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Speaker's Biography

Paper code	20120484		
Title of Paper	The Effect of Social Influence on Consumers' Hybrid Electric Vehicles Adoption in Korea and China		
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Speaker's Biography (Please detail below special points of background experience)			
<p>Received the B.S. degree in Automobile Engineering from China Tsinghua University in 2010, and having the M.S. degree in Management Science in Korea Advanced Institute of Science and Technology until now. Her current research interest includes automobile, IPTV, and new media technology and strategy innovation.</p>			