;
- A personal essay submitted with the application;
- Three letters of recommendation from the professors of the applicant (and/or others who have first-hand knowledge of the applicant's capabilities);
- Additional biographical information regarding the applicant's career, academic and other relevant experiences, supporting materials for competition participation, financial need; and
- The Scholarship Selection Committee's conclusions as to the applicant's motivation, character, ability, or potential.

**Awardee Announcement:** The recipients of KAUPA scholarships will be announced in September 2021 through the [KAUPA Facebook](#) and the [KAUPA website](#). In addition, the list of the scholarship recipients will be sent to the KAUPA members, who may notify their institution's recipient to their respective college or university.

**Qualified Expenses:** Educational, living, and travel expenses incurred while attending an educational institution, including:

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



## CALL FOR PAPERS

### KAUPA (Korean American University Professors Association) Letters

KAUPA seeks “Research in a Nutshell” papers that will be published in the upcoming issue (a template attached) of the 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 at [academic@kaupa.org](mailto:academic@kaupa.org). Please use a template on the following two pages - Research **Paper Format for KAUPA Letters**.

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

***You are cordially encouraged to submit!***

## Research Paper Format for KAUPA Letters

Author Name<sup>1</sup>, Co-Author Name<sup>2</sup>

<sup>1</sup>Affiliation, <sup>2</sup>Affiliation

### I. INTRODUCTION

These instructions give you basic guidelines for preparing a publication-ready 1 or 2-page paper for the 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 Times New Roman 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.

### IV. ACKNOWLEDGEMENTS

Add appropriate acknowledgements as needed.

### V. REFERENCES

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

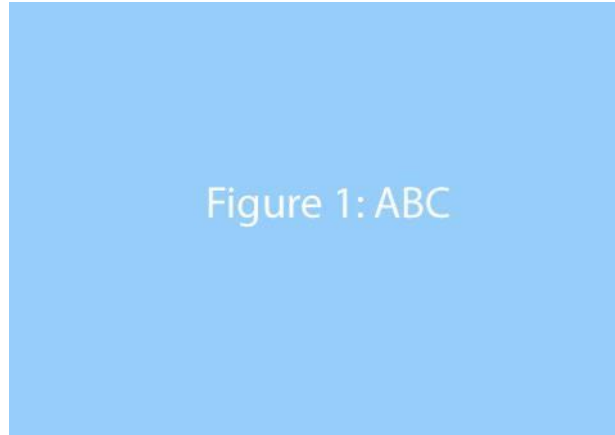


Figure 1: ABC

Table 1: Font Styles for Print-Ready Paper

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



### III. KAUPA Member News

#### KAUPA Best Artist Award Recipient of April 2022

Yumi Hogan  
Maryland First Lady  
Professor at Maryland Institute of College of Art (MICA)



#### Artist Statement

My work is inspired by the natural- that which is rampant, uncontrolled. The natural world remains both simple and complex, both tranquil and hostile, both pure and unchaste, both perfect and flawed. The natural is an evolution, both in landscape and humanity. It is a circle of life that has continuous paths joining each other yet wandering astray at the same moment.

Having grown up in Korea, my memories of the farmland, ever so important to the strength of the people remain vivid to me. Having moved to the Maryland area 22 years ago, the land and water

around me still form a bond of past to present with daily landscapes reminiscent of past memories. In conjunction with past and present connection is my medium choice. Representing the strength and historical tradition of the Korean culture, I find Hanji paper to be the most resilient and best accepting of Sumi ink. Sumi ink and Hanji paper are definite Korean traditions as the layers of translucent ink on the textured Hanji paper build stories of life and culture. Many of my works combine the traditions with my present Annapolis landscapes.

Rather than replicate a realistic scene, I am comforted by the ambiguity that emotions allow the abstract to render. I aim to create the everyday, the unmentioned, the scenes that are rarely appreciated. My pieces are a story unfolded as though time has elapsed on one image. Each detail, each brush mark, is of a specific detail of the past or of the present. As if wandering through a dream, my images are spaced leaving plenty of room to continue dreaming. There is no focal point, no beginning, no end. Each piece delivers its own tale of continuous time.

Photo & Article Source: URL=<http://www.yumihogan.com/artist-statement>



Artist URL= <https://governor.maryland.gov/firstlady/>





**Prof. Jungwoo Ryoo was Appointed as the Chancellor of Penn State University DuBois**

Professor Jungwoo Ryoo, Professor and Division Head of Business, Engineering and Information Sciences and Technology at Penn State Altoona was named as the Chancellor of Penn State University DuBois effective April 4, 2022.

Huge congratulations to Prof. Ryoo!

More details can be found at

<https://www.psu.edu/news/dubois/story/penn-state-altoonas-jungwoo-ryoo-named-dubois-chancellor/>



(Image source: Penn State DuBois homepage)





### Prof. Eun-Suk Seo of University of Maryland Published a Book

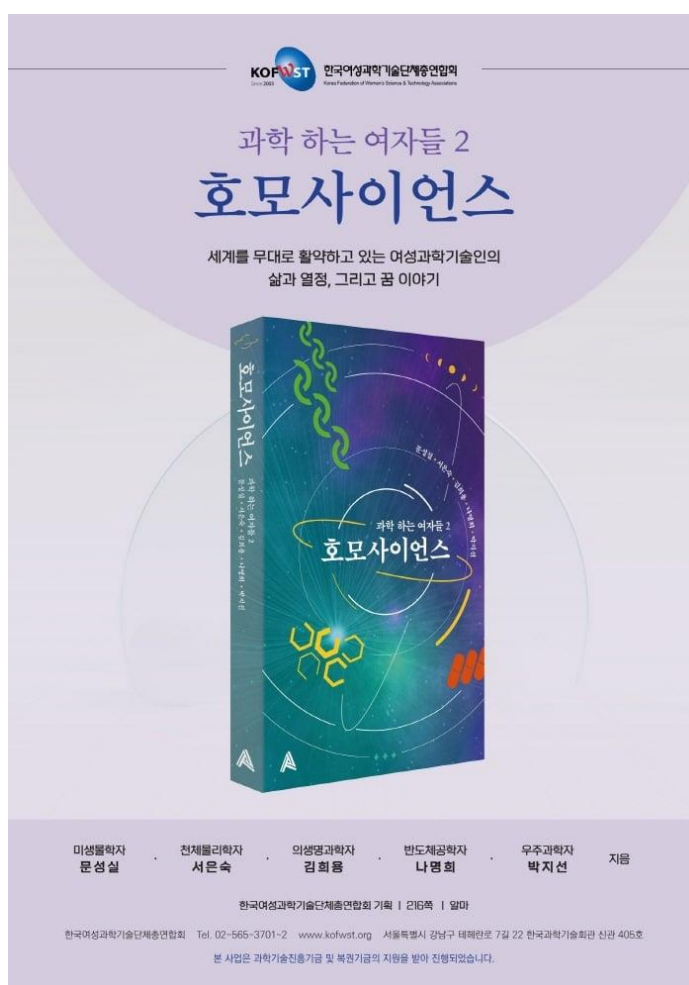
A book by the Korean Federation of Women's Science and Technology Association (**#KOFWST**)

'호모사이언스 - 과학 하는 여자들 2' 발간

Professor Eun-Suk Seo, Professor of Physics of University of Maryland published a book as a coauthor in January 2022.

More details can be found at [https://lnkd.in/daFuyf\\_m](https://lnkd.in/daFuyf_m) and KSEA linkedin post:

<https://www.linkedin.com/feed/update/urn:li:activity:6891905808477863936/>



(Image source: the Korean Federation of Women's Science and Technology Association)

**Prof. Tae (Tom) Oh Runs for KSEA President**

Dear fellow KAUPA members,



My name is Tom Oh, and I am currently serving as a Secretary-General for KAUPA. Before KAUPA, I served at Korean American Scientists and Engineers Association (KSEA) since 2009 at the national level and am running for president of KSEA now. KSEA was established about 50 years (1972) ago as a non-profit professional organization and has grown over 6,000 members with more than 70 chapters and branches, 30 affiliate professional societies, and 13 technical groups.

It is time to prepare and shape KSEA ready for the next 50 years. Korea has been going through remarkable growth and advancement in science, technology, culture, food, and entertainment (KPOP, BTS, Netflix.. etc.) and has been making a huge impact worldwide. Therefore, the KSEA organization needs to adjust and adapt our roles and visions to keep up with current Korea's momentum and 21st-century global economy. One of my visions is embracing interdisciplinary research and activities. As most research becomes more interdisciplinary, we must understand and accept how science and technology impact liberal arts, culture, business, humanity, and social contexts. Also, education-focused institutions, colleges, and universities effectively engage in our organization by promoting pedagogical research and providing collaboration/partnership opportunities to seek educational funding from the US and Korean government agencies. I believe KAUPA could positively impact the interdisciplinary and pedagogical research, and closer collaboration between KSEA and KAUPA only makes healthier organizations. As a result, a strong unity will establish an adaptive, stable, and robust organization.

I hope to work with you as a KSEA president, and thanks for your support.

Regards,

Tae (Tom) Oh PhD  
Secretary-General  
KAUPA

Professor  
School of Information  
Golisano College of Computing and Information Sciences  
Rochester Institute of Technology

## IV. Research in Progress

### Announcement

KAUPA Best Paper Awardees of KAUPA Letters Volume 9, Number 3

KAUPA selected the following four KAUPA Best Papers by evaluating the papers published in the Research in Progress section of KAUPA Letters Volume 9, Issue Number 3 which was published on February 1, 2022.

Please submit your research progress to KAUPA Letters.

The following authors of the highest quality paper were awarded. Professor Sorim Chung of Rochester Institute of Technology and Professor Tae (Tom) of Rochester Institute of Technology were honored this time.

Congratulations to all the award winners!

***Online Shoppers' Claustrophobic Tendencies and Spatial Needs***

Sorim Chung, Rochester Institute of Technology

***My Research Journey at Rochester Institute of Technology***

Tae (Tom) Oh, Rochester Institute of Technology





## **Influences of Personal Innovativeness on Purchase Intention of Wearable Devices**

Beom-Jin Choi

Department of Information Systems and Business Analytics

College of Business

California State University Sacramento

e-mail: choib@csus.edu

### **Abstract**

Wearable devices are smart electronics that are worn on and/or close to the human body. This study explores the influences of consumers' personal innovativeness (CPI) on the relationship between wearability, relative advantage, novelty, aesthetics, and social image on purchase intention of wearable devices. The findings show that social image, novelty, aesthetics, and relative advantage affect purchase intention of consumers whereas wearability shows no significant effect on purchase intention. Novelty shows a significant effect only with consumers of high personal innovativeness.

### **Introduction**

Wearable devices provide users with entertainment, information, or other services such as health-monitoring (Buenaflor and Kim, 2013; Cancela et al., 2014). The growth of the technologically literate population and rising popularity of wearable devices fuel the demand for wearable technology. The global wearable technology market is expected to grow at a compound annual growth rate (CAGR) of 13.8% from 2021 to 2028 (Grand View Research, 2022).

Wearable devices have unique characteristics that pose challenges when compared to other typical IT products. For instance, users of wearable devices must be able to carry out tasks in an unobtrusive way (Casson et al., 2010); at the same time, however, it can also be fashion items (Sucharitha et al., 2022). Wearable devices must be functional, attractive, and socially acceptable on bodies. Research on the adoption of wearable devices has largely focused on understanding the role of technological characteristics, usefulness, and emotions. Prior research argues that the two key factors that drive consumers' adoption of innovative products are perceived product attributes and consumer traits (Ho and Wu, 2011). This study examines the influences of consumer's personal innovativeness to gain a deeper understanding of the role that individual differences play in the adoption of wearable devices.

### **Background**

Prior research shows that the adoption of wearable devices are influenced by various factors. Gao et al. (2015) showed that consumers' decision to adopt healthcare wearable technology is affected by technology features, along with health concern and privacy perspectives. Yang et al. (2016) examined perceived values of wearable technology and its effect on users' intention to use wearable devices by focusing on both perceived benefits (e.g., perceived usefulness, enjoyment, and social image) and disadvantages such as privacy concern. In addition, wearable devices must also satisfy user needs and wants in the functional, expressive, and aesthetic dimensions (Hwang et al., 2016). The functional dimension relates to the utility of clothing, such as comfort. The

expressive dimension relates to symbolic communicative characteristics, such as the consumer's self-image. The aesthetic dimension relates to the design characteristics of wearable devices, such as style.

The role of personal innovativeness has been widely discussed in the area of new product adoption (Hauser et al., 2006). Consumers' personal innovativeness (CPI) refers to the individual's tendency to learn about and adopt product innovations. It represents the degree to which the consumer is earlier to adopt new innovation than other consumers (Goldsmith and Hofacker, 1991). Personal innovativeness is likely to manifest itself in some particular domain (Hirschman, 1980) and is defined as the "willingness of an individual to try out any new information technology (IT)" in the domain of IT (Agarwal and Prasad, 1998).

### **Research Model and Hypotheses Development**

Purchase intention is defined as "an individual's conscious plan to make an effort to purchase a brand in the future" (Spears and Singh, 2004). It represents the willingness to buy a product or service. The higher the purchase intention is, the more likely a consumer is inclined to take an action of purchasing a product or services. This study examines the effect of wearability, relative advantage, novelty, aesthetics, and social image on purchase intention of wearable devices.

The wearability is the functional aspect of wearable devices. Wearable devices should maintain the comfort and usability of ordinary clothes (Suh et al., 2010). If wearable devices are not comfortable, consumers will not wear them. Users must feel comfortable with shape, size, and weight on the body (Tharion et al., 2007). Innovation diffusion including wearable devices is affected by various attributes of innovations such as relative advantage, compatibility, complexity, trialability, and observability (Rogers, 2003). Relative advantage refers to the degree to which an innovation is perceived as better than the existing innovation. The greater the degree to which users perceive the advantages of using wearable devices, such as convenient, real-time access to data, the more rapid its rate of adoption will occur. Users of high personal innovativeness are likely to be more sensitive to the advantages of wearable devices as compared to users of low personal innovativeness. Novelty is another fundamental characteristic of any innovation. Novelty refers to the user's positive initial belief about new products. Novelty plays a significant role in the adoption of IT innovations. That is, users of high personal innovativeness are likely to adopt new products even if they are unfamiliar with the technology (Rogers, 2003). Aesthetically well-designed wearable devices would certainly increase the level of satisfaction for users. Aesthetic distinctiveness influences consumers' interest, as well as purchase decisions (Bloch et al., 2003). The aesthetics attribute was known to account for the hedonic aspect of adopting new products as well. Users of high personal innovativeness are likely to be associated with high levels of perceived visual aesthetics. Finally, it is critical to consider the social and cultural aspects, such as social image, when it comes to the adoption of wearable devices (Lazaroiu, 2012; Sharma et al., 2015). Social image is defined as "the degree to which use of an innovation is perceived to enhance one's status in one's social system" (Moore and Benbasat, 1991). It is the expressive aspect of wearable devices. In general, expressed values should be compatible with the user's status and image. Users of high personal innovativeness appear to be more conscious about the social image that help shape their identity (Tian et al., 2001). The hypotheses developed are shown below:

*Hypothesis 1a: Wearability has a positive effect on the purchase intention of wearable devices.*

*Hypothesis 1b: Consumers' personal innovativeness (CPI) moderates the positive relationship between wearability and purchase intention of wearable devices.*

*Hypothesis 2a: Relative advantage has a positive effect on the purchase intention of wearable devices.*

*Hypothesis 2b: Consumers' personal innovativeness (CPI) moderates the positive relationship between relative advantage and purchase intention of wearable devices.*

*Hypothesis 3a: Novelty has a positive effect on the purchase intention of wearable devices.*

*Hypothesis 3b: Consumers' personal innovativeness(CPI) moderates the positive relationship between novelty and purchase intention of wearable devices.*

*Hypothesis 4a: Aesthetics has a positive effect on the purchase intention of wearable devices.*

*Hypothesis 4b: Consumers' personal innovativeness (CPI) moderates the positive relationship between aesthetics and purchase intention of wearable devices.*

*Hypothesis 5a: Social image has a positive effect on the purchase intention of wearable devices.*

*Hypothesis 5b: Consumers' personal innovativeness (CPI) moderates the positive relationship between social image and purchase intention of wearable devices.*

### **Method**

This study is based on data collected from a questionnaire survey completed by 512 consumers. A confirmatory factor analysis and structural equation modeling are applied to analyze the data and test the proposed hypotheses. The moderating effects of CPI was examined by comparing the differences between users of high personal innovativeness and low personal innovativeness. Rogers' categories of adopters were used to two different groups of users. That is, the high CPI Group consisted of innovator (2.5%), early adopters (13.5%), early majority (34%), whereas the low CPI Group consisted of late majority (34%), laggards (16%) of the whole group.

### **Results**

The construct reliability and validity of the measures were examined. The Cronbach's alpha for all constructs exceeds 0.80, thus satisfying the general recommended level of 0.70 (Cronbach, 1951). The values of Composite Reliability (CR) and Average Variance Extracted (AVE) of all the constructs are above 0.7 and 0.5, respectively, and the t-value of all items is above 2. The Absolute Fit measures for the measurement model was 3.35; root mean square error of approximation (RMSEA) was 0.056; and Goodness of Fit Index (GFI) was 0.88; and Adjusted Goodness of Fit Index (AGFI) was 0.82. Overall, the fit statistics indicated that the proposed research model showed a good representation of the structures underlying the observed data.

Four hypotheses except for H1a were supported, namely H2a (path coefficient = 0.32,  $p < 0.001$ ), H3a (path coefficient = 0.11,  $p < 0.001$ ), H4a (path coefficient = 0.21,  $p < 0.01$ ), and H5a (path coefficient = 0.28,  $p < 0.001$ ). The moderating effect of CPI was significant only between novelty and purchase intention, thus supporting H3b. Comparing the path coefficient values of the two groups, the effect of novelty on purchase intention has a significant effect on the high CPI group (0.149) than on the low CPI group (0.020).

### **Concluding Remarks**

This study identified key determinants of wearable devices adoption and examined their influence on consumer purchase intention. The moderating effects of CPI on the relationship between the determinants of wearable devices purchase intention were also examined. Results show

that social image, novelty, aesthetics, and relative advantage increase purchase intention of consumers of high personal innovativeness; however, purchase intention of consumers of low personal innovativeness is only affected by social image, aesthetics, and relative advantage. The novelty was not a significant impact on consumers of low personal innovativeness. The results of this study have managerial implications for businesses when it comes to the design, development, and marketing of wearable devices. The limitation of this study is that this study mainly focused on personal innovativeness; there are other differences among consumers regarding their purchase decision making. Taking those differences into consideration will provide further insights into purchasing behavior.

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## Hierarchical Multi-instance Learning for Element Detection in Text

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### Introduction

We explore several novel text analytic approaches that capture the structure of language for addressing the problem of detecting quality-related information from online reviews. In our study, we propose a hierarchical neural network language model combined with a multi-instance learning to detect text elements in which product quality- and performance-related information are presented. By using a new text analysis technique that combines the hierarchical structure of language and deep neural language models such as Long Short-Term Memory (LSTM) networks (Hochreiter & Schmidhuber, 1997), we are able to extract interpretable indications of what information is related to customers decisions and their satisfaction of products or services. We apply our technique in detecting these product quality-related discussions and demonstrate the effectiveness of our model through comparison to existing neural language models such as vanilla LSTM.

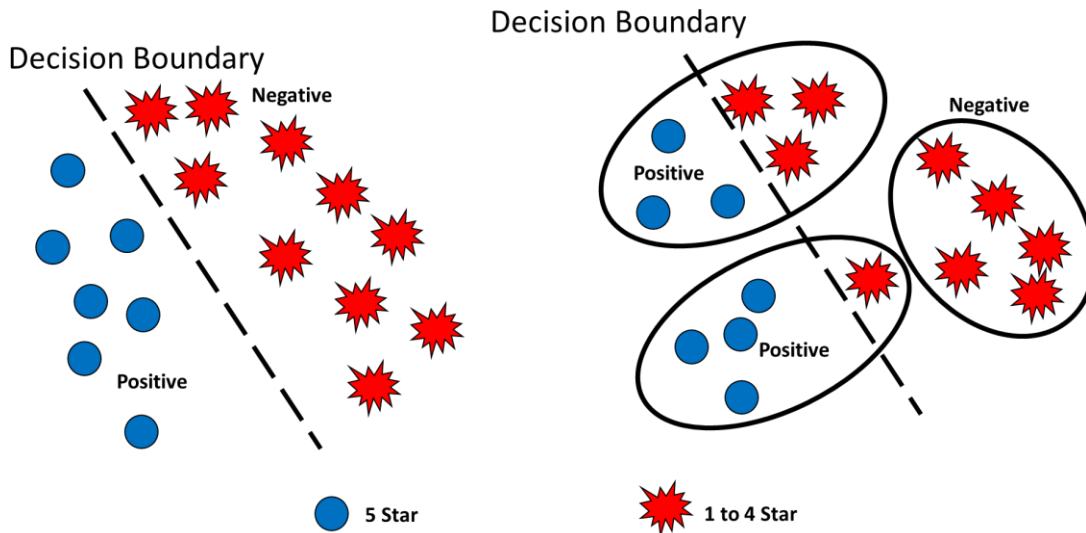
### Related work

Collecting and analyzing the large volume of online consumer feedback requires expensive resources that many businesses do not possess or do not wish to expend. To draw insights from online consumer reviews, understanding semantics, extracting topics, and visualization of customer narratives are essential, and many computer-based text mining techniques have been developed for these tasks (Mudambi & Schuff, 2010). To capture the semantics of text and for visualization, word embedding (T. Mikolov, I. Sutskever, K. Chen, G. S. Corrado, & J. Dean, 2013) and word clouds (Cui et al., 2010) are widely used. To extract topics and topic word distributions, Latent Dirichlet Allocation (LDA) (Blei, Ng, & Jordan, 2003) and Latent Semantic Indexing (LSI) (Hofmann, 2017) have been successful.

### Methods

In our study, we propose a sentence-based neural network language model (sentenced-based LSTM) combined with hierarchical multi-instance learning (Chen, Miao, Xu, Hager, & Harrison, 2019) that is capable of capturing the hierarchical structure of language in a document for more accurate document classification. The instances in the research could be either words or sentences. Using models such as in T. Mikolov, I. Sutskever, K. Chen, G. Corrado, and J. Dean (2013) and Hochreiter and Schmidhuber (1997), distributed representation of words and sentences (or documents) by their semantic meanings can be obtained. The vector representations of words and sentences are then used as the instance representations to represent a document as a collection of words or sentences (phrases). Then, using each document's sentence vector representations as instances, the embedding is fed into the hierarchical multi-instance learner for training. The trained model is used for classifying documents into a set of predefined document labels. The document labels can also be used to train the instances as supervised learning in the model.





**Figure 1.** Document-level classification (left) and document as a collection of multiple instances classification (right).

To ensure more generalizable results, we looked at two online review platforms, Yelp and TripAdvisor, to evaluate our proposed method's effectiveness compared to document-level classification methods. We randomly collected 30,000 reviews from each platform. After removing reviews with missing information, 28910 hotel reviews from TripAdvisor and 27,978 restaurant reviews from Yelp remained. In addition to the review content, we also collected customer star ratings associated with each review for model training and classification. We collected reviews from 2009 to 2018 from both platforms in 2018. Our analysis roughly balanced the numbers of satisfactory (5 stars) and unsatisfactory (1-4 stars) reviews; therefore, accuracy is helpful to compare different models. Furthermore, one of the goals of our study is to detect any customer dissatisfaction-related information in online reviews.

## Findings

As described in the previous section, we used our hierarchical multi-instance model to assess a dataset including around 30,000 hotel and restaurant reviews from TripAdvisor and Yelp. We randomly divided the dataset into a training set and a test set of equal sample sizes. We trained our multi-instance model as described in the previous section using the training set, and we then predicted whether each review in the test set contains information about consumer dissatisfaction or not. For comparison, we also ran the vanilla LSTM technique on the same dataset as benchmarks in addition to two supervised and unsupervised hierarchical multi-instance models. Table 1 shows accuracy, precision, recall, and F-scores using the hierarchical multi-instance model for each dataset. Accuracy refers to the proportion of predictions that were correct overall; precision refers to the ratio of predicted positives that are true positives; recall refers to the proportion of true positives that were predicted as such, and F-score is a weighted combination of precision and recall. The highest-scoring techniques via each of these measures are bolded in Table 1.

	Restaurant				Hotel			
	Accuracy	Precision	Recall	F-Score	Accuracy	Precision	Recall	F-Score
LSTM	0.71	0.78	0.75	0.76	0.71	0.70	0.72	0.71
Unsupervised MIC	0.75	<b>0.78</b>	0.84	0.81	0.75	<b>0.74</b>	0.78	0.76
Supervised MIC	<b>0.76</b>	0.76	<b>0.89</b>	<b>0.82</b>	<b>0.74</b>	0.70	<b>0.83</b>	<b>0.76</b>

**Table 1.** Performance measures for each text mining method

## Discussion

In this study, we propose a hierarchical multi-instance model for predicting product or service quality-related information in online reviews. A significant advantage of the proposed model is discovering phrases at the sentence level for decision-makers or product manufacturers to understand consumers' feedback better. We found that our hierarchical multi-instance model outperforms the vanilla LSTM method as we reviewed in predicting consumers' mentions of quality-related information in online reviews. Mainly, our methods help find the indicative sentence. Our technique showed far better prediction than the benchmark technique and has immediate applications for improving product quality surveillance efforts across a wide variety of potential product and service categories.

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## **Analysis on the Accessibility, Performance, and Security Issues of the Satellite Internet Services**

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### **Abstract**

Recently, various Satellite Internet (SI) services are emerging. Especially, because of swiftly changing global geopolitical environments in the Internet usage is demanding the Satellite Internet services. In this article, the concept of SI, its players in the market, accessibility, and security issues are discussed with future development directions.

### **I. Introduction**

Since the birth of satellite communication technologies, satellite communication services has been around us. But, because of expensive service subscription prices, it was not affordable to use it for the general users. Very recently, the invasion of Ukraine by Russia raised the question of the seamless Internet access in the war zones of Ukraine and SpaceX supplied Starlink service to Ukraine successfully [8].

This paper focuses on the issues relevant to three Functional Areas of Network Management, i.e., accessibility, performance, and security.

### **II. Satellite Internet (SI)**

The Satellite Internet is defined as the Internet connection paradigm using communications satellites. Satellite Internet Service Providers (SISPs) deliver the Internet connection services. The following **Figure 1** depicts a functional diagram of Satellite Internet (SI) Services delivery.

Three major Satellite Internet Service Providers (SISP) in America are HughesNet, Viasat, and Starlink [3, 4, 5, 6, 7, 8, 10]. Most major SISPs around the world are enlisted in [9].

#### **1. Starlink**

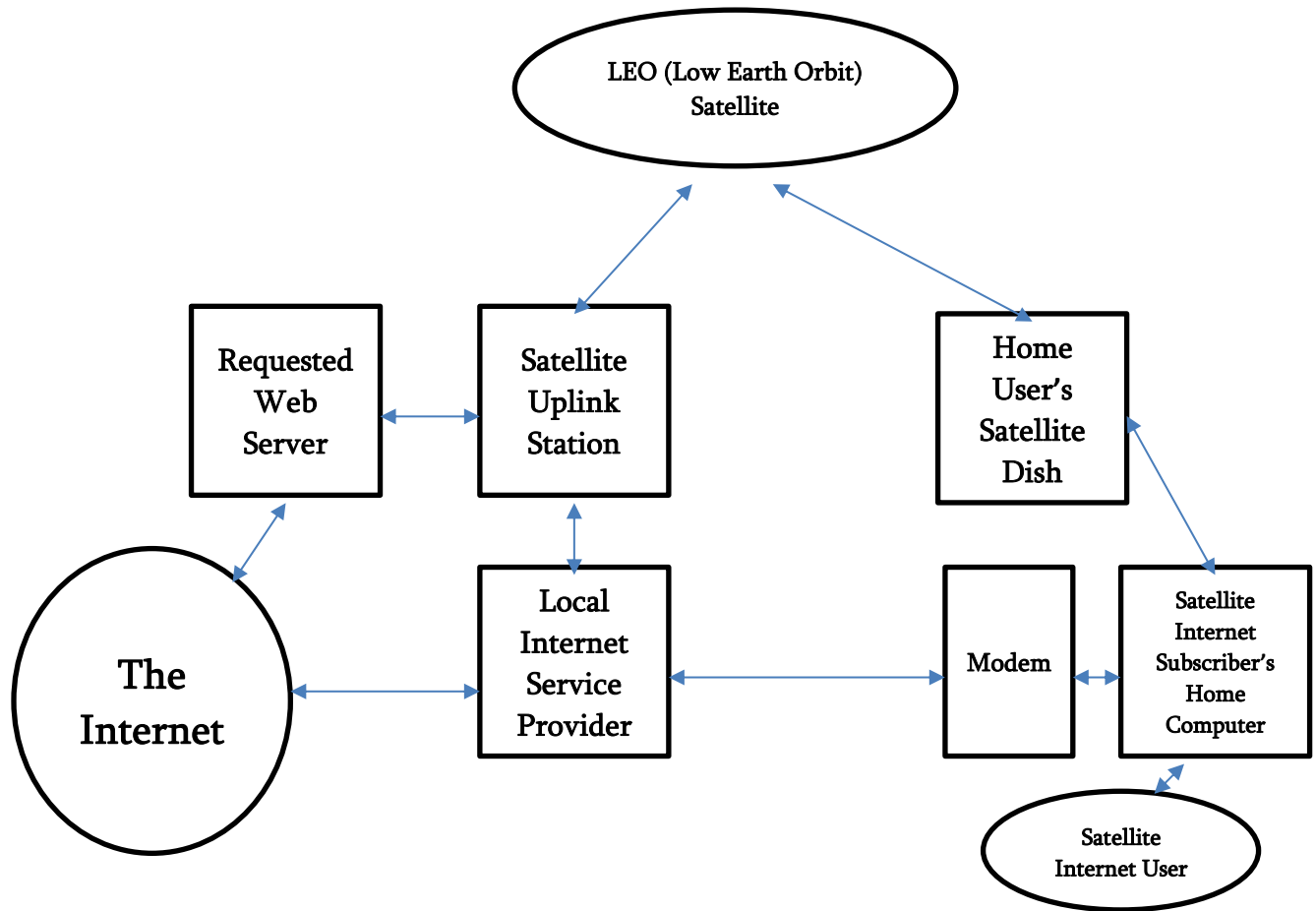
First announced in 2015, Starlink is a constellation of satellites by SpaceX intended to provide a high-speed and low-latency connection to the internet anywhere in the world. SpaceX hopes to bring the connection speed of Starlink up to 10 Gigabits per second [5].

#### **2. Viasat**

Viasat is a global communications company connecting homes, businesses, governments & militaries with satellite internet, connectivity solutions, & additional services [14].

#### **3. HughesNet**

HughesNet is high quality satellite Internet powered by high-capacity satellites EchoStar XIX and EchoStar XVII. HughesNet offers broadband level speeds, data options and availability [13].



**Figure 1.** Satellite Internet (SI) Services Delivery

### III. Accessibility of the Satellite Internet

In using the SI services, we need to consider key factors such as data transmission speed, pricing, service types, equipment fee, and data capacity, etc. The following **Table 1** shows a comparison of three major Satellite Internet Service Providers in America: Viasat, HughesNet, and Starlink [10].

Service Providers/ Features	Viasat	HughesNet	Starlink
Download Speed	12-100 Mbps	25 Mbps	50-500 Mbps
Upload Speed	3 Mbps	3 Mbps	10-40 Mbps
Data Allowance	40-150 GB/month	15-100 GB/month	Unlimited
Lowest Monthly Cost	\$70-\$200	\$45-\$130	\$99
Regular Monthly Cost	\$100-\$300	\$65-\$160	\$99-\$500
Contract Terms	Two years	Two years	None
Equipment Costs	\$13 a month or \$299 one-time purchase	\$15 a month or \$450 one-time purchase	\$499 one-time purchase or \$2,500 (for Premium)

**Table 1** Comparison of Viasat, HughesNet, and Satellite Internet Services

#### IV. Performance of the Satellite Internet

In delivering the SI services, SI Service Providers have been working to improve the performances of SI services.

The reference [2] suggests SI performance measurements research results. The identified performance measures of SI services they analyzed are one-way delays, bulk-data transfers, and Website download times. The three European SISP's Avanti, Astra, and Tooway were considered. One-way delays are significant performance measure for delay-sensitive applications with UDP as a transport protocol. Bulk-data transfer means downloading of large files over TCP connections. Finally, Widely used Website downloading protocols are HTTP/1.1 and HTTP/2. Recently QUIC (Quick UDP Internet Connection) which is a reliable transport protocol with encrypted transport layer headers was standardized by IETF in May 2021 [11].

According to [2], the following are the major performance analysis results:

1. One-ways delays were lower in the forward link than in the return link.
2. The goodput results in the expected range in bulk data transfer.
3. For Web protocols, PEP(Performance Enhancement Proxy) is a critical component of Satellite Internet access. Also, QUIC with default configuration setting and TCP flows tunneled in VPNs are prone to higher page loading time,

The international standards produced by the IETF QUIC Working Group are as the following [12] as of March 2022:

- RFC 8999 - Version-Independent Properties of QUIC
- RFC 9000 - QUIC: A UDP-Based Multiplexed and Secure Transport
- RFC 9001 - Using TLS to Secure QUIC
- RFC 9002 - QUIC Loss Detection and Congestion Control.

The in-progress international standard documents of the IETF QUIC Working Group are as the following [12]:

- HTTP/3
- QPACK: **Header Compression for HTTP/3**
- Load Balancers
- Applicability
- Manageability
- Datagram
- Version Negotiation
- Greasing the QUIC bit
- Acknowledgement Frequency
- qlog
  - Main logging Schema
  - QUIC event definitions
  - HTTP/3 and QPACK event definitions
- QUIC v2
- Multipath.

## V. Security of the Satellite Internet

### 4.1 Security Issues

Security issues of Satellite Internet (SI) are as the following three groups security issues according to [1].

#### 1. National Security

National and military security threats, frequency and orbit resource preemption, interference in astronomical exploration

#### 2. Network Security

Identity impersonation, data eavesdropping, data integrity issues, information interception, signal interference, denial of service, anonymous attack, malicious occupation of satellite bandwidth resources

#### 3. Equipment Security

Malicious satellite control, malicious consumption of satellite resources

### 4.2 Countermeasures to the Outstanding Security Issues

The SI is facing new security challenges comparing with TMCS (Terrestrial Mobile Communication System) in the following aspects [1]:



1. Limited computing and storage capacity cannot accommodate advanced encryption protocols and algorithms easily resulting in weak transmission data protection.
2. Constantly changing LEO(Low Earth Orbit) satellite network topologies makes extremely hard to supervise the satellite's orbit openness.
3. There are security holes and design defects in all aspects of highly integrated products and their components supplied by diverse manufactures especially the on-orbit satellite programming technology.
4. Data broadcasting to a large number of terminals in a wide coverage area is more vulnerable to the hackers' attacks than that of the TMCS.

Considering the above SI specific features, we need to consider SI customized security technologies beyond the generic security technologies developed based on the TMCS. In this respect, internationally agreed security standards for the SI should be drafted and implemented globally.

## **VI. Service Management Issues of the Satellite Internet and Future Directions**

Among the five Functional Areas (FAs) of Network Management (NM), i.e., Fault, Configuration, Accounting, Performance, and Security, we focused on the Security, Performance, and Accounting Functional Areas especially focusing on accessibility of SI services currently available in America.

As recent global security environments change including sudden wars and conflicts, diverse global business including international telecommunications/broadcasting, supply change management, and newly emerging requirements of satellite communications, demand for global Satellite Internet market is rapidly growing.

The issues including global standardization of Satellite Internet architectures, management operations, services, and corresponding protocols development should be researched further to accommodate changing global requirements of the service subscribers .

Also, for more broad acceptance of Satellite Internet services, the following features of Satellite Internet services should be improved further and newly developed toward the following directions:

- Fast download/upload speed
- Low service subscription fee
- Feasible Service Level Agreement (SLA) contract conditions
- Reasonable service equipment purchase/rental costs
- Enhanced subscriber/services privacy and security protection
- Laser link technology connecting satellites
- More dense ground stations installation
- Reliable power supply technologies for antennas and Set Top Box (STB): solar panel, battery pack, mobile power generator, hydrogen fuel cell, etc.
- Early detection and protection from solar wind (stream) which can disturb satellite communications significantly.

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## V. Announcements

### KAUPA Paperweight Designed and Laser Engraved for Membership Drive

*Are you a KAUPA Lifetime Member?*



A new KAUPA paperweight was designed by President Choi as you can see on the top. The paperweight newly designed and engraved on wood will be sent to the KAUPA Lifetime Members first. If you are a KAUPA Lifetime Member, please send your home address to the KAUPA Headquarters for delivery. The e-mail address is [kaupahq@gmail.com](mailto:kaupahq@gmail.com).

The paperweight can be also used conveniently for your easy book reading.

KAUPA is also planning to send a paperweight to all the members who paid a regular membership fee of 2022. If you paid your annual membership fee of this year, you are quite eligible to receive it. Please send your home address to the KAUPA headquarters for delivery. Stay tuned!

Your active cooperation in membership drive is cordially encouraged!

### A Pilot Academic Exchange with Korean Universities: KAUPA-Korea Program

- KAUPA is recruiting members who want to join a pilot 'KAUPA-Korea Program' which can be implemented during the summer vacation of 2021 (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 the KAUPA-Korea Program.
- If you are interested in the program, please send an e-mail to the President ([ychoi@regent.edu](mailto:ychoi@regent.edu)) with your information, including a 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 or college, you are a very good candidate as a KAUPA Ambassador of your institution. The initial term of appointment is two years, and it can be extended every two years.

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

KAUPA is planning to appoint one KAUPA Ambassador for each member institution. Your volunteering is highly encouraged. Please send your e-mail of intent to the address [kaupahq@gmail.com](mailto:kaupahq@gmail.com) or the President if you are ready to serve all the KAUPA members of your university or 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 appointed as KAUPA Ambassadors. Congratulations!

- Heung Joo Cha, Associate Professor, University of Redlands, CA
- Helen Cho, Professor, Davidson College, NC
- Ho Soon Michelle Cho, Texas Woman's University, TX
- Kyung Cho, Professor, University of South Florida, FL
- Won Cho, Professor, University of Alabama at Birmingham, AL
- Dong H. Donna Choi, Professor, Park University, MO
- Hyeri Choi, Assistant Professor, Idaho State University, ID
- Angie Y. Chung, Professor, University at Albany, NY
- Chan-Jin (CJ) Chung, Lawrence Technological University, MI
- Sam Chung, Professor, City University of Seattle, WA

- Misoon Ghim, Professor, St. Joseph's University, PA  
(Prof. Ghim was also appointed as a KAUPA Ambassador to the Asian American Music Society.)
- Hyo-Joo Han, Associate Professor, Georgia Gwinnett College, GA
- Seong Nam Hwang, Assistant Professor, Southeast Missouri State University, MO
- Yumi Hogan, Adjunct Faculty, Maryland Institute of College of Art, MD
- Paul C Hong, Professor, The University of Toledo, OH
- Sukhwa Hong, University of Hawaii at Hilo, HI
- Kyong Seon Jeon, Professor, Columbus State University, GA
- K. Casey Jeong, Associate Professor, University of Florida, FL
- Sun-Ah Jun, Professor, University of California, Los Angeles, CA
- Eunyoung Jung, Assistant Professor, SUNY Cortland, NY
- Bomi Kang, Professor, Coastal Carolina College, SC
- Jinyoung Kang, Assistant Professor, Mary Baldwin University, VA
- Seok Kang, Professor, The University of Texas at San Antonio, TX
- Albert Kim, Assistant Professor, Temple University, PA
- Bryan S. Kim, Assistant Professor, Syracuse University, NY
- Eunjin (Anna) Kim, Assistant Professor, University of Southern California, CA
- Jaeyoon Kim, Professor, Point Loma Nazarene University, CA
- Jeong-Hee Kim, Professor, Texas Tech University, TX
- Jinho Kim, Assistant Professor, Lewis University, IL
- Kristine Kim, Associate Professor, Kennesaw State University, GA
- Ryu-Kyung Kim, Lecturer, University of Dayton, OH
- Texu Kim, Assistant Professor, San Diego State University, CA
- Young Kim, Assistant Professor, Marquette University, WI
- Doyuen Ko, Associate Professor, Belmont University, TN
- Eun-Joo Kwak, Associate University, Mansfield University of Pennsylvania, PA
- Chong Kyoon Lee, Assistant Professor, James Madison University, VA
- Eun-Joo Lee, Associate Professor, East Stroudsburg University, PA
- Jaesub Lee, Professor, University of Houston, TX
- Jeonghwa Lee, Professor, Shippensburg University, PA
- Jung C. Lee, Associate Professor, Milwaukee School of Engineering, WI
- Jung-lim Lee, Associate Professor, Delaware State University, DE
- Sangwon Lee, Associate Professor, Ball State University, IN
- Soo-Kyung Lee, Professor, University at Buffalo, NY
- Woo Hyoung Lee, Associate Professor, University of Central Florida, FL
- Yong Gyo Lee, Associate Professor, University of Houston-Victoria, TX
- Jee Hyun Lim, Lehigh University & William Patterson University, NJ
- Jaewook Myung, Assistant Professor, Southern Methodist University, TX
- Hyuntae Na, Assistant Professor, Penn State Harrisburg, PA
- Gon Namkoong, Professor, Old Dominion University, VA
- Won Gyun No, Assistant Professor, Rutgers University, NJ
- Tae-Sik Oh, Assistant Professor, Auburn University, AL
- David C. Oh, Associate Professor, Ramapo College of New Jersey, NJ
- Tae (Tom) Oh, Associate Professor, Rochester Institute of Technology, NY



- Indy Nohjin Park, Associate Professor, Oklahoma City University, OK
  - Insun Park, Assistant Professor, The University of Akron, OH
  - Moon-Sook Park, Associate Professor, University of Arkansas, AR
  - Joan Pi, Assistant Professor, Regent University, VA
  - Jinsook Roh, Assistant Professor, University of Houston, TX
  - Jungwoo Ryoo, Professor, Penn State Altoona, PA
  - Felix Jaetae Seo, Professor, Hampton University, VA
  - Seong Sub Seo, Professor, Albany State University, GA
  - Sangwon Suh, Professor, University of California, Santa Barbara, CA
  - Sung Un Yang, Professor, Indiana University Bloomington, IN
  - Soon Suk Yoon, Professor, Western Illinois University, IL
  - Yeomin Yoon, Professor, Seton Hall University, NJ
  - Misook Yun, Professor, Youngstown State University, OH
- (In alphabetical order of each ambassador's last name)

### KAUPA Columnist Wanted

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

- Professor Heejung An, William Paterson University of New Jersey, NJ, Education
- Professor Semoon Chang (ret.), University of South Alabama, AL, Economics
- Professor Young B. Choi, Regent University, VA, Computer Networking & Telecommunications
- Professor Paul C. Hong, The University of Toledo, OH, Operations Management and Asian Studies
- Professor Helen Kim (ret.), The University of Alabama at Birmingham, AL, Pharmacology & Toxicology
- John Jae-Dong Kim, M.D. (invited), Los Angeles, CA
- Professor Youngsuck Kim, Mansfield University of Pennsylvania, PA, Music
- Dr. Gyonggu Shin (invited), Gwangju International Center, Korea, English Literature
- Professor Lisa Son, Barnard College of Columbia University, NY, Psychology
- Professor Jongwook Woo, California State University, Los Angeles, CA, Information Systems
- Professor Yeomin Yoon, Seton Hall University, NJ, 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, please send the 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](mailto:kaupahq@gmail.com).

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

### **Book Publications**

The following shows the books published by KUAPA members. If you publish your books, please let us know by sending an e-mail to [kaupahq@gmail.com](mailto:kaupahq@gmail.com) for your book promotion. For your information, WorldCat® is a very useful tool for your book publication and promotion.

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. There are other very useful various features to retrieve for your book promotion.

The following show one example information generated by WorldCat® about the book “Selected Readings in Cybersecurity.”

### **Most widely held works by Young Choi**

#### **Selected readings in cybersecurity** (file)

3 editions published in 2018 in English and held by 163 libraries worldwide

This collection of papers highlights the current state of the art of cybersecurity. It is divided into five major sections: humans and information security; security systems design and development; security systems management and testing; applications of information security technologies; and outstanding cybersecurity technology development trends. This book will mainly appeal to

practitioners in the cybersecurity industry and college faculty and students in the disciplines of cybersecurity, information systems, information technology, and computer science.

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Book Title: *Tablets in K-12 education: Integrated experiences and implications*

Author(s): Heejung An, Sandra Alon, and David Fuentes

Affiliation of the Author(s): William Paterson University of New Jersey

Publisher: IGI Global

Publication Year: 2015

Relevant URL of the Book: <https://www.igi-global.com/book/tablets-education-integrated-experiences-implications/104645>

Book Title: *Handbook of research on efficacy and implementation of study abroad programs for P-12 teachers*

Author: Heejung An

Affiliation of the Author(s): William Paterson University of New Jersey

Publisher: IGI Global

Publication Year: 2017

Relevant URL of the Book: <https://www.igi-global.com/book/handbook-research-efficacy-implementation-study/157701>

Book Title: *Selected Readings in Cybersecurity*

Author(s): Young B. Choi

Affiliation of the Author(s): Regent University

Publisher: Cambridge Scholars Publishing, UK

Publication Year: 2018

Relevant URL of the Book: <https://www.cambridgescholars.com/product/978-1-5275-1641-0>

Book Title: *The Demand for Life Insurance: Dynamic Ecological Systemic Theory Using Machine Learning Techniques*

Author(s): Wookjae Heo

Affiliation of the Author(s): (Affiliation when the book published) South Dakota State University, (Current new affiliation) Purdue University

Publisher: Springer

Publication Year: 2020

Relevant URL of the Book: <https://link.springer.com/book/10.1007/978-3-030-36903-3>

Book Title: *Building Network Capabilities in Turbulent Competitive Environments: Business Success Stories from the BRICs*

Author(s): Paul Hong and Young Won Park

Affiliation of the Author(s): University of Toledo

Publisher: CRC Press (Taylor & Francis Company)

Publication Year: 2014

Relevant URL of the Book: [Building Network Capabilities in Turbulent Competitive Environments: B \(routledge.com\)](https://www.routledge.com/Building-Network-Capabilities-in-Turbulent-Competitive-Environments-B/book/9781493914441)

Book Title: Building Network Capabilities in Turbulent Competitive Environments: Practices of Global Firms from Korea and Japan

Author(s): Paul Hong and Young Won Park

Affiliation of the Author(s): University of Toledo

Publisher: CRC Press (Taylor & Francis Company)

Publication Year: 2012

Relevant URL of the Book: [Building Network Capabilities in Turbulent Competitive Environments: P \(routledge.com\)](#)

Book Title: Creative Innovative Firms from Japan

Author(s): Paul Hong and Young Won Park

Affiliation of the Author(s): University of Toledo

Publisher: Springer

Publication Year: 2019

Relevant URL of the Book: [Creative Innovative Firms from Japan – A Benchmark Inquiry into Firms from Three Rival Nations | Young Won Park | Springer](#)

Book Title: Rising Asia and American Hegemony

Author(s): Paul Hong and Young Won Park

Affiliation of the Author(s): University of Toledo

Publisher: Springer

Publication Year: 2020

Relevant URL of the Book: [Rising Asia and American Hegemony – Case of Competitive Firms from Japan, Korea, China and India | Paul Hong | Springer](#)

Book Title: Friend: A Novel from North Korea

Author(s): Immanuel Kim

Affiliation of the Author(s): The George Washington University

Publisher: Columbia University Press

Publication Year: 2020

Relevant URL of the Book: [\[https://www.amazon.com/Friend-Novel-North-Korea-Weatherhead/dp/0231195613/ref=sr\\\_1\\\_1?dchild=1&keywords=immanuel+kim&qid=1625839738&sr=8-1\]\(https://www.amazon.com/Friend-Novel-North-Korea-Weatherhead/dp/0231195613/ref=sr\_1\_1?dchild=1&keywords=immanuel+kim&qid=1625839738&sr=8-1\)](#)  
[http://cup.columbia.edu/book/friend/9780231195614](#)

Book Title: Diffusion of Korean Popular Culture in Western Countries

Author(s): Do Kyun David Kim

Affiliation of the Author(s): University of Louisiana at Lafayette

Publisher: Seoul National University Press

Publication Year: 2021

Relevant URL of the Book: [<https://www.snupress.com/book/category?md=view&goodsidx=3213>](#)

Book Title: Hallyu: Influence of Korean Popular Culture in Asia and Beyond

Author(s): Do Kyun David Kim & Min Sun Kim

Affiliation of the Author(s): U of Louisiana at Lafayette & U of Hawaii at Manoa

Publisher: Seoul National University

Publication Year: 2011

Relevant URL of the Book: <https://www.amazon.com/Hallyu-Influence-Korean-Popular-Culture/dp/8952112016>

Book Title: Health Communication Research Measures

Author(s): Do Kyun David Kim & James W. Dearing

Affiliation of the Author(s): University of Louisiana at Lafayette & Michigan State University

Publisher: Peter Lang

Publication Year: 2016

Relevant URL of the Book: <https://www.amazon.com/Health-Communication-Research-Measures-Kyun/dp/1433129027>

Book Title: Health Communication: Strategies for Developing Global Health Programs

Author(s): Do Kyun David Kim, Arvind Singhal, & Gary L. Kreps

Affiliation of the Author(s): University of Louisiana at Lafayette, U of Texas at El Paso, & George Mason University

Publisher: Peter Lang

Publication Year: 2013

Relevant URL of the Book: [https://www.amazon.com/Health-Communication-Strategies-Developing-Programs-dp-1433118645/dp/1433118645/ref=mt\\_other?\\_encoding=UTF8&me=&qid=](https://www.amazon.com/Health-Communication-Strategies-Developing-Programs-dp-1433118645/dp/1433118645/ref=mt_other?_encoding=UTF8&me=&qid=)

Book Title: *Understanding Narrative Inquiry: The Crafting and Analysis of Stories as Research*

Author(s): Jeong-Hee Kim

Affiliation of the Author(s): Texas Tech University

Publisher: Thousand Oaks, CA: SAGE

Publication Year: 2016

Relevant URL of the Book: <https://www.amazon.com/Understanding-Narrative-Inquiry-Jeong-Hee-Kim/dp/1452282781>

Book Title: *Understanding Narrative Inquiry: The Crafting and Analysis of Stories as Research (Chinese Edition)*

Author(s): Jeong-Hee Kim

Affiliation of the Author(s): Texas Tech University

Publisher: Psychological Publishing Co.

Publication Year: 2018

Relevant URL of the Book: <https://www.amazon.com/Understanding-Narrative-Inquiry-Jeong-Hee-Kim/dp/1452282781>

Book Title: *Literary Epiphany in the Novel, 1850-1950: Constellations of the Soul*

Author(s): Sharon Kim

Affiliation of the Author(s): Judson University

Publisher: Palgrave Macmillan

Publication Year: 2012

Relevant URL of the Book: <https://www.palgrave.com/gp/book/9781137021847#aboutBook>

Book Title: Innovative Learning Environments in STEM Higher Education Opportunities, Challenges, and Looking Forward

Author(s): Jungwoo Ryoo & Kurt Winkelmann (Eds.)

Affiliation of the Author(s): Penn State University Altoona & Valdosta State University

Publisher: Springer

Publication Year: 2021

Relevant URL of the Book: <https://link.springer.com/book/10.1007%2F978-3-030-58948-6>

Book Title: IMPOSTOR

Author(s): Lisa K. Son

Affiliation of the Author(s): Barnard College

Publisher: 21 세기북스

Publication Year: 2022

Relevant URL of the Book: <https://bit.ly/3Hy0EOV>

Book Title: 호모사이언스 - 과학 하는 여자들 2

Author(s): Eun-Suk Seo, et. al.

Affiliation of the Author(s): University of Maryland, College Park

Publisher: The Korean Federation of Women's Science and Technology Association

Publication Year: 2022

Relevant URL of the Book: More details can be found at [https://lnkd.in/dafuyf\\_m](https://lnkd.in/dafuyf_m) and

KSEA linkedin post: <https://www.linkedin.com/feed/update/urn:li:activity:6891905808477863936/>



## Research Funds

Special Guidelines for Submitting Collaborative Proposals under U.S. National Science Foundation (NSF) and the South Korean Institute of Information & Communications Technology Planning & Evaluation (IITP) Collaborative Research Opportunities

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Relevant URL=[NSF and IITP](#)

## Journals

### [ETRI Journal](#)

*ETRI Journal* is an international, peer-reviewed multidisciplinary journal edited by Electronics and Telecommunications Research Institute (ETRI) in the Republic of Korea. The main focus of the journal is to provide an open forum to exchange innovative ideas and technology in the fields of information, telecommunications, and electronics. For the Aims & Scope of the journal, [click here](#).

[Source: ETRI Journal homepage at Wiley Online Library:  
<https://onlinelibrary.wiley.com/journal/22337326>]

## Call for Papers

### *ETRI Journal Special Issue on 6G and Satellite Communications*

Recently, 5G services are being deployed on a large scale around the world. Although major countries and organizations are striving to provide 5G services, they are making great efforts through public and private sector investments to secure technologies for 6G mobile communication systems, which is expected to be commercially available around 2030. In future media, to provide an immersive experience which is difficult to distinguish virtual from real worlds, three-dimensional volumetric media, such as light field, point cloud, and holograms will advance, and six DoF will emerge as a playback approach. With the advent of new mobile device types, such as next-generation smart glasses, media will evolve towards providing future metaverse services that combine virtual and real worlds. In addition, communication networks are expected to be supported by more intelligent infrastructure technology for metaverse services, as ultra-broadband for high-capacity data-transmission, ultra-massive IoT for realizing hyperconnected virtual spaces, ultra-low latency wired and wireless networking to ensure realistic experiences, and ultra-precision positioning will be further established. These developments will accelerate a mobile traffic big bang and shortly will create a demand for 6G communications beyond 5G capabilities. Furthermore, 6G communication technology and international standardizations are expected to advance into 3D spatial mobile communications that supports both sea, remote areas, and air. Particularly, it is expected that the use of drones and low-earth-orbit satellites for 6G mobile communications will be expanded in the future. Considering such a

trend in 6G communications, the current special issue is seeking studies dealing with, but not limited to, the following issues:

- Radio transmission technology for THz
- THz RF technology
- Ultra-broadband for high-capacity data-transmission
- Energy-efficient wireless communication
- AI-based radio access
- Unmanned aerial vehicle (UAV) communications
- High precision positioning
- Intelligent mobile core network
- Nonterrestrial network including low-earth-orbit satellite communications
- End-to-end high precision networking technology
- Optical technology for 6G mobile front-haul, back-haul, and indoor access
- THz optical wireless technology

### Important Dates

Paper submission due: May 10, 2022

First decision: July 20, 2022

Final decision: September 17, 2022

Final paper due: September 30, 2022

Publication: December 12, 2022

### Paper Submission

Papers should be submitted at <https://mc.manuscriptcentral.com/etrij> and should adhere to the journal's Author Guidelines.

### Section Editor

Jong-Moon Chung, Yonsei University, Rep. of Korea, [jmc@yonsei.ac.kr](mailto:jmc@yonsei.ac.kr)

### Guest Editors

Sangheon Pack, Korea University, Rep. of Korea, [shpack@korea.ac.kr](mailto:shpack@korea.ac.kr)

Kyunghan Lee, Seoul National University, Rep. of Korea, [kyunghanlee@snu.ac.kr](mailto:kyunghanlee@snu.ac.kr)

Sooyoung Kim, Jeonbuk National University, Rep. of Korea, [sookim@jbnu.ac.kr](mailto:sookim@jbnu.ac.kr)

Taesoo Kwon, SeoulTech, Rep. of Korea, [tskwon@seoultech.ac.kr](mailto:tskwon@seoultech.ac.kr)

The Editorial Office can be contacted at [etrij@etri.re.kr](mailto:etrij@etri.re.kr)

### *Journal of Global Awareness*

The *Journal of Global Awareness* (JGA) is a scholarly forum for the exchange and dissemination of knowledge, expertise, and research focused on global awareness issues.

The journal aspires to enhance our understanding of political, economic, social, demographic, technological, and environmental issues among global community members. It provides a forum for the exchange of research and knowledge on issues related to globalization. The journal's goal

is to promote awareness of the diversity of cultures within our global communities and to recognize that all human beings are included in the process of globalization and that we all must strive to increase sensitivity to issues related to this process.

Authors may submit scholarly manuscripts from a wide variety of relevant disciplines that stress the issues related to global awareness.

JGA is published biannually.

[Source: St. John's University journal homepage: <https://scholar.stjohns.edu/jga/>]



## Call for Papers

### The 9th International Conference on Advanced Engineering and ICT-Convergence (ICAEIC-2022), Jeju, Korea, July 13-15, 2022

ICT-Advanced Engineering Society ([ICT-AES](#)) invites you to submit the research papers for the 9th International Conference on Advanced Engineering and ICT-Convergence (ICAEIC-2022) going to be held on July 13-15, 2022. All submitted papers must be original, unpublished, and not submitted concurrently for publication elsewhere. The selected papers will also be published in the International Journal of Advanced Engineering (IJAE) and International Journal of Advanced Social Sciences (IJASS) on authors' approval.

In addition, some related only excellent papers will be recommended to the Special Issue of the journal, "Sensors" (Q1; IF:3.576), Special Issue "[Advances in Future Communication System](#)" published by MDPI. The other special issues are "CMC-Computers, Materials & Continua" (Q2; IF:3.772), Special Issue "[Analysis, Processing, and Applications of Fuzzy System and Deep Learning](#)" published by Tech Science Press. The other special issue is "[Data Analysis and Artificial Intelligence for IoT](#)" of the journal "Applied Science" (Q2; IF: 2.679), published by MDPI.

All presented papers in the 9th ICAEIC-2022 will be published as follows:

Title: "Advanced Engineering and ICT-Convergence Proceedings (AEICP)" ISSN: 2635-4586 |  
Date of Publishing: July 12, 2022. © ICT-Advanced Engineering Society.

### Keynote Speaker

**Title:** Context Map Analysis of Consumer Voice on Social Media: A Contextualized Visualization Approach



**Dr. Sukhwa Hong**, (Prof. at University of Hawai'i, USA)

Sukhwa Hong (sukhwa@hawaii.edu) is an Assistant Professor of Management Information Systems and Data Science, College of Business and Economics at University of Hawai'i at Hilo. He is also a part of the Hawaii Data Science Institute (HI-DSI) at University of Hawai'i System.

He teaches Quantitative Business Analysis and Data Sciences courses in addition to introductory-level courses in business. He obtained his bachelor's degree in Industrial and Systems Engineering from Korea University. Following that, he earned his Master's (Operations Research) and Ph.D. (Business Information Technology) from Virginia Tech.



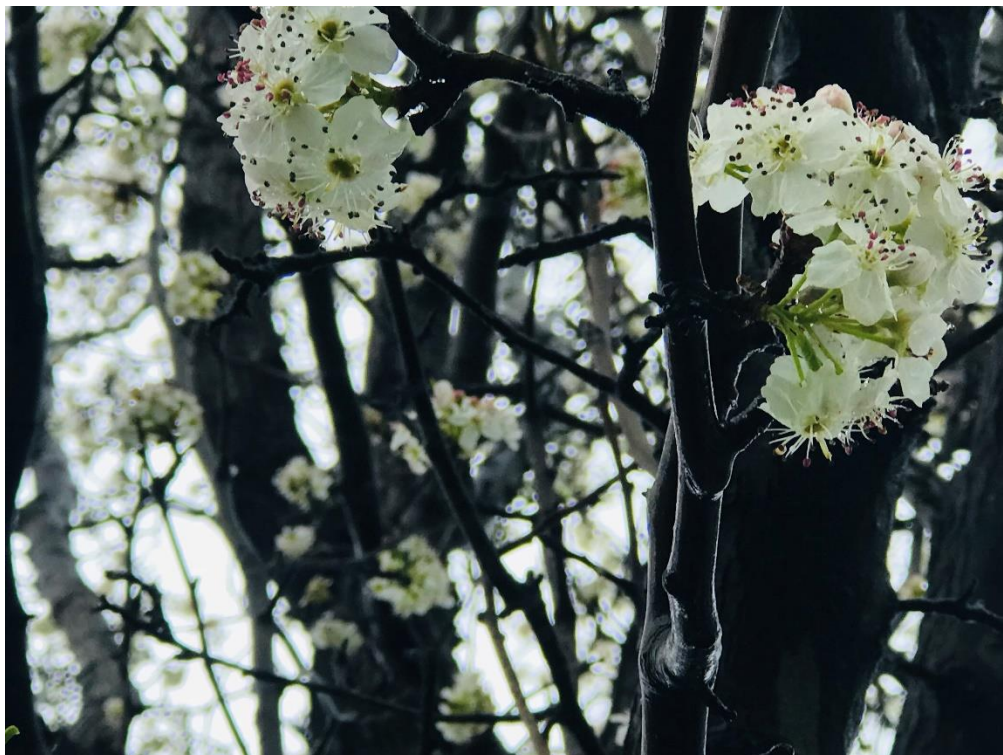
### The 23rd Asia-Pacific Network Operations and Management Symposium Takamatsu, Japan, September 28-30, 2022

The Asia-Pacific Network Operations and Management Symposium ([APNOMS](#)) is the premier conference on network operations and management in the Asia-Pacific region.

Since 1997, APNOMS has provided a forum for the research, standards, development, systems integrator, vendor and user communities in network operations and management. Beginning with the first symposium, APNOMS' 97, being held in Seoul, Korea, it followed a series of successful meetings: APNOMS' 98 in Sendai, Japan, APNOMS' 99 in Kyongju, Korea, APNOMS 2000 in Nara, Japan, APNOMS 2001 in Sydney, Australia, APNOMS 2002 in Jeju, Korea, APNOMS 2003 in Fukuoka, Japan, APNOMS 2005 in Okinawa, Japan, APNOMS 2006 in Busan, Korea, APNOMS 2007 in Sapporo, Japan, APNOMS 2008 in Beijing, China, APNOMS 2009 in Jeju, Korea, APNOMS 2011 in Taipei, Taiwan, APNOMS 2012 in Seoul, Korea, APNOMS 2013 in Hiroshima, Japan, APNOMS 2014 in Hsinchu, Taiwan, APNOMS 2015 in Busan, Korea, APNOMS 2016 in Kanazawa, Japan, APNOMS 2017 in Seoul, Korea. APNOMS 2019 in Matsue, Japan APNOMS 2020 in Daegu, Korea and APNOMS 2021 in Tainan, Taiwan. The 23rd of its series, APNOMS 2022, will be held in Takamatsu, Japan.

#### Important date

- Paper Submission Deadline: May 16, 2022
- Notification of acceptance: July 18, 2022
- Camera-ready papers: August 8, 2022



### Job Opportunities

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

- Faculty Job Posting

California Baptist University invites potential candidates to apply to a tenure-track position in the Electrical and Computer Engineering department.

The position is for a faculty with a background in computer engineering capable of teaching a wide range of courses in the electrical and computer engineering curriculum possibly including, but not limited to, data structures, digital logic design, computer organization, microcontroller system design, and technical elective/graduate level course(s) in the candidate's specialty area.

Feel free to contact the department chair Dr. Seunghyun Chun([schun@calbaptist.edu](mailto:schun@calbaptist.edu)) for and questions.

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[www.calbaptist.edu](http://www.calbaptist.edu)

California Baptist University, 8432 Magnolia Ave, Riverside, CA 92504

- Department chair position at the University of South Alabama  
We are looking for a department chair who has strategic vision and leadership to engage in teaching, research, scholarship, and service.  
Here is a link for the advertisement.  
[https://www.southalabama.edu/departments/academicaffairs/resources/academicaffairs postings/3424\\_ccee\\_prof\\_chair\\_081522\\_ad.pdf](https://www.southalabama.edu/departments/academicaffairs/resources/academicaffairs postings/3424_ccee_prof_chair_081522_ad.pdf)

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## VI. Essays & Poems & Novels

### Vision, Values, and Virtue: Forging a Moral Basis for Emerging Economies

**Yeomin Yoon**

*Professor of Finance and International Business at Seton Hall University*



I want to start this essay by stating that it will be a *heavily value-loaded* one. For any reader to discount my “values” or “bias,” if you will, I would like to inform you that I used to be a member of a club in New York City composed of Wall Street bank economists, journalists, central bank officials, and some academic economists.

At a panel discussion regarding the financial and economic crisis that struck the US in 2007/8/9 and spread to the rest of the world, leading to a global financial and economic crisis, I reminded my audience that in the 1930s, many Americans used to call Wall Street bankers “banksters.” The newly coined word meant the finance “gangsters” who had imperiled the nation’s economy.<sup>i</sup>

I added that today’s Wall Street bankers whose greed and follies caused the latest financial and economic crisis also deserved the same nickname. After that, some of my Wall Street bank economist colleagues began to call me an “EX-economist,” by which they meant not a “former” but an “X-rated” economist.

The title of this essay is “Vision, Values, and Virtue: Forging a Moral Basis for Emerging Economies.” If any reader feels it sounds too “lofty,” “pedantic,” or “cumbersome,” he/she may wish to regard it simply as “Confessions of an X-rated Economist.”

I agree with the late British economist G.L.S. Shackle who said that:

"To be a complete economist, a man [or woman] needs only be a mathematician, a philosopher, a psychologist, an anthropologist, a historian, a geographer, and a student of politics, a master of prose exposition, a man of the world with experience of practical business and finance, and a man of the world with experience of practical business and finance, an understanding of the problems of administration, and knowledge of four or five foreign languages. All this in addition to, of course, familiarity with the economic literature itself." <sup>ii</sup>

Given Professor Shackle's criteria, I am a highly incomplete economist. But so seem many recent Nobel laureates in economics. In addition to being called "X-rated" and viewed "highly incomplete," I confess that I am a "heterodox" economist who is unhappy regarding the state of the "orthodox" or mainstream economics and finance, which is currently being studied, practiced, and taught in the U.S.

It appears that many of my fellow economists (including some Nobel laureates) possess a gross misunderstanding of the very nature of economics. Such unhappiness drove me to tell my three

children that "I will finance your four-year college education under the following conditions. You can choose any university or college and any major. But you may not choose to major in mainstream economics or finance (which I treat as a branch of economics). My two sons and daughter were puzzled to ask: "Why, dad? You are an economist, and why don't you want any of your three children to choose your profession?"

I summarize my response below:

"When I decided to major in economics many years ago, I was neither intelligent nor knowledgeable enough to realize that studying the mainstream (Anglo-American) economics and finance will not help me become a 'whole human.' As a result, all the years of practicing and teaching economics and finance after getting a doctorate, I found myself constantly struggling not to become a *Homoeconomicus*, a clever economic animal, corrupting my soul. As your father, I do not want any of you to repeat the same mistake as I have made. One mistake in our Yoon family is enough."

Not surprisingly, I am not the only one who holds such a negative view of the mainstream economics/finance profession. A British financial economist who has retired after spending a lifetime in financial services wrote to the *Financial Times* as follows several years ago:

"I have spent a lifetime in financial services, but for more than five years, **I have advised my three sons against allowing the siren songs... to lure into the [finance] industry.** "As a far-sighted graduate from the best and brightest once asked me in New York over a decade ago: '**Can the value added by [financial services] industry really be worth so much of GDP when we are just skimming off the top?**' If you are young and ambitious today, and willing to work 80-100 hours a week, it is best to take the long view and devote those energies to an industry that has the potential to become **a more important contributor to human progress in the future; that contains fewer of those activities** described by [Financial Services Authority's Chairman] **Adair Turner as 'socially useless'; and whose contribution will seem more substantial than the ephemeral value-added created by the financial industry's make-work and make-belief practices.**"

I have kept advising my students (in the U.S., China, and South Korea) along a similar line, despite chagrin expressed by some of my colleagues as well as disappointment or even indignant dissension from "economics or finance majors." Some of them even admit that they major in economics or finance to learn how to make money without really trying.<sup>iii</sup>

The usual, gross misunderstanding by mainstream economists about the nature of economics is this: Economics (and its current state) may be "dismal," but it is not a science that only describes, measures, explains, and predicts human interests, values, and policies – it also evaluates, promotes, endorses, or rejects them. The predicament of mainstream economists consists in their failure to acknowledge their value orientation honestly in their pathetic and inauthentic pretension to emulate the [natural sciences](#) -- the so-called "physics envy."

Mainstream economists 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 economy, and the Enlightenment concept of political economy, inform a more correct understanding than what is taught at universities today.

Per Aristotle, economics is a dimension of a comprehensive inquiry (i.e., ethics) that posits the *summum bonum* for human society and describes the regional structures of human social existence.

Unfortunately, today's mainstream economists have conveniently forgotten that economics is a dimension of ethics as envisioned by Adam Smith (see his *Theory of Moral Sentiments*). Moreover, they seem to belittle the words of John Maynard Keynes, who said: "Neither economic activities nor any other class of human activities can rightly be made independent of moral laws."

### **Economics (and finance) should return to an ethical approach**

I advocate a return of economics and finance to an ethical approach that favors developing the *whole human* — not the so-called *Homo economicus*, who cannot move against his strict utility function. Such is the paradigm taught in mainstream economics today: the mindset of "a rational agent who optimizes his individual utility under the given budget constraint" and is nothing more than a "clever animal."

This gross reductionism leaves dormant such higher human values like brotherhood, sisterhood, empathy, compassion, love, or Confucian *Ren*, and the "clever animal" is more likely than not to destroy itself. It is revealing that a recent study in the U.S. finds that university students who take microeconomics become more selfish after taking the course. The "rational man" – assumed and even advocated by economics textbooks – has become either a hedonist or a Bernard Mandeville. And the study of economics has shifted from a moral science to merely a mathematically allocative science.

I contend that miseducation in economics today has occurred partly because of the so-called "Smith Problem"— a perceived contradiction between his theories of *self-interest* derived from *The Wealth of Nations* and "sympathy" (or *empathy*) derived from *The Theory of Moral Sentiments*, respectively.

Adam Smith, known as the father of economics, wrote two famous books, *The Wealth of Nations* in 1776 and *The Theory of Moral Sentiments*, seventeen years earlier, in 1759. Smith himself thought that the latter was a better-written book than the former. (By the way, does any Ph.D. in economics or finance read these two books nowadays? I seriously doubt that they do.) A common understanding by mainstream economists is that "self-interest" practiced by market participants will automatically lead to an optimum allocation of resources via the working of the so-called "invisible hand" of the market. I will address, first, what Adam Smith meant by self-interest, and then the problem arising from emphasizing (or over-emphasizing) the role of the "invisible hand."



Self-interest can take many forms, one of which may be egotism. An egotist seeks his/her interest with no concern about the impact of his/her behavior upon others. But Adam Smith's self-interest is rational (or enlightened) egoism that carries assumptions and principles. It assumes (a) that all persons are disposed to act to satisfy their interests, but (b) that persons are rational enough to realize that they should not do to others what they do not want to be done to them (a "negative golden rule") and to agree to social rules that ensure the universal conformance with this principle. Smith's theory of empathy is compatible with egoism. Empathy is sensing affinity among humans. An egoist, by empathy, recognizes egoism in others. (Empathy should not be confused with natural benevolence.) Empathy is the source of a sense of fairness that prevents people from harming others out of self-interest, for they, by empathy, know that others would not want to be so harmed by them just as they want not to be so harmed. Correctly understood, there must be no such thing as the "Smith Problem."

### **It is wrong to shift a moral science to merely a mathematically allocative science**

The situation today is that any relevance of ethics to economics is being ruled out due to mainstream economists' misinterpretation of Adam Smith. What mainstream economics has developed is Bernard Mandeville's system of thought, which Smith denounced. As a result, the study of economics has shifted from a moral science to merely a mathematically allocative science. Contemporary economics, in general, has been uncommunicative with the moral science from which it originated.

Now let me turn to the working of the so-called "invisible hand." The following is the famous line the mainstream economists love to quote from Adam Smith's famous book, *The Wealth of Nations*, to stress the working of self-love via the "invisible hand" of the market for the promotion of public benefit:

"It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their interest. We address ourselves not to their humanity but to their self-love, and never talk to them of our own necessities but of their advantages. Nobody but a beggar chooses to depend chiefly upon the benevolence of his fellow citizens."

The mainstream economists love to emphasize that the invisible hand of the market can reshape, convert, and recast selfishness into public benefit. Interestingly, Saint Paul dealt with a similar topic. He also considered the relationship between intended and unintended good and evil and its impacts, but he did from the utterly opposite angle:

"So, I find this law at work: When I want to do good, evil is right there and with me. What a wretched man I am! Who will rescue me from this body of death?"  
(Romans 7:21-25)

Or, as the New Living Translation puts it:

"I have discovered this principle of life – that when I want to do what is right, I inevitably do what is wrong... Oh, what a miserable person I am! Who will free me

from this life that is dominated by sin and death?"

As the Apostle Paul lamented, we often commit evil while we intend to do the good. Do you remember this old saying: "The road to hell is paved with good intentions"?

What is the implication from these seemingly contradicting two narratives? My understanding or interpretation is that the market is a black box in which self-interest may or may not necessarily lead to public benefit -- sometimes to public benefit and some other times to disbenefit (or evil). That is why I think we need a competent, uncorrupt government that can supervise the workings of the market and intervene if necessary to promote the common good.

As Robert Nelson points out in his provocative book, *Economics as Religion: From Samuelson to Chicago and Beyond*, if the power of self-interest "crosses certain boundaries," it can threaten the functioning of the market economy itself.

Now let me turn my attention to the role of mathematics in economics.

Unfortunately, mainstream economists seem to have wholly forgotten the teachings of Alfred Marshall, known to be the father of modern economics.

More than a hundred years ago, Marshall stressed the role of mathematics as *language* only, not as the "engine of enquiry." Let me quote a relevant paragraph from the man who was at the beginning of the whole epoch of mathematization of mainstream economics:

"In later years, I went more and more on the rules: (1) use mathematics as a short-hand language, rather than as an engine of enquiry. (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. This last I did often. 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."<sup>iv</sup>

In his monumental textbook, *Principles of Economics*, which became an economic bible for the early 20th century, Marshall relegated his formal systems to the appendix. As his pupil John Maynard Keynes explains, Marshall did so to avoid giving the impression that mathematics provides answers to real-life problems just by itself.<sup>v</sup> Today many mainstream economists are doing precisely the opposite of what Marshall asked them to do.

If he came back to today's world, I think Marshall would be stunned to find that a large part of today's theoretical economics is nothing more than a mathematical game with assumptions.<sup>vi</sup> Despite Marshall's sagacious warnings, will such non-scientific, wasteful games ever stop? I wonder.

Marshall frequently visited slums in cities to remind himself that the economy exists for the human person and that the purpose of studying and practicing economics is to lift people out of poverty. It is sad to note that today's individual-utility-maximizing economists seem to have



forgotten that the economy exists for the human person and not vice versa. They also seem to ignore that moral principles should shape all economic life. In other words, economic choices and institutions must be judged by how they protect or undermine the life and dignity of the human person, support his or her family, and serve the common good.

I want to plead with rising young economists in emerging economies. First, adopt (or develop) economics (and finance) founded on an ethical approach that favors human beings rather than the so-called neoclassical economics (and finance) practiced and taught in the Anglo-American universities. Second, I also hope that economists of emerging nations adopt a holistic view of human beings rather than the one-sided reductionist orthodoxy. The latter reduces human persons to mere "economic animals." Third, economists should consider how ethics can be organically incorporated into economic discourse.

I believe those modern (Anglo-American) economists need a paradigm shift in the practice and teaching of economics and finance. In our present course, mainstream economics educators have become unsuspecting agents of destruction under the principle of *corruptio optimi pessima* (roughly translated as "Corruption of the elite is the worst corruption"). They need a root and branch examination of how economics is studied and practiced. If they teach only individualistic utilitarianism, we will produce hedonistic technocrats ill-equipped to contribute positively to humanity.

Imagine a horizontal straight line that posits various schools of thought that separate morality (located at the extreme left) and individual utility (located at the extreme right) – Immanuel Kant, Stoics, Confucius/Mencius, Buddhism, New Testament, Hebrews, Classic Utilitarianism, Hedonists, Mainstream Economics, and Bernard Mandeville.

All the foremost ancient and modern ethical doctrines cluster around or near the extreme left edge.<sup>vii</sup> For example, according to Kant, a moral act can only be carried out unselfishly, or therefore out of pure responsibility toward moral imperative. If one wants to carry out a moral act, one must, in Kant's words, "overcome one's self" and go against one's indifference curves and go against the dictates of the pursuit of maximization of one's utility. At the extreme right edge, one finds Hedonists, Mainstream Economics, and Bernard Mandeville, who equated individual utility to the good of the society, claiming that private vices cause public welfare.

A question arises: Why has mainstream economics ended up in such an ethically pathetic "Plato's cave"? Mainstream economics does not involve itself with personal morals because mainstream economists erroneously or naively believe that the invisible hand of the market will recast private vices into general welfare.

### **Economists in emerging nations should forge a moral basis for their national economy**

I believe that economists doing research and teaching in rising economies should **forge a moral basis** for their national economy and form a **vision** of how to construct a system of political economy that will achieve **maximum well-being** of the citizens and **full justice**. Additionally, they should synthesize their normative **value judgments** with scientific perspectives in

economics. Finally, old, labeled models like capitalism and socialism should be taken for what they are -- modifiable constructs.

I want to end my essay with a value-loaded plea to the rising young economists of emerging nations.

Suppose you genuinely want to help your countrymen and women to flourish in a civilized, **virtuous** society. In that case, I hope, you heed what I call Pope Francis' "lion's roar of four No's"<sup>viii</sup> when you practice and teach economics and finance:

No to an economy of exclusion  
No to the new idolatry of money  
No to a financial system that rules rather than serves  
No to the inequality that spawns violence

Achievement of the above "four No's" requires a paradigm shift, or a new deluge, in the teaching and practice of economics, which is, metaphorically speaking, the fish that has jumped out of its pond and is now dying of thirst. Ethics is the water that gives it life.

One of the most significant challenges facing the young generations of the world in the 21st century seems to be how they can bring economics back to the pond where it rightly belongs. A related challenge will be how they can effectively cope with the expected massive resistance from the vested interests when attempting to implement such a paradigm shift. [END]

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<sup>1</sup> Gilbert King, "The Man Who Busted the 'banksters'," *Smithsonian Magazine*, November 29, 2011. <https://www.smithsonianmag.com/history/the-man-who-busted-the-banksters-932416/>

<sup>1</sup> G.L.S. Shackle, *Uncertainty in Economics and Other Reflections*, 1955.

<sup>1</sup> A few years ago, a former student whose undergraduate finance class I taught in Beijing, asked me to write a letter of recommendation for a graduate financial engineering program in the US. When I asked why he wanted to get a graduate degree in finance, he replied that he wanted to make tons of money quickly.

<sup>1</sup> Michele Emmer, *Mathematics and Culture*, Berlin, Heidelberg, New York: Springer-Verlag, 2004, p. 105.

<sup>1</sup> Michele Emmer, *Mathematics and Culture*, Berlin, Heidelberg, New York: Springer-Verlag, 2004, p. 105.

<sup>1</sup> Deirdre McCloskey, *The Secret of Sins of Economics*, Prickly Paradigm Press, Chicago, 2002.

<sup>1</sup> Tomas Sedlacek, *Economics of Good and Evil: The Quest for Economic Meaning from Gilgamesh to Wall Street*, Oxford University Press, 2011, pp. 252-257.

<sup>1</sup> Yeomin Yoon, "Lion's roar of four No's deserve praise," *Financial Times*, January 6, 2014.

*Commonweal*, March 2, 2022

### THE EDUCATION WE NEED

As a citizen and business educator, I believe that America needs to reform education to counter “neoclassical economics” and its presumptions and practices, which Anthony Annett criticizes in his article “The Fallen Idol” (January). A prerequisite for a “policy roadmap heavily influenced by the values of Catholic social teaching” and “prescriptions [that] can be embraced by Catholics and non-Catholics alike” is education, especially university education. But what kind of education is being called for?

We need an education that goes beyond the wisdom of Enlightenment thinkers to classical and medieval thought to address the crisis of modern liberalism created by America’s addiction to neoliberalism, which is little more than an extension or a variation of neoclassical economics. Regardless of what it is called now—consumer, financial, or fintech capitalism—we cannot fundamentally address the ills of capitalism unless we abandon the neoclassical economic education that views human society as an organization of rational agents who act to maximize their wealth. Through education, human thinking should be oriented to the primacy of being over having.

More specifically, we should teach our students to understand that 1) things can have value, but only persons can have worth; 2) collective is a collection of things and people in a region of space; community is the existence of persons recognizing one another as persons having dignity, with emotional and ethical relationships; 3) well-being has the conception of goodness and virtue (both moral and intellectual virtue) as constituents; wealth means possession of valued things; 4) humans are beings that claim freedom and autonomy and hold responsibility for their thoughts, intentions, and actions.

But a serious question remains in my mind: Is the education just described feasible in America’s current, predominantly corporatized universities that seem to have become handmaidens of the market while preaching lofty ideals?

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## Do We Still Have God?

**Semoon Chang**

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Like everyone else these days, I am so worried and disgusted with the current world affairs that I asked my good friend, Hal Freeman, whether we have God. Hal has a Ph.D. in English from Stanford University many years back and now lives in our good retirement community, Leisure World of Maryland. I have always admired his wisdom ever since we met several years ago.

This is how he started his answer. “Well, Semoon. Many believe God created Man, but many thoughtful people believe that it was Man who created God. There are others who believe that there is a God but ...” I will give you his surprising answer at the end of this article.

Only a couple of months ago, I was telling people close to me that this is the first time in many years the world is free of a major war. This made me feel happy but uneasy. Uneasy because I have long believed that when people are given a power, they will use the power, sometimes for good cause and, at other times, for no good cause.

There is no doubt that we have had many good leaders in this world who made this fragile planet healthier and happier. However, we also have had destructive leaders in this world who started military confrontations which destroyed numerous innocent people with no cause. Leaders of Italy, Japan, and especially Germany during World War II, leaders of North Korea during the Korean War, and leaders of the U.S. during the Iraq War come easily to my mind.

Needless to say, the current war in Ukraine comes foremost to mind. My naïve question to Russian leader Putin is: “why doesn’t Russia try to make herself a good place to live so that Ukraine can be friendly to Russia of its own free will? Why is he killing so many absolutely innocent people and destroying homes, towns, civic institutions, and historic monuments? Thousands are being dislodged from the homes they have known all their lives and chaos is being created as they are uprooted. What is the reason?”

Here is my long-term concern. All the economic benefits from globalization since the end of the World War II are wiped out, at least in Russia. This is owing to the economic sanctions that the free nations are forced to impose upon Russia. The economic impact of these sanctions on ordinary Russians can be described below:

Consider that I am an ordinary Russian, not interested in politics, while the Putin-initiated heinous and tragic war is waged in Ukraine, far away from me. I do have a tie with Ukraine as I have cousins living there. I need some food and go to the neighborhood grocery store. I find that prices increased by about 50 percent overnight. I ask the store owner, “what is going on”. He tells me it

is because of what they call economic sanctions. In addition, the value of our currency, the Ruble, fell sharply. Well, I still have no idea of what sanctions actually mean.

I am short of cash, so I pull my credit card from my wallet. The store owner then tells me that he cannot accept credit cards because of the sanctions. I barely pick up a couple of items with the cash I have and return home.

The next day I go to work where I have been making good wages from my foreign employer. When I get to the entrance, a sign says that the plant is closed temporarily; sounds as if my job is lost or in jeopardy. On my way home I stop by my bank to get some money from my meagre savings. The sign at the bank door says that I can withdraw money-- but not by the amount I want. People waiting in line say that too many people are trying to withdraw their money from their bank accounts so the bank is limiting the amount each of us can withdraw in order to have enough cash to cover our withdrawals.

By now I feel so tired that I just want to have a hamburger and go home to lie down. I go to my beloved neighborhood McDonald's which opened 30 years ago and find it is also closed. I then walk to Starbuck's for a coffee. It is also closed.

Soon many stores in town are closed, saying that they cannot buy their normal products, and whatever products they can buy are so expensive that they cannot buy and resell them. I begin to wonder "what the hell is going on". Our President Putin says that he sent our fighting troops to Ukraine to save those people from the harsh treatment that they are receiving from their Ukrainian leaders. If Russia is doing something that is good, why are other countries placing these sanctions on ordinary Russians like me? Are we really trying to save people from bad leaders of Ukraine or is Putin invading peaceful Ukraine solely to satisfy his greedy and imperial mind? How long do I suffer from these sanctions? What did I do to deserve this? How will all this end? One of my all-time favorite movies is 1971's Fiddler on the Roof. The Golden Globes awarded it both the Best Motion Picture and Best Actor Awards. The 1972 U.S. Oscar awards were numerous and included The Best Music.

I believe the reason I remember the movie so vividly many years after I first saw it is that every time there was a scene depicting uncertainty or sadness, a fiddler on the roof of the house could be heard playing a violin. The sound was beautiful, almost ethereal, but conveyed desperate and helpless feelings. To me, the violin playing was foreshadowing the sad ending of the peaceful life style at the Jewish village. Everyone in the village was forced into an uncertain future that would require struggles for survival. I can't shake the feeling that if I pause, I can hear a fiddler's violin in Ukraine without any pauses.

Now I can tell you my friend Hal's brief but thoughtful answer to my simple question of whether we still have God. Hal said: "Many believe God created Man, but many thoughtful people believe that it was Man who created God. There are others who believe that there is a God, but he is so disgusted with the sordid history of man's inhumanity to man down through the ages that He is no longer interested in the Earth and has turned His attention to other planets and universes." Hopefully, God comes back and takes Putin with him \*\*\*.

## A Book Review: The Moon Is Down

**Young B. Choi**

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‘The Moon is Down’ is a novella-play originally written for theatrical use by American novelist John Steinbeck set in Narvik, a seaside town in Norway in 1942. It was published by Viking Press in March 1942.

Published just 80 years ago, this short story exposes the brutality and absurdity of war and the people's relentless struggle for freedom and peace. Coincidentally, it is a novel that makes you think a lot about the current war situation, where the grim and heartbreaking news of the indiscriminate airstrikes and massacres of the Russian army that invaded Ukraine on February 24th comes in every moment. Does history always repeat itself?

This short novel is based on a true story that took place in a small fishing village in Norway in World War II. Steinbeck himself had experienced in the war as a war correspondent in the Vietnam War, so in this novel, the depiction of human psychology that changes depending on the situation through the subtle and rough conflicts and struggles between the occupying forces and the villagers is described explicitly.

The story begins with the 12 soldiers guarding the village, with only three surviving due to a surprise attack by the invading forces, while the rest are killed or wounded, and the village is quickly occupied by the invading forces. Soon after, the invading soldiers, led by colonel-level aggressor officers, try to control the village by forcibly installing a situation room in the mayor's office of the village.

There is a good coal mine in the village, so the invading army meticulously plans and executes the work of mobilizing villagers to dig up the coal and release it through the village's port as military supplies for warfare. Naturally, the villagers' anger and resistance against the harsh actions of the invading forces reach their peak, and the mayor of the village is troubled by being forced to play a mediating role among the invading forces and the villagers by the head of the occupying force.

The villagers' resistance to the occupying forces grows fiercer day by day while the occupation forces are in the process of conspiring to appoint one of the villagers as a new mayor, who has close ties with the invading forces. In this time of confusion and deception, the mayor and his best friend and village keeper Doctor Winter do not give in to the conciliation and intimidation of the invading forces to the end. The story ends with a dramatic and intense scene that which the invading soldiers are away dragging Mayor Orden and Doctor Winter.

In the novel, not only the horror of war, but also the naked psychological state of the soldiers who participated in the war, and the pain of ordinary villagers who have to live in pain and hunger suddenly overnight due to the war are described in detail. Steinbeck realistically portrays how



precious the peace and freedom we feel in our daily lives, and how precious it is to satisfy basic human desires to eat, wear, and sleep comfortably.

For whatever reason, war should never happen. In this novel, the leader of the invading army is described as 'The Leader.' During Doctor Winter's last conversation with Mayor Orden, who was forcibly taken out by an invading soldier, he asked Mayor Orden if he still remembered a question that he had asked him in the past. Mayor Orden replied, "The debt will be paid. " (I will pay off the debt.) Then Dr. Winter nodded quietly to his last words, "Yes, you remembered. The debt shall be paid." (Yeah, that is right, you remember. It was, 'I'm going to pay the debt.'") is answered.

One thought I had while reading this novel. I was intrigued by the title of this novel, 'The Moon Is Down.' Why did Steinbeck give it such a title? I think the moon is mentioned only once in the novel. It is a personal opinion, but in the evening, a quiet little village in Norway, where they lived enjoying peace and freedom to the fullest under the peaceful moonlight, is quickly deprived of all this peace and freedom and plunged into a world of chaos and oppression. In this dark and sullen story, I imagine that the title of the novel would have been described as 'the falling (fading) moon' in order to symbolically represent the atmosphere of the background in which the story unfolds.

Recently, the fact that this novel by John Steinbeck has been translated into many languages and has reminded people of the world's longing for freedom and peace how to resist the invading forces is re-examined in connection with the recent Russian invasion of Ukraine. Mr. Charles Edel published the article "President Zelensky's leadership of Ukraine's resistance is a testament to democracy" in The Washington Post on March 1, 2022. It is expressing his opinion that when communities (villages, cities, countries, the world) find themselves in a difficult and dangerous situation, the role of a good leader who is fully supported by community members is especially important to successfully overcome difficulties.

Freedom and peace are not free at all. \*\*\*

Essay in Korean: <https://www.ktown1st.com/blog/VALover/20286>

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*Prof. Choi's more interesting essays, Korean/Chinese poems and photos can be accessed at <https://www.ktown1st.com/blog/VALover> 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 and Computer Security areas of Cambridge Scholars Publishing Ltd.*

## 목숨을 걸고 조선을 사랑한 사람

이정길

전남대학교 명예교수



사단 법인 헐버트 Homer B. Hulbert 박사 기념 사업회는 2022 년 1 월 26 일 서울 양화진의 선교사 묘원에 있는 그의 묘소에서 박사의 탄신 159 주년 기념식을 거행했다. 김동진 회장을 비롯하여 한글 학회장, 기념 사업회 고문 등 다수의 한글 관련 학자들이 참석하여 『사민 필지』의 영인본과 현대어판 (2021 년 11 월에 발간) 을 헌정했다. 한글로 쓰인 조선 최초의 교과서 『사민 필지』는 나라의 근본을 이루는 온 백성이 반드시 알아야 할 지식이라는 뜻의 책으로, 헐버트 박사가 조선에 들어온 후 3 년이 되는 해에 편찬하였다.

(사진 출처: Wikipedia)

조미 수호 통상 조약이 1882 년에 체결되고, 다음 해에 주한 미국 공사 푸트 Lucius H. Foote 가 부임한다. 그 답례로 조선에서는 미국 등 서방 세계에 보빙사를 파견한다. 그들이 들여온 새로운 문물 제도는 조선에 커다란 영향을 미쳤다.

나라에서는 고종 28 년(1886)에 최초의 교육 기관인 육영 공원育英公院을 세웠다. 수학, 지리학, 외국어, 정치학, 경제학 등을 가르칠 목적으로, 공사 푸트에게 교사를 초빙할 수 있게 도와 달라고 부탁했다. 마침내 뉴욕 유니언 신학교 학생 3 명이 선발되어 왔고, 그 중의 한 사람이 바로 23 세의 청년 헐버트 박사(1863~1949)였다.

조선에서 살기 시작한 호머 헐버트는 조선인들보다 더 조선을 사랑하게 되었다. “조선인은 가장 완벽한 문자인 한글을 발명했고, 임진왜란 때는 거북선으로 일본군을 격파해 세계 해군사를 빛냈으며, 조선 왕조 실록 같은 철저한 기록 문화를 지니고 있다.” 고 미국에 알렸다. 특히 그의 한글 사랑은 대단해서 조선에 들어온 지 3 년 만에 『사민 필지』를 편찬했던 것이다.

당시 한글에는 정해진 띄어쓰기며 쉼표며 마침표도 없었다. 주시경 등과 함께 한글을 연구하고, 자신의 연구 결과인 최초의 한글 띄어쓰기를 독립 신문에 도입하게 했으며, 서재필 · 윤치호 등이 신문을 발간하는 데에도 도움을 주었다. 어느 사이 선교사에서 한글 학자로 변신한 그는, 여러 편의 논문을 통해 한글의 우수성을 미국에 알리기 시작한다. 한글의 우수성을 너무나 잘 안 나머지 자신의 저서에 “중국인들이 익히기 어려운 한자를 버리고 한글을 채택해서 사용하는 것이 좋을 것이다.” 라는 말을 남겼다. 구전으로만 내려오던 아리랑을 처음으로 악보로 정리하기도 했다.

을사 조약은 일본이 조선의 외교권을 빼앗기 위하여 1905 년에 강제적으로 맺은 조약이다. 그 해에 고종의 특사가 되어 미국에 파견된 헐버트는 조약의 무효를 주장하면서 조선의 자주 독립을 주장하고, 미국의 외교적 지원을 호소하였으나 뜻을 이루지 못했다. 그 와중에 고종이 그에게 “나 조선의 황제는 ...조약이 무효임을 선언하노라. ...최상의 방책으로 미국과 이 조약의 종결을 이끌어 내길 바라오.” 라는 눈물 어린 전보를 보내기도 했다.

헤이그 밀사 사건은 조선 말기인 1907 년에 고종이 이상설 · 이준 등을 네덜란드 헤이그에서 열린 만국 평화 회의에 출석시켜 을사 조약이 일본의 강박으로 체결되었다는 것을 폭로하고 파기하려 했던 사건이다. 일본측의 방해로 뜻을 이루지 못한 채 이준 열사가 분사한다. 일제에 목숨을 내놓는 것이나 다름없는 고종의 밀사로 파견된 헐버트는 헤이그 평화 클럽에서 각국 대표들에게 일제의 침략 야욕을 폭로하고 부당성을 질타한 후 미국으로 돌아갔다. 일제가 그를 추방했던 것이다.

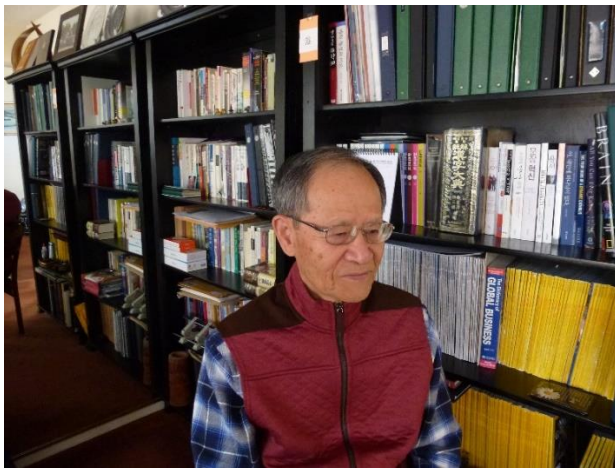
그 뒤에도 미국 전역을 돌면서 순회 강연과 기고를 통하여 조선의 독립을 위해 싸우는 데에 평생을 바쳤다. 부인 메이 헐버트도 1910 년 뉴욕 트리뷴과의 인터뷰에서 일제의 침략을 고발했다. 조선을 아는 사람이 거의 없었던 당시의 미국 사회에서, 그의 투쟁이 얼마나 외로웠는지 짐작도 할 수가 없다.

대한 민국 정부가 수립되자 1948 년에 이승만 대통령이 “헐버트 박사가 기념식 단상에 있어야 한다” 며 초청했으나 집안 사정으로 응하지 못하고, 다음 해에 다시 초대 받아 노구를 이끌고 한국 땅을 밟았다. 방한 길은 그의 마지막 여행이 되어

8월 5일 청량리 위생 병원에서 숨을 거둔다. 미국 출국 전 AP 통신과의 인터뷰에서 한국 땅에 묻히고 싶다는 그의 말이 유언이 되어, 처음으로 우리 나라에서 외국인의 사회장이 치러지고, 양화진의 묘역에 안장되었다.

헐버트 박사의 인격, 성품 그리고 아름다운 삶의 행적은 그가 바로 교육학에서 가장 바람직하게 여기는 인간상인 ‘전면적으로 고르게 발달된 인격체의 전형’이었음을 나타내 준다. 지덕체를 모두 갖춘 ‘전인격’의 표상이었다고 할 수 있다. 선교사, 외교관, 한글 학자, 역사 학자, 언론인, 민권 운동가였던 그의 삶의 폭은 하도 넓어, 다음 세대의 사람들이 조명하기 어려울 정도다.

헐버트는 ‘목숨을 걸고 조선을 사랑한 사람’으로, 조선의 독립과 한국을 위해 몸을 바쳤다. 그의 삶은 곧 한국사이자 우리 민족의 자산이다. 그 덕행은 오래오래 후세에 남을 것이다. 양화 نار의 기념비에는 “한국인보다 한국을 더 사랑했고, 자신의 조국보다 한국을 위해 헌신했던 빅토리아풍의 신사 헐버트 박사 이곳에 잠들다.” 라고 새겨져 있다. 우리 모두는 길이길이 그의 공적을 기리고 그의 충절을 추모해야 마땅하다. \*\*\*



이정길

전라남도 나주 출생

전남대학교 농과대학 학사 1963

육군통역장교 중위 1967

호주 James Cook 대학교 석사, 박사 1978

전남대학교 수의과대학 교수 2007

전남대학교 명예교수, 미주 한국문인협회 회원

## 폐허에서 솟아 나온 것들

백승숙

영남대학교 교양학부 교수

어제 내린 봄비로 보름간 타던 대구 산불이 꺼졌다. 3년 전에는 우리 집 앞산에 불이 났었다. 산을 내려오는 불을 뵈히 바라보면서, 아무 것도 할 수 없는 무위의 체험을 했었다. 어쩌면 그때 이후로 나도 변화되기 시작했다. 모든 것들이 소멸될 수 있다는 것, 지금껏 소중하게 생각하던 것들이 한꺼번에 다 재가 될 수 있다는 것. 그것은 가상의 금으로 쳐 놓았던 이웃과의 마음의 벽이 무너지는 경험이기도 했다. 우리가 다 하나의 운명 안에 존재한다는 감각은 오래 잊어버렸던 존 던의 시, <누구를 위하여 종은 울리나>가 다시 선명하게 떠오르게 해주었다. 인간이 만들어낸 제도와 의식, 선악의 기준, 그 모든 차별의 벽, 이런 것들이 허위로 발견되는 순간은 인간이 그 존재만 남긴 채, 문명의 옷을 벗는 순간이다.

유럽 인구의 삼분의 일을 죽음으로 몰고 간 페스트는 1348년, 이탈리아 피렌체에도 들이닥쳤다. 이 불가항력의 팬데믹 속에서 누군가는 진실을 건져 올렸다. 돈과 육체적 욕망에 골몰하는 성직자들의 현실을 유쾌한 입담으로 풀어낸 것은 조반니 보카치오였다. 그는 <데카메론>에서 성당에서 우연히 만난 7명의 귀족부인과 3명의 청년이 페스트의 공포를 피해 교외 별장으로 떠나는 상황을 설정한다. 그들은 열흘 동안 함께 지내면서, 매일 각자 하나씩의 이야기를 서로에게 들려주기로 한다. 총 100개의 이야기로 구성된 이 소설은 종교적 위선으로 가려져 있던 성직자들의 민낯을 드러내면서, 성직자와 일반 신도 간의 벽을 허물어뜨렸다. 다 같은 인간이라는 것이다. 나아가 인간의 본성을 있는 그대로 긍정함

으로써, 휴머니즘의 새 가치를 들어올렸다. <데카메론>은 페스트라는 폐허 속에서 종교 개혁과 르네상스의 서막을 알리는, 은은한 자유의 종소리를 서구 사회에 울려 퍼지게 했다.

까뮈의 소설 <페스트>는 프랑스 식민지였던 알제리의 오랑을 배경으로 한다. '사제가 의사의 진찰을 받을 수 있는가?' 라는 논문을 쓴 바 있는 파눌루 신부는 의사의 진찰을 완강히 거부하고, 자신의 병을 신의 뜻으로 받아들여 죽는다. 이에 반해, 의사 리유는 사람들과 연대하여 페스트와 끝까지, 성실하게 투쟁하는 길을 선택한다. 까뮈는 이 작품에서, 페스트라는 폐허 속에서 인간끼리의 사소한 사랑과 연대라는 금시조가 날아오르게 했다. 이 소설에서 '페스트'는 모든 사람들을 그 발아래 무릎 꿇린 전체주의 권력으로 해석되기도 한다. 산불과 코로나-19를 겪으면서 까뮈의 이 소설이 자주 생각났다.

'만세가 일어나기 전해의 겨울이었다'로 시작되는 염상섭의 소설 <만세전>은 1918년이 그 배경이다. 이 해는 스페인독감이 전 세계의 유행병이 되어 있던 시기로서, 식민지 조선도 예외가 아니었다. 1916년 8월, 경성에 있는 세브란스 병원 의학교에 세균학 교수로 부임했던 스코필드 박사에 의하면, 조선에서 스페인 독감은 1918년 9월 하순에 처음으로 발견되었다. 당시 조선에서는 시체가 너무 많아져서 매장을 둘러싼 논란이 끊이지 않았다. <만세전>에서 주인공 이인화는 식민지 조선을 향해 '공동묘지다! 구더기가 우글우글하는 공동묘지다!' 하고 속으로 생각한다. 이는 팬데믹으로 인해 손쓸 수 없이 죽어나가면서도, 자기가 묻힐 무덤 걱정을 하는 조선인들을 향한 작가 염상섭의 안타까운 토로였을 것이다. 그러나 이 작품 어디에도 '스페인독감'이라는 질병의 이름은 나오지 않는다. 질병이



은유가 아니라는 점을 강력하게 폭로하고 싶었던 사람은 미국의 수잔 손택이었다. <은유로서의 질병>이라는 책에서 그녀는 질병을 진실한 방법으로 다루기 위해서는 그것을 은유적으로 사고하는 방식에 저항해야 한다고 말했다. 전염병을 은유의 방식으로서가 아니라 구체적인 질병으로서 바라볼 수 있었다라면, <만세전>은 세계문학사에서 1918년 팬데믹을 기록한 드문 작품 중의 하나로 평가되었을 것이다. 그럼에도 불구하고 염상섭이 <만세전>을 통해 1918년의 처절했던 조선 상황을 그려내고자 노력한 것이 사실이고, 그 작품성은 이미 높이 평가된 바 있다. 1918년의 스페인 독감이 1919년의 3.1 만세운동의 결정적 원인이 되었다는 견해에 나는 전적으로 동의한다. 거대한 집단적 죽음의 체험은 인간의 낯은 의식을 깨뜨리고, 행동하게끔 만들기 때문이다.

재난은 인류가 인위적으로 만들어낸 계급과 문명의 허위를 드러나게 하고, 인간의 생명을 중시하는 새로운 시대를 불러내곤 했다. 전체주의에 저항하는 개인주의자들의 연대야말로, 그 때마다 폐허 속에서 솟아오른 인간의 지혜였던 셈이다. 나도 지난 산불의 체험을 통해, 금빛 깨달음을 얻게 된 것이 있다. 그것은 인간은 원래 하나님의 형상으로서, 다 같이 고귀한 존재라는 것이다. 그러므로 누구도 누구를 억압하거나 지배할 수 없다. 인간이 폐허의 잿더미 속에서 불러낸 것은 언제나 자유와 평등에 대한 감각이었다.



백승숙: 영남대 교양학부 교수. 고려대 영문학과 학사, 동대학원 국문학과에서 현대희곡 석사, 영남대 국문학과에서 해방기한국희곡연구로 박사학위를 받았다. 한국문화의 세계화에 관심이 있으며, 최근에는 '이단아의 책 읽기'라는 유튜브를 통해 인문학 전반으로 그 관심사를 넓혀가고 있다.

## VII. News

[Daylight Saving Time: What to Know as Senate Approves Bill to Make It Permanent](#)

(Source: NBC Chicago, Published March 16, 2022)

## VIII. Useful Websites and IT Tips

### DBT (Dialectical Behavior Therapy)

<https://dbtselfhelp.com/>

### WikiHow

<https://www.wikihow.com/Main-Page>



## IX. Pioneers

**Hyun Sook Han (한현숙: 1938-2021)**

**A Korean Social Worker and Adoption Pioneer**

Source Article: *Korean Social Worker and Adoption Pioneer*, Alex Vadukal, The New York Times, December 6, 2021.

Article URL=<https://www.nytimes.com/2021/12/06/us/hyun-sook-han-dead.html>



## X. Special Section

### Thoughts on Intellectual Property Protection: What It Is

Sungyong In  
Attorney at Law

Although I wear many different hats as a helper to companies and individuals (as a business, management, technical, legal or general advisor), I've greatly enjoyed working with the creations of the mind known as intellectual property or intangible assets. Sometimes intellectual property comes to my mind as a very boring subject, but other times it comes to me as a very exciting one through which I have a glimpse of what is to come. Having technical training and backgrounds in multiple industries, I have been no stranger to the topic of intellectual property; but as I mature as a business professional, I've begun to see and realize how intellectual property protection has become a driving force for economic growth as well as the means for creating numerous opportunities and redistributing the wealth to different segments in society. Innovations, protection thereof, and financing (e.g., infusion of money/capital) often go hand in hand as a set in the modern tech-driven capitalist economy. Over the years, I have become convinced that you cannot separate these three components from the capitalist economy and its growth. And this is perhaps why I wanted to pen this essay to share the insights I've collected.

In our professional environment, we often hear about the words such as “patents,” “trademarks,” “copyrights,” and “trade secrets,” and we are confused about what they are and how they are used in the marketplace. As our professional life matures as scientists, engineers, researchers, and general managers, we hear about them and become concerned about the protection of “intellectual property.” But in fact, we are already surrounded by various embodiments of intellectual property. Do you remember how the Apple vs. Samsung lawsuit splashed over numerous newspapers and media outlets a few years ago? Many will remember how Apple fought Samsung in court, spending millions of dollars in the legal fight. At that time, the two companies had a symbiotic relation with each other (e.g., Apple has been a customer of Samsung for a long time, buying memory chips and many other components in iPhones), which continues even now; however, the two companies fought vigorously in court and Apple claimed that Samsung's android phones had infringed upon Apple's patented round-shaped design of the four corners of a smart phone. Have you ever wondered why they were so fiercely fighting over what seems like, in retrospect, something so shallow? In short, it was really about the money at stake and the dominance in the smart phone market. At that time, Apple had been the No. 1 brand worldwide for smartphones, and Apple saw that Samsung's copying of its patented design as encroachment upon Apple's intellectual property rights. After a few years of legal battle, the legal outcome was Apple's win and Apple initially received an award of 1 billion dollars in damage after a jury trial and later after retrial Samsung was ordered to pay Apple \$539 in damages.[1] *That* is the power of intellectual property and design patents.

Generally, the term “intellectual property” refers to “creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.”[2] It is a non-physical or intangible asset created by the intellect of a person, which can manifest in the form

of inventions, essays, books, trademarks, images, songs, screen writings, etc. In fact, the embodiments of the intellectual property can be seen everywhere around us in our daily settings. Ergonomically designed chairs, computers, books, smart phones, clothing, and anything else you can lay your eyes on. It is easy to see the embodiments of intellectual property in one form or another, as patents, trademarks, and copyrights. We live in the creations of the mind!

Historically, the documented record of intellectual property protection appears to go back more than 2,000 years, alleged to around 500 B.C.E., when chefs in Sybaris, an ancient Greek city in southern Italy, were granted one-year long monopoly for their unique recipes, e.g., foods and culinary delights.[3] In those days, it is noted that the monopoly was used as a privilege, favor or grant by the Monarchy.

Outside the culinary arts, developments of intellectual property continued over the years and their protection became codified law in one country after another. The first instance of such codified laws for the protection of the intellectual property has been known to be the Florentine Patent Statute of 1421 (the “Florentine Statute”) in the Republic of Florence in the Tuscany region of the Europe.[4] The Florentine Statute recognized the rights of authors, inventors and artists for their intellectual creations and included a means for incentivizing such endeavors. However, most of these monopoly rights were still grants and privileges given by the Monarchy as its control means for managing political and economic power.

200 years after the Florentine Statute, the Statute of Monopolies of 1624 and the Statute of Anne of 1710 in England became the foundation of the English system for intellectual property protection. Under the Statute of Monopolies, inventors received monopoly rights to their inventions for 14 years; it also prohibited royal monopolies and ended the practice of granting rights to non-obvious ideas or works already disclosed to the public.[5] Also, the Statute of Anne, which is considered the first instance of modern copyright protection, provided authors with the protection of their creative works for 14 years, along with another 14 years of renewal if the author was alive at the end of the first term.[6]

Later, these two English statutes became the foundational bricks for the U.S. system of intellectual property protection, as the founding members of the United States included intellectual property protection in the Constitution and Congress passed the first U.S. Patent Statute in 1790. For example, Article I, Section 8, Clause 8 of the U.S. Constitution authorized Congress “[t]o promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”[7] This clause is often cited as codifying the pro-innovation policy of the U.S. to incentivize inventors and thinkers to publicize and promote their ideas. Notable people such as Abraham Lincoln and Mark Twain also expressed their thoughts on the pro-innovation policy of the U.S. patent system; Abraham Lincoln once commented that “secured to the inventor, for a limited time, the exclusive use of his invention; and thereby added the fuel of interest to the fire of genius, in the discovery and production of new and useful things”[8] and Mark Twain wrote that “a country without a patent office and good patent laws was just a crab and couldn’t travel anyway but sideways or backwards.”[9] Of course, as in general U.S. politics, the pendulum swung back and forth over the years as people continued to debate the philosophy and value underpinning the U.S. patent system.



The bottom line however remains that the legal system for protecting intellectual property appears to play an important role in spurring the growth of the economy by driving new industrial revolutions, as the innovations and legal protection serve as the foundation and bedrock of economic growth in a modern capitalistic society.

It is also interesting to note that the protection of the intellectual property is territorial and based on the legal system in each country. This means that there is no single worldwide patent protection; if the protection of an intellectual property is desired in each jurisdiction, one need to satisfy the legal requirements of that jurisdiction. For example, the owner of an invention's patent in the United States may receive a limited-time guaranteed monopoly right from the U.S. government, e.g., an exclusive right to the invention, in exchange for public disclosure of the invention. That is, the U.S. patent owner can enforce the intellectual property right of a valid patent against alleged infringing parties for 20 years in the United States. To obtain a valid patent, however, the invention must go through a rigorous examination and satisfy certain legal requirements such as new, useful, and non-obvious requirements. When these legal requirements are satisfied, so called “exclusive” rights to the patented invention are granted to the inventor. Thus, the inventor or patent owner will have the right to prevent others from practicing the invention without obtaining the permission of the patent owner. In the marketplace, this exclusive right of the patent owner tends to create a barrier to market entry for potential competition as well as granting the status of a monopoly power for a limited patent term of 20 years, making a business based on the patented invention highly profitable through setting prices on their own terms. This has become one of the driving forces behind the innovations. Although some argue that these monopoly rights do not benefit the general public, the intellectual property protection system plays a greater role from a macroscopic economic viewpoint. Having a well-functioning patent system appears to spur the development of the economy through gracious circular economic activities. First, inventors and innovators are well motivated by the economic gains they can achieve through exclusive rights in the marketplace when they solve problems using innovative approaches. They will then seek the protection of the intellectual property of the novel approaches or innovations through patents, trademarks, copyrights, etc. These exclusive rights granted by the government in turn will attract more investors and money to the innovators, to realize commercialization as well as protected market dominance in the sales of innovative solutions. This sometimes results in new industries, marketplaces, jobs, and opportunities. As more capital is funneled into the innovative companies and the general marketplace, more jobs and opportunities are created, which serves as further encouragement of innovation. Note that if inventors had no such government guaranteed monopoly for their innovations, all of their time, energy and resources spent in creating the innovations would be wasted when another company comes along and copies an idea and be able to create a competitive product at a lower cost. This is a market economy and will likely discourage many inventors and thus break the graceful cycle of economic activities.

As such, the intellectual property system is one of the great machineries of a modern, prosperous economy, spurring economic development as well as making a graceful circle of creation and distribution of wealth in the society. It is a very useful capitalist machinery for the society.

Now, having briefly discussed the short history and economic roles of intellectual property and its protection system, let's examine what the intellectual property and protection thereof are in enough detail to carry meaningful conversations with others at cocktail parties. There are four major



categories of intellectual property: patents, trademarks, copyrights, and trade secrets. Each of the categories are protected by different laws.

Patents in the United States are protected by Title 35 of the United States Code (the U.S. Patent laws), which covers the invention and discovery of new and useful processes, machines, articles of manufacture, or compositions of matter.[10] Further, there are three different types of patents protected by the U.S. Patent laws: utility patents, design patents, and plant patents. The utility patents protect any new and useful process, machine, article of manufacture, or composition of matter, and any new and useful improvements thereof. The design patents protect any new, original, and ornamental design for an article of manufacture. In other words, a product embodying the invention may be protected by both the utility patent (which protects inventive functions or features embodied in the product) and the design patent (which protects appearances or the outer dressings of the product). In comparison, the plant patents protect any new variety of plant that is asexually reproduced. All told, patent protection is generally viewed as the strongest form of intellectual property protection because of its long-guaranteed government protection and enforcement of a 20-year exclusive monopoly right for the owner of a valid patent.[11]

However, there are some challenges for the inventions to become valid patents; the first of which is that the inventions must successfully go through the rigorous examination process at the U.S. Patent and Trademark Office (the USPTO) to issuance. For an invention to be patentable under the U.S. Patent laws, it must satisfy certain legal requirements of usefulness, novelty, and non-obviousness over prior art references. In short, generally the usefulness is satisfied if the invention can accomplish at least one of its intended purposes. The novelty is satisfied if the patent claims or invention were not publicly known before the filing date of the patent application for the invention. Finally, the non-obviousness is satisfied if the invention is not obvious to one of ordinary skill in the relevant art at the time the invention was made. The non-obvious requirement is often a hard one to satisfy during the examination process at the USPTO, because a hypothetical person of ordinary skill in the relevant art is constructed for the examination purposes, and it is from this perspective that non-obviousness is considered by patent examiners at the USPTO.[12]

Only after the successful examination of the invention at the USPTO is the inventor granted the exclusive right to practice, e.g., make, have, made, use, sell, offer for sale, import, and copy the patented invention. This bundle of rights conferred by a patent is the exclusive right that prevents others from making, having made, using, selling, offering for sale, importing, and copying the patented invention, without the permission by the patent owner for a limited term of patent protection. In particular, the utility and plant patents have a term of 20 years while design patents have a term of 14 years.[13]

The second category of intellectual property that we will discuss is trademarks. A trademark confers the owner with its intellectual property right throughout the United States when the trademark is successfully registered with the USPTO. Trademarks are marks used to distinguish the source of products or services in the marketplace. “Nike,” “Tommy Hilfiger,” “KFC (also known as Kentucky Fried Chicken),” and “McDonald” are examples of well-known trademarks used to distinguish the products and services offered by their respective companies in the marketplace. As consumers, when we purchase these products bearing the respective trademarks, we are confident about the source of the products and/or services, and we expect certain levels of quality and services.

Thus, unbeknownst to many, we are buying the brands embodied in the trademarks (e.g., goodwill or reputation of the brands) that we recognize and are familiar with.

Legally, a trademark is any word, name, symbol, or device, or any combination thereof, adopted by a manufacturer or merchant to identify her goods and distinguish them from goods or services produced by others.[14] That is, a trademark relates the goods or services to the goodwill or good name of a company. After the successful federal registration of a trademark with the USPTO, the trademark ownership gives the right to use the trademark to the owner and excludes others from using the same or similar mark in association with their goods or services. Also, what is notable is that the trademark right can last for an indefinite term if the trademark is properly used in commerce. In this way a company can build its brand power through active, well-orchestrated marketing campaigns of products or services bearing its federally registered trademark. For example, through such marketing campaigns using the trademark, Nike has been able to make the Nike brand valued at 30 billion U.S. dollars in 2021.

The third category of intellectual property protection is copyright protection provided for original works of authorship fixed in any tangible medium of expression.[15] Works that may be copyrighted include literary, musical, artistic, photographic, architectural, and cinematographic works, maps, computer software, etc. This is quite extensive and by far the most general category. Generally, the copyright owners enjoy the following five exclusive rights: (a) the right to reproduce or make copies of an original work, (b) the right to prepare derivative works based on the original work, (c) the right to publicly distribute copies of the work, (d) the right to publicly display the work, and (e) the right to publicly perform it. The copyright protection is for a limited duration but may span over a century. For example, the copyright protection has a term of the lifetime of the author plus 70 years; in the case of works for hire, the term is set at 95 years from publication or 120 years from creation, whichever comes first.[16] However, there are some restrictions on the copyrights that people can take advantage of, such as fair use rule [17] and first sale rule [18]. Simply put, the fair use rule allows someone to make limited use of copyrighted work for certain purposes, such as comment, criticism, teaching, news reporting, scholarship, and research. As such, under the fair use rule, copyrighted works may be reused without the permission of the copyright owner. In comparison, the first sale rule allows a purchaser of a copyrighted work to sell or dispose of that purchased copyrighted work to others, without interference from the copyright owner. That is, the subsequent sale of the copyrighted work may be made without any tethering to the copyright owner, when there is no other contractual obligation made between the copyright owner and the purchaser upon its first sale. Therefore, we see “shrink wrap” licenses for many software including office products.

Finally, the fourth category of intellectual property protection is trade secret protection. Trade secret protection is another powerful means for protecting intellectual property (e.g., know-hows, and proprietary information) as well as business interests when done correctly. A trade secret is defined as any information that is secret and is sufficiently valuable to provide competitive advantage over others in the marketplace. The secret may be a formula for a compound, a process of manufacturing, a pattern for a device, a list of customers, etc. Thus, the trade secret protection requires a careful implementation of various means for keeping and maintaining the secrecy. That is, in addition to the competitive advantage, the trade secret must meet the requirements of secrecy as well.[19] For a competitive advantage, the trade secrets must be pieces of information that are kept confidential

within a business, such as the spice recipe for KFC or a drink recipe for Coca-Cola. As such, the trade secret rights provide the owner with protection if the secrecy is maintained. Thus, the trade secrets can be protected from misappropriation, e.g., industrial espionage and employee theft of intellectual property; if a trade secret is misappropriated and made public, the owner may seek out and obtain injunctive relief and damages from the court. The owner of the trade secret may also seek criminal as well as civil damages against the perpetrator.

Intellectual property as a subject is a very broad subject. We have barely scratched the surface of the subject matter. This essay is meant to provide a short, gentle awareness about the intellectual property protection from layman's terms. This is because for each category of intellectual properties, there are many technical details as well as different strategies for harvesting and managing those intangible assets to achieve the best possible returns over investments. Often the investment in the intellectual property is seen as the cost center, but when done in right ways, one can realize and harvest the benefits of the intellectual property developed at a company or startup. The fact of the matter is, the marketplace is full of competition that will always be there, and so the question becomes whether you are obtaining a dominating position by using a well-balanced approach for intellectual property protection. Certainly, the intellectual properties are something you cannot necessarily touch, see, or feel; however, over time they will become valuable intangible assets which can shine when raising additional capital or engaging in a merge and acquisition process. Know what they are, invest in them wisely, and use them strategically for business advantages!

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- [8]. Abraham Lincoln's comment on patent system, available at <http://www.abrahamlincolnonline.org/lincoln/education/patent.htm>
- [9]. Mark Twain's comment on patent system, available at <http://www.twainquotes.com/Patents.html>
- [10] See 35 U.S.C. § 101 Inventions patentable: "Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title," available at <https://www.law.cornell.edu/uscode/text/35/101>.

[11] See 35 U.S.C. § 154(a)(2): “Subject to the payment of fees under this title, such grant shall be for a term beginning on the date on which the patent issues and ending 20 years from the date on which the application for the patent was filed in the United States ...,” available at <https://www.law.cornell.edu/uscode/text/35/154>.

[12] See 35 U.S.C. § 103 Conditions for patentability; non-obvious subject matter: “A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claim invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made,” available at <https://www.law.cornell.edu/uscode/text/35/103>.

[13] Patent terms for utility patents, design patents, and plant patents, available at <https://www.uspto.gov/web/offices/ac/ido/oeip/taf/data/patdesc.htm>.

[14] See 15 U.S.C. § 1127-Construction and definitions, available at <https://www.law.cornell.edu/uscode/text/15/1127>.

[15] See 17 U.S.C. § 102 Subject matter of copyright: “Copyright protection subsists ... in original works of authorship fixed in any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device. Works of authorship include the following categories: (1) literary works; (2) musical works, including any accompanying words; (3) dramatic works, including any accompanying music; (4) pantomimes and choreographic works; (5) pictorial, graphic, and sculptural works; (6) motion pictures and other audiovisual works; (7) sound recordings; and (8) architectural works.” available at <https://www.law.cornell.edu/uscode/text/17/102>.

[16] See 17 U.S.C. § 302 Duration of copyright: “Copyright ... endures for a term consisting of the life of the author and 70 years after the author’s death,” available at <https://www.law.cornell.edu/uscode/text/17/302>.

[17] See 17 U.S.C. § 107 Limitations on exclusive rights: Fair use: “the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright.” available at <https://www.law.cornell.edu/uscode/text/17/107>.

[18] See 17 U.S.C. § 109(a) Limitations on exclusive rights: Effect of transfer of particular copy or phonorecord: “the owner of a particular copy or phonorecord lawfully made under this title, or any person authorized by such owner, is entitled, without the authority of the copyright owner, to sell or otherwise dispose of the possession of that copy or phonorecord. Notwithstanding the preceding sentence, copies or phonorecords of works subject to restored copyright under section 104A that are manufactured before the date of restoration of copyright or, with respect to reliance parties, before publication or service of notice under section 104A(e), may be sold or otherwise disposed of without the authorization of the owner of the restored copyright ...,” available at <https://www.law.cornell.edu/uscode/text/17/109>.

[19] The Restatement (Third) of Unfair Competition, 1995, §39. Definition of Trade Secret: “A trade secret is any information that can be used in the operation of a business or other enterprise and that is sufficiently valuable and secret to afford an actual or potential economic advantage over others,” available at [https://is.muni.cz/th/169953/pravf\\_m/Extract\\_III.pdf](https://is.muni.cz/th/169953/pravf_m/Extract_III.pdf).

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Sungyong is a wisdom seeker, entrepreneur, engineering professional, and attorney at law. During a short life journey, he desires to make positive influences on others, helping them and growing together professionally as well as personally. His backgrounds, interests, and domain expertise span the areas of cybersecurity, privacy regulations, business strategy and development, harvesting innovations, and intellectual property protection. He is licensed to practice before the United States Patent and Trademark Office and in New York, Massachusetts, and District of Columbia, and his industry credentials

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## 버지니아 울프를 찾아서

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### 1. 블룸스버리 추억

방학이 있어서 행복하겠다는 말을 평생 듣고 살았다. 초중고보다 대학의 방학이 길어서 더 좋겠다는 말도 많이 들었다. 방학이면 거의 예외 없이 외국에 간 것도 부러움을 샀다. 남들에게는 화려한 관광여행 따위로 보였지만, 나로서는 미치지 않기 위한 최소한의 치료였다. 학교에 있기에 미친다는 말은 터무니없게 들릴지 모르지만 미친 교사나 교수를 주변에서 본 적이 있고, 나 자신 미칠 것 같다는 생각에 사로잡혀 살았다. 내가 배우고 가르친 법학부는 사법시험 합격을 목표로 한 수험지옥이었고, 내가 가르친 노동법은 시험과 무관해 무시되었다. 졸업생의 대부분은 사법시험과 무관한 노동자로 살아가는데도 그러했다. 강단에서 나는 이런 법학부나 사법시험이나 사법제도는 철폐해야 하고 모두 자유롭고 평등하며 성실한 노동자로 살면서 세상을 바꾸어야 한다고 주장했다. 물론 그런 강의를 듣는 학생들은 거의 없었고, 도리어 학생들이나 교수들에게 욕만 먹었다. 책으로 내도 마찬가지였다. 30년 이상 그렇게 외쳐도 세상은 변하지 않고 도리어 더욱 나빠졌다. 법학부만이 아니라 대학 전체가, 교육 자체가 출세의 탐욕을 위한 수험지옥으로 변했다.

해외여행은 내가 찾은 유일한 나만의 탈출 시간, 나만의 해방 공간이었다. 한두 달,



그렇게라도 나를 찾아 여행을 다니지 않으면 정말 미칠 것 같았다. 그래서 나이 서른이 넘은 1983년에 처음으로 외국에 간 뒤로 매년 방학에 무전여행처럼 외국을 다녔다. 주로 유럽에서 밤차로 이동하고 바के트 하나와 우유 한 통으로 하루를 지내며 미술관이나 음악관 그리고 좋아하는 사람들의 유적을 찾아다니는 고행이었다. 그래도 퇴직 후에는 언제든지 나가서 어디서 잘지도, 언제 돌아올지도 모르고 자유롭게 방랑할 수 있겠다고 기대했으나, 코로나19로 방랑 여행의 희망은 절망으로 바뀌었다. 그나마 유일한 즐거움은 과거 여행으로 시공간 이동을 하는 되새김질이다. 그 중에서 요즘 부쩍 자주 떠오르는 곳이 런던인데, 결코 그곳이 좋아서가 아니다.

런던에 갈 때마다 소위 대영박물관 부근에 머문 것은 대부분 우연이었다. ‘소위 대영박물관’이라고 함은 그 이름인 British Museum을 ‘영국’ 박물관 정도로 번역하면 되는 것을 ‘대영’이라고 번역하여 사대주의적인 냄새를 풍기기 때문이다. 여하튼 30여 년 전 처음으로 하루 종일 영국박물관의 장물(그곳의 유명한 유물은 대부분 소위 대영제국 당시 남의 나라에서 훔쳐온 것들이다)들을 보고난 뒤 너무 지쳐서 그 부근의 값싼 여관에서 정신없이 잤다. 다음날 새벽에 부근의 공원을 거닐다가 간디 좌상을 발견해 놀랐다. 그 좌상은 간디 탄생 백주년을 기념하여 1969년 타비스톡 공원에 세운 것이었다. 코로나19 직전의 마지막 런던 여행 때 여행사에서 정해진 호텔이 그 부근에 있어서 다시 놀랐다. 그 때 2015년에 의회광장에 세워진 간디 동상을 처칠 동상과 함께 보았다. 그것은 간디가 남아프리카에서 인도로 돌아온 해인 1915년의 백주년을 기념하기 위한 것이었다. 그래서 몇 번이나 런던의 간디를 만날 수 있었다.

30여 년 전에는 없던 버지니아 울프의 흉상을 우연히 본 것은 2006년이였다. 그 주변에서 버지니아 울프가 살았던 집을 발견한 것도 우연이었다. 피츠로이 광장 29번지에 있는 푸른 대문 집이다. 울프가 블룸스버리에서 살았고 블룸스버리 그룹으로 알려진 많은 지식인과 작가들에 속했다는 점은 오래 전부터 알았지만 대영박물관 부근이 그 곳이었음도 그때 울프의 집을 우연히 발견하고 알게 되었다. 타비스톡 공원 부근에서 울프가 살았던 집은 2차 대전으로 파괴되었다. 그 전에는 찰스 디킨스가 그 부근에 살다가 죽었다. <올리버 트위스트> 등을 쓴 그 집은 지금 디킨스 박물관인데 그곳도 우연히 찾게 되었다.

울프가 푸른 대문 집에 살기 전에는 <마이 페어 레이디>의 원작자인 사회주의 작가 조지 버나드 쇼가 그곳에 살았다는 것을 알고 놀란 것도 우연이었다. 쇼가 살았을 때나 울프가 살았을 때나 그곳은 당대 작가를 비롯한 예술가들과 진보적 지식인들의 보금자리였다. 그중에서 우리가 잘 아는 사람은 수정자본주의를 제창한 J. M. 케인스이다. 케인스는 1916년에 그곳으로 이사 와서 죽을 때까지 살았다. 지금 우리에게 케인스는 그리 진보적으로 보이지 않지만 20세기 초의 그는 ‘빨갱이’라는 소리를 들을 정도로 대단한 진보였다. 20세기 초 런던에서 동쪽 끝이었던 블룸스버리는 문학과 예술 그리고 교육의 동의어였다. 수많은 작가와 화가들이 그곳에서 활동했고, 그들이 드나드는 출판사와 서점 그리고 화랑들이 많았다. 지금은 출판사들이 대부분 떠났지만 서점과 화랑들은 여전히 남아 있다. 물론 20세기 초엽보다는 못하다. 그러나 그곳에 1967년에 원폭피해자를 위한 벚꽃나무가 심어지고 1995년에 양심적 병역거부자를

위한 기념비가 세워진 것을 보면 여전히 진보적인 분위기가 풍긴다.

블룸스버리에 오기 전 울프는 그 반대인 런던 서쪽 끝인 켄싱턴에 살았다. 우리에게 는 영화 <노팅힐>로 알려진 지역이지만, 지금도 각국의 대사관과 부자들의 대저택이 즐비한 화려한 곳이다. 울프는 1882년 그곳 하이드파크 게이트에서 태어나 스물두 살 까지 그곳을 떠나지 않았다. 아버지는 대단한 집안 출신의 저명한 문학비평가였으나 당대의 전형적인 가부장이기도 했다. 그래서 옥스브리지를 다닌 남자 형제들과 달리 울프는 학교 문 앞에도 가보지 못하였지만 가정교사의 지도와 독학으로 최고의 지성 으로 성장했다. 울프가 13세 때 어머니가 죽어 그 충격으로 신경쇠약에 걸렸고 그 후 평생 정신적으로 허약했다. 이복 오빠에게 성폭행을 당한 것도 신경쇠약의 원인이 었다. 1904년 아버지가 죽자 어머니의 죽음 때와는 반대로 해방의 기쁨을 누린 울프 는 형제들과 함께 블룸스버리로 이사를 갔다. 블룸스버리로의 이사는 그 모든 악몽으 로부터의 해방이었다. 보수와 권력으로부터의 탈출이었다.

런던의 동쪽은 권력, 서쪽은 예술이었다. 보수와 진보, 제국과 민주의 대립이었다. 울프 4남매가 블룸스버리로 이사한 이유 중 하나는 영국박물관 때문이었다. 그곳의 장물 때문이 아니라 그곳에 붙어있는 도서관 때문이었다. 그곳은 카를 마르크스를 비 롯하여 수많은 사람들이 공부한 곳인데 울프도 그곳에서 살다 시피하며 독서를 하고 글을 썼다. <자기만의 방>에도 영국박물관의 도서관 이야기가 나온다. 울프가 옥스브 리지 대학도서관에 들어가려고 하자 관리인이 뛰어와서 연구원과 함께 오거나 소개장 이 없으면 들어갈 수 없다고 하여 영국박물관 도서관으로 간다. 여성에 대해 남녀가 쓴

책을 조사하기 위해 사서에게 책 목록을 받아(한국에서 나는 평생 사서에게 그런 부탁을 해본 적이 없다) 조사하는데 그 대다수가 “여성이 아니라는 점을 제외하고는 아무 자격도 없는” 남성이 쓴 것이라고 한다. 게다가 <영국사>라는 책의 ‘여성의 지위’ 부분에는 부모가 정한 혼처를 거부하는 딸에 대한 폭행이나 아내에 대한 남편의 구타는 공인된 권리라고 쓰인 것을 본다.

## 2. 내가 사랑하는 울프

나는 울프를 박인환의 대표작인 <목마와 숙녀>를 통해 처음 알았다. 중고등학교 국어 교과서에 실린 시였는지 아니면 달리 읽었던 것인지 정확하게 기억하지는 못하지만 그 시의センチ멘탈한 분위기는 지금도 선연하다. 그 무렵 전해린의 책들이 유명해 있었고 이듬해 전해린의 자살 소식이 전해지면서 다시 울프의 자살이 박인환을 통해 회자되었다. 그 뒤로 자살한 ‘천재 여성’ 전해린을 싫어한 만큼 자살한 ‘천재 여성’ 울프를 싫어했다. 그러나 전해린과 울프는 다르다. 박인환의 울프도 내가 아는 울프와 다르다. 그러나 아직까지도 한국에서는 울프가 전해린과 마찬가지로 자살한 ‘천재 여성’이라는 신화가 일반적이다. 가령 <런던이 사랑한 천재들 : 찰리 채플린에서 버지니아 울프까지> 같은 책들이다. 그 책에서는 울프가 처칠과 함께 런던이 사랑한 천재로서 히틀러에 대항한 남녀의 대표로 다루어지지만 울프와 처칠은 다르다. 즉 처칠은 대영제국주이자이지만, 울프는 나치스와 함께 대영제국도 극도로 싫어했다. 울

프의 문학에 대해서도 ‘의식의 흐름’ 이니 하는 모더니즘의 대가로서만 칭송된다. 그러나 ‘의식의 흐름’은 대단한 문학적 발명이 아니라, 남성 중심의 전통적 서사에 대한 반발에서 나왔다. 그런 서사에 젖은 탓인지 나는 아직도 울프의 소설이 낯설다. 그런 탓인지 우리에게서 울프의 진보성이 그리 잘 알려져 있지 않지만 그녀는 28세였던 1910년에 친구들과 작당하여 인도식 터번과 터키식 의상에 가짜 콧수염과 턱수염을 단 시커먼 얼굴로 국왕의 대형 전함에 올라 호각을 불어서 선원들을 집합시켰다. 대영제국을 조롱한 듯한 그 퍼포먼스의 의도에 대해 알지는 못하지만, 그것이 다음날 런던의 모든 신문 1면을 도배할 정도로 영국 사회에 충격을 던진 것은 사실이다. 그것은 장난으로 치부되어 처벌도 없었지만 그해부터 본격적으로 여성참정권 운동에 참가하고 그 3년 뒤부터 사회주의자로 활동할 정도로 울프는 급진적 진보였다. 1912년에 청혼한 레너드 울프에게 결혼 조건으로 내 건 두 가지, 즉 관료가 되어서는 안 되고 육체관계도 하지 않는다는 것도 그 전에 살았던 서쪽을 거부한 진보였다. <정글북>의 러디어드 키플링으로 상징되는 제국주의와 <채털리 부인의 연인>으로 상징되는 D. H. 로렌스의 육체를 거부한 것이었다. 블룸스버리 그룹 사람들은 결혼의 신성함이나 맹목적 애국주의나 종교를 거부한 평화주의자들이었다. <하워즈 엔드>와 <인도로 가는 길>과 <모리스> 등으로 유명한 소설가 E. M. 포스터는 평생 독신으로 살았고, 뒤늦게 결혼한 케인스는 자녀를 낳지 않았다. 오늘날 한국의 비혼이나 무자녀와는 사정이 다른 자발적 선택에 의한 것이었다.

울프와 마찬가지로 명문가 출신인 레너드 울프는 캠브리지를 졸업하고 당시 엘리트

코스인 식민지 관료가 되었지만 울프와의 결혼을 위해 출세를 포기하고 평생 울프를 위해 살았다. 이 엄청난 순애보가 “ ‘그’ 와 ‘그녀’ 가 빚어낸 또 하나의 세계사, 세기의 커플 50”이라는 부제의 <커플>이라는 책에 당연히 나오리라고 생각해 그 책을 다시 들추어 보았는데 내 예상과 달리 그 책에 나온 울프의 커플은 레너드가 아니라 울프의 동성애 애인이었던 비타 색빌 웨스트여서 실망했다. 두 사람의 동성애는 짧게 끝났고, 웨스트에게는 더 많은 애인들이 있었다. 울프는 웨스트를 모델로 500년 세월에 남성에서 여성으로 변한다는 <올랜드>를 썼는데 나는 그것을 울프 작품 중에서 가장 싫어한다. 이런 나를 가부장 남성주의자라고 할지 모르지만, 그렇다고 비타와의 사랑을 폄훼하는 것이 아니라 레너드와의 플라토닉 러브도 나에게 그 이상의 감동이라는 말이다.

울프는 레너드의 헌신적인 보호 하에 1915년 런던 교외에 있는 리치몬드로 이사해 그 뒤 25년간 많은 작품을 쓰면서 평화롭게 살았다. 레너드는 1916년 노동당과 페이비언 협회에 가입할 정도로 진보였고 세계평화운동에 헌신했다. 그것을 주도한 시드니 웹과 비어트리스 웹 부부(나는 이 부부의 평전으로 <복지국가의 탄생: 사회민주주의자 웹 부부의 삶과 생각>을 썼는데, 이 책은 그들에 대한 한국 최초의 책이다)는 레너드와 울프를 좋아했다. 울프는 레너드만큼 적극적이지는 않았지만 1919년부터 몽크스 하우스에 살면서 그 지역의 노동당 책임자로 일하고 노동자단체를 위해 많은 글을 쓰고 자주 강연을 했다.

1917년 그들은 산책길에 우연히 보게 된 급매 인쇄소를 사들여 출판사를 차렸다. 자



기 출판사가 있었기에 울프는 어떤 작품이라도 출판이 가능했다. 매일 아침 세 시간씩 집필할 정도로 많은 글을 썼다. 다른 사람들의 책도 많이 찍었지만 무엇보다도 울프의 책을 찍었다. 그 중의 하나가 1929년에 나온 <자기만의 방>이다. 원제목이 '여성의 전문직' 인 그 강연에서 울프는 여성이 글을 쓰기 위해서는 자기만의 방과 최소한의 돈이 필요하다고 했다. 그 책은 원저기 나온 뒤 61년이 지난 1990년에 처음으로 번역되었다. 출판 당시부터 즉 무시되었다가 1970년대에 페미니즘 바람이 불면서 다시 읽혀진 그 책은 최근 한국에서도 페미니즘 책으로 읽히고 있지만, 나에게서는 그 책이 페미니즘 이상의 책이다. 여성 작가만이 아니라 모든 여성, 아니 모든 사람에게 자기만의 방과 최소한의 돈이 필요하다는 것이다. 내가 '자기만의 방' 과 최소한의 돈을 가진 것은 군대를 제대하고 첫 직장을 가졌을 때였다.

1931년 49세의 울프는 여성의 권리를 주장하는 강연에서 “집안의 천사를 목 졸라 죽여라!” 라고 부르짖었다. 가정의 천사란 소위 현모양처였다. 현모양처는 19세기 대영제국이 극성이었던 빅토리아여왕 치하의 여성관이었다. 따라서 울프가 그것을 죽이라고 한 것은 빅토리아 여왕으로 상징되는 대영제국에 사형선고를 내린 것이었다. 1932년 캠브리지 대학교에서 저명한 강자인 클라크 강의를 여성에게는 최초로 요청하자 울프는 일언지하에 거부했다. 1935년 영국 수상이 울프에게 명예훈장을 주도록 황실에 추천했으나 울프는 단번에 거절했다. 그리고 1938년에 쓴 <3기니>에서 명예작위를 '빌어먹을 년센스' 라고 조롱했다.

내가 울프의 책 중에서 <3기니>를 가장 좋아하는 이유는 영국이 여성을 노예처럼 다

루었다는 점에서 스스로 조국이 없는 아웃사이더라고 한 점과 함께 전쟁이나 파시즘이나 제국주의의 호전성, 소유욕, 탐욕 등이 여성억압적인 가부장제와 직결된다고 비판한 점이다. 그리고 여성해방을 위한 교육, 특히 대학의 재건을 역설하는데, 그것은 호전성, 소유욕, 탐욕에 입각한 경쟁적 물질주의를 지양하고, 나아가 성, 인종, 종교 등의 차이에 의한 차별과 억압에 대항하여 정의와 평등과 자유의 위대한 원칙을 몸으로 존중하는 모든 남녀의 인권을 주장한다. <3기니>에서 울프는 스페인 내전에 참전하는 것에 반대해 비판을 받기도 했으나, 여성인 자기에게는 조국이 없다고 했다.

나는 그런 울프를 좋아한다. 울프가 소위 대영제국의 제국주의에 대해, 특히 인도를 비롯한 식민지 침략에 대해 적극적으로 비판하지 않은 점에 대해 불만이 없지 않지만, 울프만큼 제국주의에 비판적인 영국인도 없었다. 또한 울프를 포함한 블룸스버리 그룹 지식인들의 엘리트주의에 대해서도 그들이 ‘그들만의 방’을 이루었다고 할 정도로 비판의 여지가 있지만 20세기 영국 작가 중에서 울프만큼 엘리트주의나 자본주의에 비판적인 지식인도 그리 많지 않은 것도 사실이다.

### 3. <디 아워스>

나는 이 글을 쓰면서 울프가 등장하는 <디 아워스>(2002)를 두 번이나 보았다. 그녀의 자살을 중심으로 한 그 영화에서 울프를 연기한 니콜 키드만은 ‘가장 완벽한 변신’으로 각종 상을 쓸었다고 칭찬이 자자하지만 울프와 너무 달라 실망했고, 영화에

서 다루는 울프의 이미지도 일상에 지쳐 자살한다는 것이어서 실망했다. 영화에서 울프의 대표작으로 언급되는 <델러웨이 부인>도 그 주제인 남성의 억압과 독재, 그리고 젊은이들을 전쟁에 나가 죽기를 강요한 가부장 문화에 대한 저항이라는 점은 전혀 부각되지 않아 더 실망했다.

<델러웨이 부인>은 코로나19 이후 20세기 초엽의 스페인독감을 다룬 작품으로 최근에 다시 각광을 받았다. <디 아워스>에서도 아침에 꽃을 사는 장면이 많이 나오는데 이는 스페인독감을 앓고 난 후 자신의 삶을 돌아켜보는 델러웨이 부인이 계속 살아갈 힘이 있다고 판단하여 파티를 준비하는 하루가 그 소설의 플롯이지만 독감 앞의 1차 세계대전도 중요한 소재로 비판된다.

영화 <델러웨이 부인>에서는 그 부인역을 하는 사람이 바네사 레드그레이브인데 그녀야말로 울프에 꼭 맞다. <디 아워스>를 촬영할 때 바네사가 이미 65세여서 맞지 않다고 생각한 탓으로 그녀에게 울프 역을 맡기지 않은 것일까? 바네사를 좋아하는 나로서는 유감이 아닐 수 없다. 나는 특히 <줄리아>의 레지스탕스를 연기한 바네사를 좋아하는데, 그 연기로 아카데미 여우조연상을 받으면서 팔레스타인 아랍인을 지지하는 수상 소감 때문에 더욱 좋아한다. 바네사는 이미 1960년대부터 베트남전쟁에 반대하는 등, 정치적 발언을 이어온 인권운동가이다.

그러나 영화 <델러웨이 부인>의 주인공으로 바네사가 나온 것이 적절한가에 대해서는 의문이 있다. 의회 의원의 아내로 수상까지 참석하는 파티를 준비하는 델러웨이 부인과 바네사는 어울리지 않기 때문이다. 델러웨이 부인을 울프의 분신이라고들 하지만

그 점에 대해서도 의문이 있다. 울프는 공무원으로 출세할 수 있는 레너드가 청혼할 때 결혼 수락의 조건으로 공무원을 포기하라고 요구하지 않았는가?

<댈러웨이 부인>을 비롯하여 울프의 책은 이미 ‘전집’ (사실은 선집에 불과하지만) 이 나올 정도로 한국에 많이 소개되었으니 여기서 중언부언할 필요는 없으나, 2021년에 나온 책 중에서 가장 인상적이었던 <버지니아 울프 독서법>에 대해서만 간단히 언급한다. 울프는 한 분야의 책들을 집중적으로 읽는 사람은 독서가가 아니라 전문가라고 말한다. 전문가를 뜻하는 프로페서는 교수이다. 나는 40여년 대학에 몸담아 왔는데 독서가라고 할 만한 사람을 대학에서 거의 본 적이 없다. 이는 전공서 외에는 거의 책이 없는 교수들의 서가를 보면 분명하다. 울프는 실용서 위주로 책을 읽는 사람도 독서가라고 할 수 없다고 한다. 교과서나 수험서 외에는 책을 읽어본 적이 없는 사람들이다. 한국인 대부분이 그럴지 모른다.

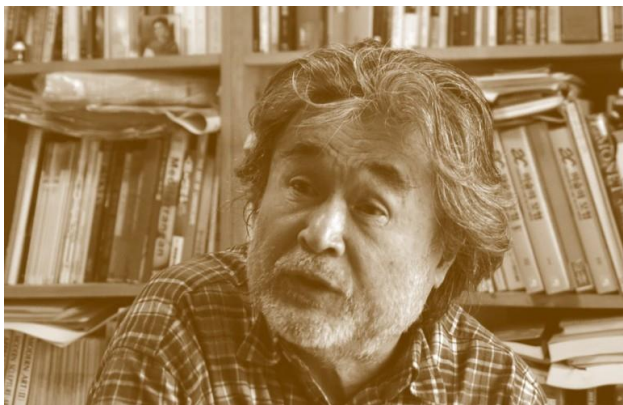
울프는 자신이 몸담고 있는 시대와 지역을 초월하려고 노력하는 사람이야말로 독서가라고 한다. 그래서 책을 읽을 때 지성과 상상력, 통찰력을 동원하라고 요구한다. “독서에 관해 유일하게 해 줄 수 있는 조언은 절대로 타인의 조언을 듣지 말고 자신의 본능을 따르고 자신의 이성을 이용하고 스스로 결론을 내리라는 것이다.” 버지니아 울프를 페미니즘 작가라고 하지만 나는 자아주의 작가로 부르고 싶다. 남자도 여자도 아닌 나(자아)를 찾은 작가이기 때문이다. 그런데 내가 말하는 자아주의는 그것을 흔히 자아중심주의(egocentrism)로 혼동하는 경우의 자아주의가 아니다. 즉 남을 배려하지 않고 자기중심으로 생각하는 사상이 아니다. 남자나 여자를 구별하고 여자를 남

자보다 열등한 존재로 보는 세태에 대해 울프는 이의를 제기하고 반항했다. 나아가 어떤 범주로 인간을 묶는 것에 반대하고 ‘나’를 주장하면서 철저히 ‘나’로 살고자 했다. 그러나 그러한 추구가 결국은 좌절되어 자살했다. 그것은 동시에 제국주의와 자본주의에 대한 반발이었다.

그 자살에 대해 누구도 뭐라고 할 수 없다. 전해린의 자살에 대해서도 마찬가지이다. 자신이 유학한 독일을 그리워하다가 자살했는지 아니면 달리 죽었는지 알 수 없지만, 그가 사춘기의 나에게 남긴 것은 지독한 사대주의였다. 그러나 그 누구의 자살도 찬양하거나 미화하거나 공감할 수는 없다. 울피의 절망에는 공감하지만 그 자살에는 공감할 수 없다. 울프는 그가 살았던 대영제국에 절망했다. 그런 점에서 그녀는 처칠과 반대였다. 처칠을 비롯한 대부분의 영국인과 반대였다. <로빈슨 크루소>로 근대소설의 아버지라는 찬양을 받은 다니엘 디포를 제국주의자로 비난한 사람은 버지니아 울프였으니 소위 위대한 영문학의 전통도 그에게는 무의미했다. 나는 울프가 왜 셰익스피어를 제국주의자로 비난하지 않았는지 의문이지만 지금도 그런 비판이 거의 없는 만큼 울프를 비난할 수는 없다. 울프는 최초 작품인 <출항>에서 런던을 절대로 사랑할 수 없는 곳이라고 했다. 나는 언젠가 서울이 그렇다고 썼다가 출판사에 의해 삭제당한 적이 있다.

레너드는 울프를 화장하여 22년 전에 산 몽크스 하우스에 자기가 판 연못에 뿌렸다. 그 연못 앞에는 부부의 이름을 딴 느릅나무가 있다. 그리고 28년 뒤인 1969년 레너드가 죽자 화장하여 그 유해가 같은 연못에 뿌려졌다. 나는 이 글을 쓰기 며칠 전 <버

지니아 울프의 정원: 몽크스 하우스의 정원 이야기>(2020)를 읽고 이 사실을 알고서는 우연의 일치에 모골이 송연해졌다. 내가 22년 전에 산 나의 밭에 나는 연못을 팠고 그 앞에 두 그루의 느티나무를 심고서는 우리 부부의 이름을 붙였기 때문이다. 느릅나무는 느티나무와 유사하다. 영화 <아워스>는 20세기 초부터 21세기 초까지를 살았던 울프와 그 후의 두 여인이 시대를 넘어 공감하는 이야기이다. 나도 한국인이거나 남자가 아니라 세계의 한 인간으로서, 자유로운 한 인간으로서 울프에 공감한다. 울프가 추구한 자유롭고 평등한 학교와 대학, 그리고 세상을 나도 꿈꾸며 그곳으로 날아간다. 그 점에서 울프는 간디와 통했다. 그래서 처칠과 함께 선 간디가 아니라 울프와 함께 있는 블롬스버리의 간디가 그림다. 런던에, 블롬스버리에 다시 갈 수 없어도 무방하다. 울프와 간디를 찾아 그들의 세계에 온전히 몸을 맡기는 것으로 충분하다.



#### 박홍규

영남대 명예교수(법학). 노동법 전공자지만, 철학에서부터 정치학, 문학, 예술에 이르기까지 관심의 폭이 넓다. 민주주의, 생태주의, 평화주의의 관점에서 150 여권의 책을 쓰거나 번역했다.



## The Canghai Commandery(蒼海郡) is Logical Fallacy

Don S. Lee, MD

Russian invasion of Ukraine motivates me to write this essay to remind you the history of Northeast Asia.

Once, built up enough ways and means, every dictator took military force to subjugate the neighbors. Ukraine and Russia are similar to Korea and Japan in terms of cultural history. Wei Toyotomi Hideyoshi (豊臣 秀吉, 1537 – 1598) of Japan used the word [정명가도 征明假道; provide us the road to China] and invade Korea to destroy the origin of Japan. Putin, who had annexed Crimea few years ago, did the same approach. As signing a decree to recognize the Donbass region of eastern Ukraine as independent nation to justify military action, he built up massive military camp by the Ukraine border and justify invasion as a peace keeping force. We all hope that Putin orders to stop the unjustifiable invasion and merciless killing.

During the early era of Emperor Wu (漢武帝: 156 – 87 BC), two merchants went into the Joseon and wiped out. Han set up the Prefecture by the Chang Hae (滄海之郡) under the suggestion of minister Gongson Hong (公孫弘 200 – 121 BCE), but dissolved spontaneously within two years. It was more than ten years before Emperor Wu invaded Wiman Joseon in 109 BC and kill the grandson of Wiman in 108 BC. Though location of the boundary and Capital has been in dispute, Chen-shou called Wanggeom Citadel (王險城) as the Skeleton Capital (骨都) that is the current Chaoyang city 朝陽市) around the Yiwulú Shān (醫巫閭

山) in the south west of Liaoning Province.<sup>1</sup> It is clear. Invader Han took atrocity. The Boundary was a small creek passing through the Shanhai-guan (山海關) by the western shore of Balhae bay. They shielded the first capital Asadal (阿斯達) of Joseon and Wanggeom Citadel (王儉城) which had been in the Shanxi Province. As encountering the southern nemesis, Joseon had moved the capital toward northeasterly direction over thousand years.

They set the Canghai Commandery in the old capital region of Joseon who sent an envoy to the Yan in the SW of current Beijing during the Warring States Period and convinced the king of Yan not to fight. Chinese claim in the Wikipedia is out of common sense both in time and place.

사기 평준서(平準書)와 평진후 주부(平津侯主父) 열전에 창해 (滄海)란 이름이 처음 실렸다. 처음에 오팡이 조선을 가멸 (賈滅; 돈으로 매수)하여, 공손홍의 제안으로 한무제가 창해군을 설치 했다. 허나 2년 후에 저절로 사라졌다.<sup>2</sup> 평준(平準)와 평진후 (平津侯) 하는 글자에 진실이 남아 있다. 황실의 혈통이 아닌 공손홍이 처음으로 평진후란 작위에 전국시대 말기 조선의 경기지역을 봉지로 받았다.

역사의 흐름을 보면, 전국시대 말기에 옛적 고조선영역은 중원 세력 밖이라, 그에 관한 기록이 혼미 하다. 흉노의 급습으로 기원전 209년에 동호왕 이 살해 되었다. 흉노가 죽인 동호왕 (東胡王)을 진수는 위약

<sup>1</sup>. 三國志 東夷傳: 而公孫淵仍父祖三世有遼東, 天子為其絕域, 委以海外之事, 不得通於諸夏。東夷屈服。其後高句麗背叛, 踰烏丸、骨都, 過沃沮, 踐肅慎之庭, 東臨大海

<sup>2</sup>. 史記 唐蒙、司馬相如開路西南夷, 鑿山通道千餘里, 以廣巴蜀, 巴蜀之民罷焉。彭吳賈滅朝鮮, 置滄海之郡, 則燕齊之間靡然發動。東至滄海之郡, 人徒之費擬於南夷。

(魏略曰)을 인용하여 삼국지 한전 (韓傳)에 조선왕비(朝鮮王否)라고 밝혔다. 흔히들 위만이 연나라 사람이라 한다. 그러나 만주에 살던 사람들 예기로는 연인 위만이 상투에 (호복이 아닌)동이 옷을 입고 (燕人衛滿, 魑結夷服), 되돌아 와서 (復來王之) 왕이 되었다고 했다. 오늘의 발해만 서안을 따라 남북이 교류가 왕성 했다는 증거다.

오팬이 매멸한 조선은 아들 준(準)이 통치 하던 영역이다.<sup>3</sup> 중원이 전쟁에 시달리는 동안, 고조선 수도 아사달 (阿斯達) 이 있던 산서성 에서 하북성 해하 수계에 이르는 지역에 살던 예맥이라 부르던 고조선 사람들이 청진 항구에 모였다가 흐터졌다. 일부는 중원의 동해안 따라내려 가서 남이 (擬於南夷) 가 되었다. 사마천은 연제지간에 조용히 살던 사람들 (燕齊之間) 이 활발해 지기 시작(靡然發動) 했다고 장소와 동기를 밝혔다. 그후 위진시대 의 역사 기록을 보면 발해만 서남쪽 해안이 한이 다스리던 바다란 뜻에 붙인 이름, 한해 (翰海)의 관문이 었다. 사마천은 북해 (北海) 라고 했다.<sup>4</sup> 그 곳에 조용히 살던 단군조선의 후예들을 한마(閒靡)라고 했다.

상나라 무정(武丁, 기원전 1250-1192 년)이 부암 (傅巖) 에서 노예로 일하던 사람을 등용하여 상의 중흥을 이르켰다고 하여 부암에서 구한 즐거움 이란 뜻의 부열 (Buyuel 傳說) 이란 이름을 주었다. 그가 기자의 먼 조상이다. 유가 에서는 기자가 무왕의 호의를 차버리고 도망 갔다하여 나쁜 사람(수미 Xumi 胥靡), 또는 수유, 서여, Xuyu/Suyu 胥餘"라는 별명을 붙였다. 그 후손의 한부류가 강남에 정착하여 대륙백제의 부여(夫餘)성씨가 되었다.<sup>5</sup>

<sup>3</sup>. 三國志 韓傳:見周衰, 燕自尊為王, 欲東略地, 朝鮮侯亦自稱為王, 欲興兵逆擊燕以尊周室。其大夫禮諫之, 乃止。使禮西說燕, 燕止之, 不攻。時朝鮮王否立, 畏秦襲之, 略服屬秦, 不肯朝會。否死, 其子準立。二十餘年而陳、項起, 天下亂, 燕、齊、趙民愁苦, 稍稍亡往準, 準乃置之於西方。朝鮮與燕界於涓水。燕人衛滿, 魑結夷服, 復來王之

<sup>4</sup>. 史記 項羽本紀:徇齊至北海, 多所殘滅。齊人相聚而叛之, 鑿山通道千餘里封狼居胥山, 禪於姑衍, 登臨翰海。驃騎封於狼居胥山, 禪姑衍, 臨翰海而還。

<sup>5</sup>. 史記 封狼居胥山, 禪於姑衍, 登臨翰海。驃騎封於狼居胥山, 廣韻:作濊, 濊貊, 夫餘國名。東明因都王夫餘之地。又姓晉有餘頤又漢複姓三氏晉卿韓宣子之後有名餘子者奔於齊號韓餘氏又傳餘

서주(西周)의 제후국이었던 진(晉) 나라가 산서성에 있었다. 노예들(고조선 사람들)이 사는 곳이라 하여 노예(奴隸) 예성(隸省) 이라고 했다. 같은 혈통의 한조위(韓、趙、魏) 세 가문이 싸워(晉陽之戰: 기원전 455-453 년) 삼가분진(三家分晉) 현상이 기원전 403 年에 나타 났다. 이때 부터를 전국시대라 한다. 위진 시대(魏晉時代, 220 년 ~ 420 년) 혼란기에 옛 위나라의 영역이 있던 곳에서, 비준(不準) 이라는 도굴꾼이 281 년에 왕릉을 도굴 하여 죽간과 보물을 발굴 했다. 그 내용은 모두 위나라 역사였다. 이 자료를 근거로 옛부터 중원에 구전해 오던 우본기(禹本紀)가 모두 위나라의 역사서라는 사실이 밝혀 졌다. 이를 근거로 각종 위나라의 역사서가 나타났다. 그중에 하나가 일연스님이 단군신화의 출처를 밝힌 위서(魏書云)다. 우란 높다는 한국어다. 우본기란 지도자 집안 가첩(家牒)이다. 음과 뜻을 이리저리 섞어 나타난 이름이 해모수의 해씨, 고씨, 경씨, 위, 강씨, 최씨 등등 한국 성씨에 많이 있다.<sup>6</sup>

한초삼걸(漢初三傑) 중 하나로 꼽히는 한신(韓信, ? ~ 기원전 196 년)을 두 사람으로 풀이 한다. 잘못이다. 장량이 고향 땅에 남아 그를 유후(留侯)라 했다. 유후장량은 한인이다(留侯張良者,其先韓人也)라 했다. 전국시대 말기에 진(秦) 나라가 셋을 모두 병합 했다. 선조 대대로 살아 오던 중원의 노른자위(中國, 韓居中國)의 영역을 진시황에게 빼앗긴 장량이 동쪽 산둥성에 가서 천하장사를 얻어 진시황을 살해 하려 했다. 방랑사에서 지나가는 진시황의 마차를 철퇴로 치려다 잘못하여 진시황이 살아 도망

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氏本自傳說說既爲相其後有留於傳巖者因號傳餘氏秦亂自清河入吳漢興還本郡餘不還者曰傳氏今吳郡有之風俗通云吳公子夫概奔楚其子在國以夫餘爲氏今百濟王夫餘氏也。

<sup>6</sup>. Mosol Don S Lee, Ancient History of Northeast Asia Redefined. Mystery of the Five Kings of Wei. (Xlibris. 2018.) P 87. Changhai & Gongson clan in Liaodong.

가서 분서갱유 어명을 내렸었다.<sup>7</sup> 한(韓)씨였던 유후는 장(張)씨로 개명했다. 오늘의 하북성 창주시 (滄州市) 일대가 창해역사 (滄海力士)란 이름의 출처다.

한무제의 제상이었던 하북성 사람 동중서(董仲舒)는 춘추 번로 (春秋繁露)에서 흐르는 물이 창해에서 만난다(流水之宗滄海)라 했다.<sup>8</sup> 그 시대의 모든 강물 (海河, 黃河)이 창해로 흘러 들어 갔다. 수나라의 영역은 동으로 발해에 이르렀다. 수양제가 고구려를 치려고 보냈던 수나라군이 배를 타고 발해를 건넜다.<sup>9</sup> 창해란 어원의 출처는 발해만 서남쪽 연안이 분명 하다. 한반도 동북해안이 될수 없다. 확실한 증거가 시문에 남아 있다.

삼국지에 나오는 조조 (曹操)가 원소 잔당을 소탕하고 돌아 가는 길에 산해관 가까이에 있는 갈석산(碣石山)에 올라가 읊은 시문이 관창해 (觀滄海)다. 당태종이 고구려를 치려고 대군을 이끌고 산해관에 이르렀다. 그도 갈석산에 올라가서 시를 읊었다. 남쪽에서 올라온 두 군사령관이 같은 곳 같은 계절에 시를 읊었다. 전승장군 조조의 시문은 즐거움과 활기가 가득 하다. 전쟁터로 나가는 당태종의 시문은 밝지 못하고 번민이 숨어 있다. 그를 수행 하던 양사도 (楊師道) 가 읊어 '답예로 바친 시문'이 봉화성제 춘일망해 (奉和聖制春日望海)다. 양사도의 시문에는 그 일대 지명이 많이 나온다. 앞에 내려다 보이는 바다를 창해 (滄海)라 했다. 한국상고사 에서 논란이 되는 "청구 (靑丘), 노룡새(盧龍塞),숙신(肅愼),

<sup>7</sup>. 史記 留侯世家: 留侯張良者, 其先韓人也。大父開地, 相韓昭侯、襄哀王。良嘗學禮淮陽。東見倉海君。得力士, 為鐵椎重百二十斤。秦皇帝東游, 良與客狙擊秦皇帝博浪沙中, 誤中副車。秦皇帝大怒, 大索天下, 求賊甚急, 良乃更名姓, 亡匿下邳。

<sup>8</sup>. 春秋繁露 故受命而海內順之, 猶眾星之共北辰, 流水之宗滄海也。

<sup>9</sup>. 隋書: 初平東夏, 人情未一, 叢臺之北, 易水之南, 西距井陘, 東至滄海, 比數千里, 舉袂如帷。護兒率樓船, 指滄海, 入自淇水, 去平壤六十里, 與高麗相遇。進擊, 大破之, 乘勝直造城下, 破其郭郭。通典 漕運: 別以舟師濟滄海, 舳艫數百里, 並載軍糧, 。

대방(帶方)" 하는 이름들이 모두 이곳에 있었다. 이 지역을 진시황(秦始皇)의 친 아버지로 알려진, 여불위(Lü Buwei 呂不韋)가 남긴 여씨 춘추에서는 예인(穢人)들의 고향이라 했다.<sup>10</sup> 태평어람에서도 후한서 내용을 인용하여 [부여는 본래 맥족의 땅이다. 동명왕을 부여의 시조라 했다.<sup>11</sup> 태고적 부터 조선 사람들이 살던 지역이 분명 하다.

해하(海河)가 천진시를 지나 바다로 들어 간다. 천진(天津)이란 천손의 항구란 뜻이다. 남방 세력은 노예들의 소유라 하여 직예(直隸)라 했다. 이곳은 산둥성에서 만주로 이어지는 길목이다. 사회가 혼란해 지면 이 길목을 통하여 남북으로 또는 뱃길로 피란을 갔다.<sup>12</sup>

전국시대 말기에 연의 동쪽에 있던 조선이 대부 예를 서쪽에 있던 연나라에 보내 연왕을 설득 하여 (使禮西說燕)전쟁이 나지 않았다는 전국시대 말기의 조선 땅에 창해군이 있었다.<sup>13</sup>

왜 누가 바꾸어 허위 선전을 하나?

사마천이 살던 당시에 기록한 평준서(平準書)에는 보이지 않았던 문구가 한서(漢書)와 전한기(前漢紀)에는; <예맥군 또는 동이 예맥군 남여(穢貊君南閭, 蕤君南閭)라는 지도자 이름이 나오고, 그가 280,000 명을 인솔하고 요동에 들어 와서 살았다. 후한서에는 남여가 인솔하고 온 280,000 명이 요동에 내속(遼東內屬) 했다>고 한다.

<sup>10</sup>. 呂氏春秋: 非濱之東, 夷穢之鄉, 大解、其、鹿野、搖山、揚島、大人之居, 多無君

<sup>11</sup>. 太平御覽 夫餘, 《後漢書》曰: 夫餘國在玄菟北千里, 本穢地也。初, 北夷橐離國王出行, 豕以口氣噓之, 不死, 復徙於馬欄, 馬亦如之。名曰東明。東明長而善射。

<sup>12</sup>. Mosol Don S Lee, *Ancient History of Northeast Asia Redefined. Mystery of the Five Kings of Wei.* (Xlibris. 2018.): P 147. Seafarers and Seafaring in the NEA.

<sup>13</sup>. 三國志 韓傳: 魏略曰: 見周衰, 燕自尊為王, 欲東略地, 朝鮮侯亦自稱為王, 欲興兵逆擊燕以尊周室。其大夫禮諫之, 乃止。使禮西說燕, 燕止之, 不攻。後子孫稍驕虐, 燕乃遣將秦開攻其西方, 取地二千餘里, 至滿潘汗為界, 朝鮮遂弱。及秦并天下, 使蒙恬築長城, 到遼東。時朝鮮王否立, 畏秦襲之, 略服屬秦, 不肯朝會。否死, 其子準立。

또한 공손홍을 다룬 사기(史記) 평진후 주부 열전에는, 사마천이 죽은 뒤에 나타난 원제(漢 元皇帝: 기원전 76 년 ~ 기원전 33 년)의 황후와, 한서의 저자 반고가 이르기(班固稱曰) 하는 문구가 있다.<sup>14</sup> 이는 흉노 김일제(金日磾, BC 134 년 ~ 86 년)의 후손 공손도(公孫度, ? ~ 204 년) 를 천진 나루터 일대를 평정 하여 바쳤다는 뜻의 평진 헌후(平津獻侯) 공손홍(公孫弘)의 후손으로 바뀌치기 위한 모략의 시초다.<sup>15</sup>

서쪽 감숙성에서 잡힌 김일제(金日磾, 134-86 BC)의 후손이 전후한 혼란기에 해하 수계 하구에 올라 왔다. 그 곳에서 백제 시조 온조왕의 형 비류왕의 후손과 고구려 왕자 발기(拔奇) 세력을 흡수하여 정착했다.

진수가 단석괴(檀石槐)에 관한 설명을 할때 나타난 한인(汗人) 이 망으로 생선을 잘잡는다는 소식을 듣고 그들이 살던 곳 한국(汗國)이라 했다. 후한서 에서는 왜인(倭人) 왜인국(倭人國)이라고 바꾸어 기록 했다. 왜인들이 살던 곳이 옛 창해군이 있었던 발해만 서남쪽, 황하 하류에 이르는 늪지대 였다.<sup>16</sup> 이러한 사실을 한서에서는 조선이 바다 안(朝鮮在海中) 에 있다고 기록 했다.<sup>17</sup> 온조형 비류가 정착 했다는 대방 고지 미추홀(彌鄒忽)이 있었다. 광개토대왕 비문에 “임나 가야, 미추성(彌鄒城), 양평, 염전의 북쪽” 이라고 실렸다. 이곳이 “신라, 백제, 가야 연맹, 왜라 부르던 사람들”의 옛 고향 이다. 박혁거세가 신라를 건국할 당시 벌써

<sup>14</sup>. 史記平津侯主父列傳: 太史公曰: 公孫弘行義雖修, 然亦遇時。漢興八十餘年矣, 弘為舉首。太皇太后詔大司徒大司空。弘子度嗣爵, 后為山陽太守, 坐法失侯。班固稱曰: 公孫弘。漢之得人, 於茲為盛。儒雅則公孫弘、董仲舒、兒寬, 篤行則石建、石慶, 質直則汲黯、卜式, 推賢則韓安國、將帥則衛青、霍去病, 受遺則霍光、金日磾。其餘不可勝紀。

<sup>15</sup>. Mosol Don S Lee, Ancient History of Northeast Asia Redefined. Mystery of the Five Kings of Wei. (Xlibris, 2018.): P 135. Fallacy of Han Commandries.

<sup>16</sup>. 三國志 魏書三十 鮮卑傳: 聞汗人善捕魚, 於是檀石槐東擊汗國, 得千餘家。

後漢書: 烏桓鮮卑列傳: 聞倭人善網捕, 於是東擊倭人國, 得千餘家

<sup>17</sup>. 漢書 天文志: 元封中, 星孛于河戌。占曰: 「南戌為越門, 北戌為胡門。」其後漢兵擊拔朝鮮, 以為樂浪、玄菟郡。朝鮮在海中, 越之象也; 居北方, 胡之域也



고조선 유민들이 여섯부락을 이루고 살았다. 북명인 (北溟人)이 밭을 갈다 예왕인 (濊王印)을 얻었다는 곳이 고허촌(高墟村) 이다.<sup>18</sup> 진시황(秦始皇)의 장성이 끝났다는 양평 (襄平) 이다.<sup>19</sup> 연왕 (燕王) 공손연(公孫淵, ? ~ 238 년)을 토벌한 사마의 (司馬懿, 179 년 ~ 251 년)가 양평성에서 귀중품을 가져다 조위(曹魏)왕실에 바쳤다.<sup>20</sup>

중국문헌에 이렇게 시대와 장소 동기가 뚜렷하게 적혀 있는 천진항 일대의 사건을 한반도 동북 해안이라고 한다. 이렇게 계획적으로 글자 작란을 하여 남의 영토를 빼앗아 갔다. 같은 현상이 지금도 나타나고 있다.

\*\*\*



*Don S. Lee, pen name "Mosol" was born in 1940, educated, received MD degree in Korea, came to US in 1970. He was trained in the Indiana University Medical Center, hold a faculty position in the George Washington University, and retired in 2010 from the Georgetown University Medical center. He had learned to understand the Ancient Chinese classics in Korea, joined a group of Korean scholars interested in Neo Confucian Study; "Study of Toegye philosophy "退溪學," and served the position of vice president representing the Washington DC area for two years. He had been active in writing critical essays, and was formally recognized as a writer by the Korean literary circles in 2010.*

*Retired from GWU and Georgetown University in 2010.*

*2011: First Book in Korean "뿌리를 찾아서, Searching for the Root"*

*2013: Ancient History of the Manchuria. Redefining the Past. By Xlibris, USA.*

*2015: Ancient History of Korea. Mystery Unveiled. By Xlibris, USA.*

*2015 November: Co-author; Korean Heritage Room. Cathedral of Learning University of Pittsburgh.*

*2016 August 8<sup>th</sup>: 古朝鮮 찾기. In Search of Old Joseon. 책 미래. Seoul Korea.*

*2018 August 29<sup>th</sup>: Ancient History of Northeast Asia Redefined 東北亞 古代史 新論. By Xlibris, USA.*

*2020 October 29<sup>th</sup>: Ancient History of Korea: Mystery Unveiled. Second Edition. By Xlibris, USA.*

<sup>18</sup>.三國史記 新羅本紀第一: 國號徐那伐. 先是, 朝鮮遺民分居山谷之間, 為六村. 是為辰韓六部. 高墟村長蘇伐公望楊山麓. 北溟人耕田, 得濊王印, 獻之

<sup>19</sup>.史記匈奴列傳: 與荊軻刺秦王秦舞陽者, 開之孫也. 燕亦筑長城, 自造陽至襄平. 置上谷、漁陽、遼西、遼東郡以拒胡. 《史記·高祖功臣侯表》襄平. 《索隱曰》屬臨淮.

<sup>20</sup>.晉書: 東倭重譯納貢, 鮮卑名王, 皆遣使來獻. 天子歸美宰輔, 又增帝封邑.

## **Make Your Courses Interactive with CLASSUM: Incorporating a communicative platform into courses**

Jane Lee,  
CLASSUM Global Team, Consultant at CREATE for STEM institute

### **Why do we need tools for communication in higher education?**

Communication is a critical element in successful teaching and learning in higher education. Many studies have proved that effective communication can lead to positive educational outcomes such as fewer dropouts, higher learning achievement, and better course evaluation. Effective communication between professors and students can help professors develop deeper understanding of student learning and needs, which can help them adapt to the classroom and enhance their success. An increase in communication between students can help take their learning to the next level as they ask and answer questions of one another, pursue solutions together, and reflect on each other's work.

Communication is often a challenge in higher education. All students come into class with different experiences, needs, and backgrounds, making it difficult for professors to build connections. A wall exists between professors and students, making it very difficult for students to approach their professors effectively. Many people are under the impression that an LMS(Learning Management System) can work fine alone. With most LMSs widely used in higher education these days, however, students cannot communicate well with instructors and peers due to the LMS's limited features to support communication in and out of the classroom. Communication platforms can play a key role in offering a lot more than an LMS. Using the appropriate platform is a critical part of supporting not only students but also instructors to succeed.

CLASSUM is an interactive 'all-in-one' learning platform that enhances communication and leads to the active participation of learners in and outside of class (Figure 1). Created in response to the lack of tools that suit students' learning needs, CLASSUM helps break communication barriers and build learning environments that foster growth and collaboration.

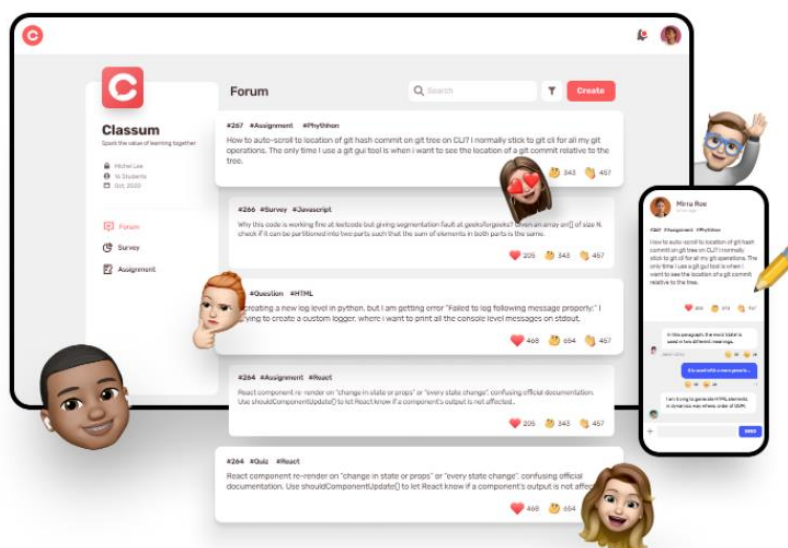


Figure 1. CLASSUM, a communicative learning platform

## How is CLASSUM different from an LMS?

### *Increasing classroom engagement*

Unlike existing LMSs, CLASSUM includes specialized features for communication as well as user-friendly LMS features. CLASSUM turns a class into a “space” where students ask and answer each other's questions. To engage in active learning, students need to feel comfortable taking risks in the classroom and then have those risks rewarded. CLASSUM provides anonymous features which prevents students from feeling anxious or embarrassed in front of their instructors and peers. Incorporating social media User Interface(UI)/User Experience(UX) and feedback reactions, such as “like”, “interested”, and “clap,” also fosters a more comfortable and positive learning experience for students than an LMS.

In a study conducted about the effects of using CLASSUM, it was shown that there was ten times increase in the number of questions, and 70~90% of those questions were answered by other students. As a result, based on user surveys, 77% of students reported improved relationships with their professors, and 94% indicated experiencing an enhanced learning experience. Unlike LMS's traditional Q&A or discussion boards, where questions are rarely posted, students post hundreds of questions and answers each semester in CLASSUM (Figure 2).

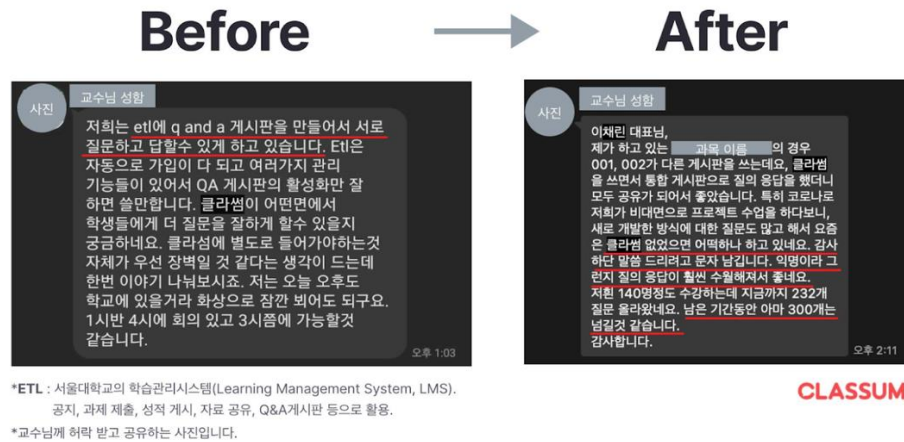


Figure 2. Message from one of the professors before and after using CLASSUM

### Using data analytics and AI technology

Unlike LMSs, which saves only grades as data, CLASSUM accumulates data from learners' participation, including their behavior and language. An analysis based on behavioral and language data provides a better understanding of the courses and learners and enables proactive responses. Through CLASSUM's thorough data analysis, it is possible to more quickly identify and help learners who have low motivation or experience challenges in learning.

The data also allows CLASSUM to strengthen its own AI assistants. CLASSUM's AI assistant helps instructors answer questions that multiple students have asked and thus target topic areas that are widely challenging (Figure 3). Until now, artificial intelligence chatbots have manually inputted FAQs and matched questions, so the questions quickly become outdated. Using Natural Language Processing (NLP) technology, CLASSUM's AI assistant recommends similar questions based on real-time Q&As, so the answers are always up to date. Therefore, instructors will have fewer questions to answer so they can focus more on improving the quality of their classes.

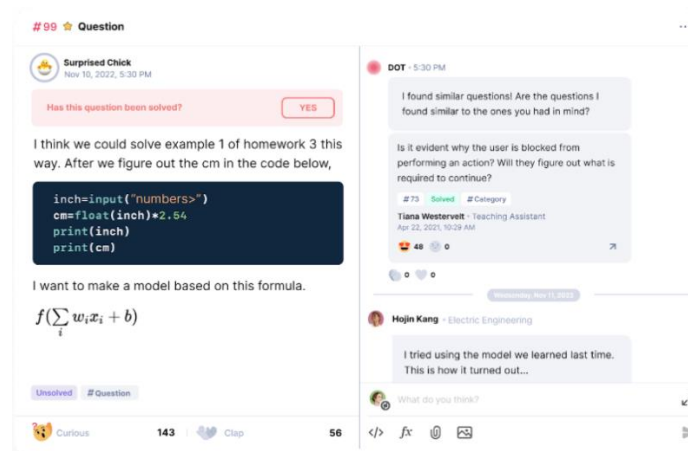


Figure 3. AI-based service provided by CLASSUM called "Dot."

### *Supporting various learning contexts*

Learning takes place in a variety of ways. In CLASSUM, conversations can be organized into various categories and forms depending on topics or context. CLASSUM can create a space for different learning modes, both formal and casual, self-paced and cohort-based, and instructor-led and co-generate. CLASSUM helps people create their own way of learning. People can easily set up a space for professional development, mentoring, working on a project as a team, and hosting events in CLASSUM, whereas an LMS is solely built for managing instructor-led, class-based learning.

It is easy to use CLASSUM in parallel with other innovative education tools, such as Padlet, Zoom, Kahoot, and Gathertown (metaverse), all of which can be used for different purposes. In this way, CLASSUM can play a role as the hub of learning tools that supports various learning contexts.

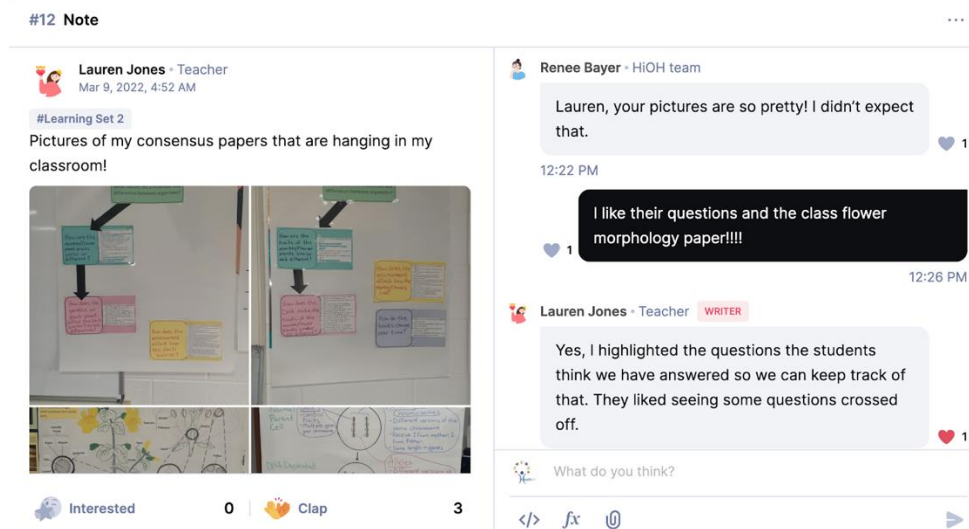


Figure 4. Use case of CLASSUM for teacher professional development

## **Conclusion**

When communication in the classroom is active and efficient, both teachers and students benefit. It is challenging for instructors to make their students comfortable in engaging with each other and sharing their ideas with the class. Communicative platforms such as CLASSUM allow instructors to create and maintain a classroom environment where all learners are connected and engaged in the learning. 'Class' is no longer a space for just the transfer of knowledge. With CLASSUM, a 'class' can become a 'forum' where students ask, answer, and discuss creative ideas with each other.



**클라썸 - 학습 데이터 및 AI 기반 교육 소통 플랫폼**

클라썸은 참여와 소통이 활발한 교육에 최적화된 교육 소통 플랫폼이다. 카훗, 패들렛, 줌, 유튜브, 게더(메타버스)를 클라썸에 통합해 화상 강의, 영상 강의, 대면 교육, 멘토링 등 교육 형태에 따라 유용하게 쓸 수 있다. 뿐만 아니라 영상 확인율, 구성원 및 교육 공간별 활동 통계 등 운영자에게 필요한 기능도 제공해, 소통은 늘어나고 관리 부담은 줄어드는 효과를 누릴 수 있다. 클라썸을 사용하면 교육의 시작부터 끝까지 참여도 높은 학습 경험을 설계할 수 있어 세계 25 개국 약 5,000 개의 각종 학교, 기업 그리고 단체에서 활용하는 등 많은 관심을 받고 있다. 대표적으로 KAIST, 서울대, 삼성전자 DS, SK 하이닉스, DB 그룹에서 클라썸을 사용하고 있다.

For more information, please visit us [www.classum.com](http://www.classum.com) or contact us [jane@classum.com](mailto:jane@classum.com)



## XI. Books

### National Book Awards 2021

Relevant URL: National Book Foundation, December 2021

*Winter in Sokcho* (소설) by Elisa Shua Dusapin (translated by Aneesa Abbas Higgins)

- Winner, National Book Awards 2021 for Translated Literature
- <https://www.nationalbook.org/books/winter-in-sokcho/>

### *Minor Feelings*

Relevant URL: Cathy Park Hong's Homepage

- Minor Feelings are Major Feelings, Harvard Political Review, November 2, 2020





### Directory of the 14<sup>th</sup> KAUPA Administration Leaders (1 of 3)

Position	Name	Affiliation	Point of Contact (e-mail)
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<b>Vice President 1</b>	Munsup Seoh	Wright State University, OH (Emeritus Professor)	munsup.seoh@wright.edu
<b>Vice President 2</b>	Seok Kang	University of Texas at San Antonio, TX	<a href="mailto:seok.kang@utsa.edu">seok.kang@utsa.edu</a>
<b>Secretary-General</b>	Tae (Tom) Oh	Rochester Institute of Technology, NY	<a href="mailto:tom.oh@rit.edu">tom.oh@rit.edu</a>
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South East	Bomi Kang	Carolina State University, SC	bkang@coastal.edu
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Canada East	Sohee Kang	University of Toronto Scarborough	sohee.kang@utoronto.ca
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<b>Membership Director</b>	Seong Nam Hwang	Southeast Missouri State University, MO	shwang@semo.edu
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<b>Scholarship Director</b>	Jung C. Lee	Milwaukee School of Engineering, WI	lee@msoe.edu
<b>Technology Director</b>	Munsup Seoh	Wright State University, OH (Emeritus Professor)	munsup.seoh@wright.edu
<b>Academic Director</b>	Seok Kang	University of Texas at San Antonio, TX	<u>seok.kang@utsa.edu</u>



### Directory of the 14<sup>th</sup> KAUPA Administration Leaders (2 of 3)

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Dentistry	Mary Kang	New York University College of Dentistry, NY	marykang@nyu.edu
Education			
Engineering	Woo Hyung Lee	University of Central Florida, FL	woohyoung.lee@ucf.edu
Hospitality & Tourism	Bomi Kang	Carolina State University, SC	bkang@coastal.edu
Human Ecology	Jung-lim Lee	Delaware State University, DE	jlee@desu.edu
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Letters & Science	Kyongseon Jeon	Columbus State University, GA	jeon_kyongseon@columbusstate.edu
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Medicine			
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Public Affairs			
Public Health			
Sociology	Angie Y. Chung	University at Albany, SUNY, NY	aychung@albany.edu
Statistics			
Veterinary Medicine			



### Directory of the 14<sup>th</sup> KAUPA Administration Leaders (3 of 3)

Position	Name	Affiliation	Point of Contact (e-mail)
<b>KAUPA Founding Fathers</b>	<i>The first meeting was held on October 12, 1985, at James Madison University in Harrisonburg, Virginia.</i>		
Chairman	Seong Hyong Lee	Appalachian State University	
Vice Chair	In Dal Choi	James Madison University	choibaritone@gmail.com
Vice Chair	Eui Hang Shin	University of South Carolina	agnesschang@gmail.com
<b>Former Presidents</b>			
The 1 <sup>st</sup> President	Seong Hyong Lee	Appalachian State University	
The 2 <sup>nd</sup> President	Tae-Hwan Kwak	Eastern Kentucky University	thkwak@hotmail.com
The 3 <sup>rd</sup> President	Yun Kim	Utah State University	
The 4 <sup>th</sup> President	Eui Hang Shin	University of South Carolina	agnesschang@gmail.com
The 5 <sup>th</sup> President	Ki-Hyon Kim	North Carolina Central University	khk@nccu.edu
The 6 <sup>th</sup> President	Youn-Suk Kim	New Jersey Kean University	
The 7 <sup>th</sup> President	Hang Yul Rhee	West Virginia Shepherd University	hangyulrhee@yahoo.com
The 8 <sup>th</sup> President	H. Thomas Han	UCLA	hahn@seas.ucla.edu
The 9 <sup>th</sup> President	Yoon-Shik Park	The George Washington University	prof_yspark@yahoo.com
The 10 <sup>th</sup> President	Nakho Sung	Tufts University	nsung@tufts.edu

The 11 <sup>th</sup> President	Sunwoong Kim	University of Wisconsin Milwaukee	kim@uwm.edu
The 12 <sup>th</sup> President	Kang-Won Wayne Lee	University of Rhode Island, RI	leekw@uri.edu
The 13 <sup>th</sup> President	Jae Kwang (Jim) Park	University of Wisconsin-Madison, WI	jkpark@wisc.edu
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	Young B. Choi	Regent University, VA	ychoi@regent.edu
	Paul Chonkun Hong	The University of Toledo, OH	<u>Paul.Hong@utoledo.edu</u>
	Helen Kim	The University of Alabama at Birmingham, AL (ret.)	helenkim@uab.edu
	John Jae-Dong Kim (Invited.)	Rancho Palos Verdes, CA	drjohnkim33@gmail.com
	Youngsuck Kim	Mansfield University of Pennsylvania, PA	ykim@mansfield.edu
	Don. S. Lee (Invited.)	George Washington University (ret.)	mosollee@gmail.com
	Hong-Kyu Park (Invited.)	영남대학교 (ret.)	hkpark@ynu.ac.kr
	Gyonggu Shin (Invited.)	Gwangju International Center, Korea	ggshin@chonnam.ac.kr
	Lisa Son	Barnard College of Columbia University, NY	lson@barnard.edu



	Jongwook Woo	California State University, Los Angeles, CA	jwoo5@calstatela.edu
	Yeomin Yoon	Seton Hall University, NJ	<a href="mailto:yeomin.yoon@shu.edu">yeomin.yoon@shu.edu</a>





## The KAUPA Lifetime Members

*Alphabetical order according to last name*

*As of April 1, 2022*

<b>Name</b>	<b>Affiliation</b>	<b>Major(s)</b>
Ann Chang	University of Nebraska-Lincoln (ret.)	Performing Arts
Semoon Chang	University of South Alabama, AL (ret.)	Economics
Ho Soon Cho	Texas Woman's University	Nursing
In Dal Choi	James Madison University, VA (ret.)	Music (Voice)
Young B. Choi	Regent University, VA	Computer Networking & Telecommunications Networking
Angie Y. Chung	University at Albany, SUNY, NY	Sociology & East Asian Studies
Chan-Jin (CJ) Chung	Lawrence Technological University, MI	Computer Science
Sam (Weon Sam) Chung	City University of Seattle, WA	Computer Science
Wookjae Heo	South Dakota State University, SD	Consumer Sciences
<b>Yumi Hogan</b>	<b>Maryland Institute of College of Art, MD</b>	<b>Art</b>
Gene Kim	University of Texas – Austin	Ophthalmology
Helen Kim	The University of Alabama at Birmingham, AL (ret.)	Pharmacology & Toxicology
Jinho Kim	Lewis University	Business Analytics
Sylvia Kim	Fresno Pacific University, CA	Accounting
Yanghee Kim	Northern Illinois University	Education
Youngsuck Kim	Mansfield University of Pennsylvania, PA (ret.)	Music (Voice)
Jaeju Ko	Indiana University of Pennsylvania, PA	Chemistry
Insup Lee	University of Pennsylvania	Computer Science
Jay Kyoon Lee	Syracuse University, NY	Computer Science
JungChull Lee		
Jung C. Lee	Milwaukee School of Engineering, WI	BioMolecular Engineering

Kang-Won Wayne Lee	University of Rhode Island, RI	Civil Engineering
Soomi Lee	University of La Verne	Public Administration
S. Moon		
Won Gyun No	Rutgers University, NJ	Accounting
<b>Inhwan Oh</b>	<b>University of Phoenix</b>	<b>Organizational Leadership</b>
Tae (Tom) Oh	Rochester Institute of Technology, NY	Electrical Engineering
Chul B. Park	University of Toronto, ON, Canada	Mechanical Engineering
Hong Y. Park	Saginaw Valley State University, MI	Economics
Jae-Kwang Park	University of Wisconsin-Madison, WI	Civil Engineering
Moon-Sook Park	University of Arkansas	Music (Voice)
<b>Eun-Suk Seo</b>	<b>University of Maryland</b>	<b>Physics</b>
Munsup Seoh	Wright State University, OH (ret.)	Statistics
Lisa K. Son	Barnard College of Columbia University, NY	Psychology
Seong-Moo (Sam) Yoo	The University of Alabama in Huntsville, AL	Electrical and Computer Engineering
Ina Yoon	University of Windsor, Canada	Piano
Yeomin Yoon	Seton Hall University, NJ	Finance and International Business
<b>TOTAL</b>		<b>37 Members</b>

- **Boldface shows members recently qualified.**

*Please let us know if your name is missing although you paid your lifetime membership fee e-mail: kaupahq@gmail.com.*

## New KAUPA Members

*Alphabetical order according to last name*

*During the period of February 1, 2022 - April 1, 2022, the following professors joined KAUPA and paid an annual regular membership fee.*

Name	Affiliation	Major(s)
<u>Beom-Jin Choi</u>	California State University, Sacramento	Management Information Systems
<u>Sukhwa Hong</u>	University of Hawai'i at Hilo	Data Science & Business Administration
<u>Sungyong "David" In</u> (Associate/Sponsor)	Ichthus International law PLL	Intellectual Property (IP) Rights
Jane Lee (Sponsor)	<u>CLASSUM</u> & Michigan State University	Interactive Learning Environment
<u>Myunghwan Shin</u>	California State University, Fresno	Liberal Studies



### 북미한인교수협회 (KAUPA): 세계를 선도하는 한인학자들의 요람

북미한인교수협회 ((Korean American University Professors Association: KAUPA, 회장 최영배 (Regent University 교수))는 1986 년에 북미에서 학술활동 중이던 교수들이 공동연구, 후학지원, 그리고 네트워킹 구축을 위해 만든 단체로, 미국 버지니아의 Harrisonburg 에 있는 James Madison University 에서 1985 년 10 월 12 일 맨처음 세명의 한인교수가 의기투합하여 첫 모임을 갖고 출범하게 되었다. (Appalachian State university 이성형 교수, James Madison university 최인달 교수, University of South Carolina 신의항 교수)

이 후 회원들의 많은 관심과 협력으로 협회는 빠르게 성장하여 이제는 미국과 캐나다를 비롯하여 한국에서도 활동하는 학자들까지 모두 5,300 명 이상의 회원으로 구성된 국제적 학술단체가 되었다.

KAUPA 는 회원들이 모든 학문 분야에서 활동하고 있기 때문에 공동연구를 위한 기반이 잘 갖추어져 있다. 21 세기의 연구 형태는 여러 분야가 통합돼 학제간 또는 다제간 공동연구가 대세가 되고 있어서, 이러한 추세에 KAUPA 가 의미 있는 역할을 하고 있고 앞으로도 활동이 더 활발해 질 것으로 기대되고 있다. 공대 뿐만 아니라 인문대, 사회과학대, 이과대, 의치대, 경제경영대, 법대, 사범대, 음대, 미대, 신학대등 거의 모든 분야를 아우르는 교수들이 함께 활동함으로써 자신이 가지고 있는 학술적 역량을 마음껏 발휘할 수 있는 튼튼한 기반을 가지고 있는 종합적인 전문학술단체이다.

공동연구와 학술활동의 좋은 예로 지난 2 년 동안 모든 분야의 교수회원들을 대상으로 종신교수직 임용심사를 성공적으로 마치는 방법에 대해 세미나를 개최했으며, 각종 연구재단의 연구비를 지원 받을 수 있는 방법에 대해 성공 경험을 나누는 발표회도 개최하였다. 이를 통해 협회는 각자 자기 분야의 장점을 적용시켜 종신교수직 임용심사나 연구비 신청에서도 좋은 결과를 얻을 수 있는 기회를 회원들에게 제공하고 있다.

KAUPA 는 각종 사회적인 문제에도 학술단체로서의 목소리를 내고 있는데, 코로나 이후 빈번하게 발생하고 있는 아시안에 대한 혐오범죄를 규탄하는 차원에서 지난해

패널발표회를 개최하기도 하였다. 패널 발표 내용을 요약하여 성명을 발표하였으며, 또 그 내용을 학회에서 발행하는 전문학술지인 KAUPA Letters와 협회 홈페이지를 통하여 홍보하였다.

KAUPA는 후학양성에도 적극 매진하고 있는데, 장학금 (이강원교수장학금, 박재광교수장학금 등)을 출연하여 정기적으로 교수들의 추천을 받아 엄격히 심사하여 학부생들과 대학원생들에게 매년 장학금을 수여하고 있다. 이러한 활동은 복미를 비롯하여 전 세계에서 활동하고 있는 한인학자들에게 자부심을 키워주고 있다. KAUPA는 회원들의 소속감, 학문의 질도 높일 수 있는 여러가지 기회를 제공함으로써 이들이 자신의 각 학문분야 발전에 기여함은 물론 사회에서도 중요한 역할을 할 수 있도록 적극적으로 돕고있다. 아울러 KAUPA는 고국의 한인학자들 내지 북미한인학자들이 노벨상을 비롯한 각종 저명한 상들을 받을 수 있도록 긍정적인 환경을 조성하는 데에도 힘을 쓰고 있다.

KAUPA 회원들의 사회적 기여는 이미 여러 분야에서 서서히 나타나고 있다. 대학 총장으로서, 학장으로서, 거대 연구 프로젝트의 책임연구교수로서 학교에서, 그리고 각자의 전문분야에서 국내적 또는 국제적으로 점차 중요한 역할을 수행해 나가고 있다. KAUPA는 앞으로 그 활동영역과 기여범위를 점차적으로 확장하여 궁극적으로는 세계한인교수협회 (Global Korean Professors Association)가 되기 위해 부단히 노력하고 있으며, 우선적으로 미국이나 또는 한국에서 전세계의 한인교수들이 한자리에 모여 학술회의를 다시 개최하게 되는 날을 고대하고 있다.

북미한인교수협회 (Korean American University Professors Association: KAUPA)의 웹사이트 주소는 <https://kaupa.org/>이며, 협회의 활동에 관심있는 대학생, 대학원생, 그리고 대학 교수 및 연구원, 사무직원들 뿐만 아니라 협회의 설립취지에 동감하여 협회에 가입하시거나 또는 협회를 재정적으로 후원하고자 하시는 여러분들은 다음의 웹주소를 이용하시면 됩니다. (<https://kaupa.org/become-a-member/>)

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