



*Editor*  
Jiří Strouhal



## **Recent Advances on Finance Science and Management**

**Proceedings of the 9<sup>th</sup> International Conference on  
Management, Marketing and Finances (MMF '15)**

**Seoul, South Korea, September 5-7, 2015**

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## Plenary Lecture 1

### Exploring the Power of Intelligent Data-Mining Techniques to Provide High Quality Healthcare Services to the Elderly People



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**Abstract:** In this plenary talk, I would like to present the potentials of intelligent data-mining techniques in the field of healthcare services. As many countries grow old, how to provide high quality healthcare services to the elderly people emerges as one of urgent and very important national agenda. Throughout this talk, I will raise several issues of how to use many types of intelligent data mining techniques for the sake of improving the quality of healthcare services. Especially I will place my emphasis on the potentials of Bayesian Networks. To raise an illustrative example, I will take advantage of KNHANES (Korea National Health and Nutrition Examination Survey) dataset (2008~2013). Then I will pick data about 60 ages older people to analyze how the depression in the elderly is influenced by a number of related explanatory variables such as demographic factors, objective & subjective health-related well-being factors. For the sake of doing this task, I am going to apply a General Bayesian Network (GBN) to the dataset. Especially, to add a sense of more reality, we adopted another emotional factor like "stress" to see how it affects the depression in the elderly. Through the illustrative example like this, I will clearly show how much the power of intelligent data-mining techniques like GBN could be explored to provide timely and adequate healthcare service to the elderly people. At the final stage of my talk, I will compare the power of intelligent data-mining techniques with that of statistical methods.

**Brief Biography of the Speaker:** Dr. Kun Chang Lee is a full professor of MIS and Creativity Science at SKKU Business School at Sungkyunkwan University, South Korea. He received his PhD degree in MIS from KAIST (Korea Advanced Institute of Science and Technology). He is on the editorial board at several international journals such as Online Information Review (SSCI), Scientia (SCIE), Journal of Universal Computer Science (SCIE), and Information (SCIE), among others. He conducted as a guest editor at Decision Support Systems, Computers in Human Behavior, and Online Information Review. Now he is organizing special issue in the SCIE journal Mobile Information Systems.

He has presented his papers regularly in a number of prestigious international conferences like HICSS (Hawaii International Conference on System Sciences), AMCIS (Americas Conference on Information Systems), PACIS (Pacific Asia Conference on Information Systems), and ICIS (International Conference on Information Systems). Professor Lee is an internationally recognized authority on decision support, ubiquitous computing, intelligent systems, creativity science, and health mining. His publication records include over 200 articles in scholarly and professional journals. Refer to <http://academic.research.microsoft.com/Author/957772/kun-chang-lee> for more details on Professor Lee's academic records. Also visit <http://scholar.google.co.kr/citations?user=i2B1Rj8AAAAJ&hl=en> where Google compiled most of his publications

He has contributed to a number of international conferences as a program committee member; it includes CONTEXT (International and Interdisciplinary Conference on Modeling and Using Context), ACIIDS (Asia Conference on Intelligent Information and Database), WORLDCOMP (World Congress in Computer Science, Computer Engineering, and Applied Computing), UCMA (International Conference Ubiquitous Computing and Multimedia Applications), UBICOMM (International Conference on Mobile Ubiquitous Computing, Systems, Services and Technologies), PACIS (Pacific Conference on Information Systems), IASTED International Conference on Artificial Intelligence and Applications, International Conference on Intelligent Systems and Control, International Conference on Ubiquitous Information Management and Communication, IASTED International Conference on Computational Intelligence, International Workshop on Improved Mobile User Experience (IMUx), and IADIS International Conference on Information Systems, among others. Since 2006-2009, he initiated collaborative researches on intelligent decision makings with Waseda University, Japan. He is frequently invited by many companies to help direct the development of intelligent decision support systems and to deliver lectures on decision making to their executives. He was also invited by Harvard Kennedy School as a visiting fellow to conduct researches on creativity and organize seminars on the related issues. He is the recipient of numerous research funds from Korean Government to continue his studies on creativity, and ubiquitous decision support systems. Dr. Lee is capable of integrating intelligent techniques and behavioral research framework to create a new paradigm of researches on complexity and creativity. In line with this motif, he has recently adopted using multi-agent simulations and brain informatics, obtaining a number of pioneering results that seem useful and meaningful in terms of both practical and academic sense. As for introducing his pioneering works to practitioners working at banking industry, he gave lectures to staffs and faculties at The World Bank, Washington D.C., US.

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