

**Sixth International Symposium
on Multinational Business Management—
Enterprise Management in a Transitional Economy**

**June 6-8, 2008,
Nanjing, China
Call for Papers
(First Announcement)**

Organizing Institutions

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The School of Business, Nanjing University, People's Republic of China

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Conference Background

The world economy has become increasingly globalized, a new reality that, in turn, has had a significant impact on economies all over the world, especially on management perspectives in the industrial economies. To gain a competitive advantage, companies are reassessing traditional management theories and practices. In China, following entry to the WTO and further steps in the transition to a market economy, more and more enterprises are engaging in international business and taking an active part in global competition. In these circumstances it is particularly important to examine cross-cultural management theory and practice and explore how Chinese enterprises can improve management skills in order to realize the transition from “Made in China” to “Innovated in China.”

In exploring possible solutions to the new issues arising from this emerging international business environment and to meet the new challenges facing management scholars, the School of Business, Nanjing University, will host the Sixth International Symposium on Multinational Business Management. This symposium follows the earlier conferences held in 1992, 1996, 1999, 2002 and 2005. The symposium aims to provide a forum for scholars, entrepreneurs, and CEOs from multinational firms to discuss how corporations in transitional economies can compete and operate successfully in this new and complex

international and domestic environment. We have chosen “Enterprise Management in a Transitional Economy” as the theme of The Sixth International Symposiums on Multinational Business Management.

We cordially invite you to participate in this international symposium, to be held in Nanjing, People’s Republic of China on June 6–8, 2008. It will be our privilege to share your research results, management experience and ideas with participants from many backgrounds. We now call for academic papers from scholars, experts and practitioners at home and abroad. The specific topics are set out below:

Conference Theme

Papers submitted may either be on theoretical issues, new ideas, thoughts and methods, empirical studies, or case studies in the field of enterprise management and developments in transitional economies.

Research Topics

Research papers submitted to the conference may include any topics related to enterprise management in a transitional economy. The following are some possible topics.

- Business Policy & Strategy
- Corporate Governance
- Human Resource Management and Development
- Marketing
- Conflict Management
- Entrepreneurship
- Risk Management
- International Management
- Organizational Behavior
- Organization Development and Change
- Operations Management
- Logistics and E-commerce
- Ethics
- Finance and Accounting
- Social Capital
- Technology and Innovation Management
- Cross Cultural Management

Submission Requirements of Paper Presentations

The proceedings of the Sixth International Symposium on Multinational Business Management and Selected Research Papers from the Symposium will be published. Failure to comply with the instructions provided below will preclude inclusion of the paper in the publication. Authors whose papers are accepted should submit a hard copy and an e-version of the paper, via e-mail, to the Secretariat: hrm@nju.edu.cn.

Authors of papers to be published in the proceedings must type their papers in a format suitable for direct photographic reproduction by the publisher. In order to ensure uniform style throughout the volume, all the papers have to be prepared strictly according to the instructions set by the organizer. A laser printer should be used to print the text. The complete camera-ready copy will be reduced to 75% by the publisher and will be printed in black only.

- Cover Page

All papers must include a cover sheet with the following information:

Contact Person's Affiliation, Professional Title, Address, Phone #, FAX #, Email address

- Paper Format

The first page should be the cover sheet described above. The body of the papers should be no less than 10 (A4) and no more than 25 (A4) pages including all tables, figures, notes, and references. Papers must be written in English and follow the current style sheet.

1. Microsoft Word for Office 2000XP is the word processor used. A word processor compatible with MS Word is acceptable.
2. Use 12 point courier font. Use traditional default margin settings. All papers, tables, footnotes and equations should be numbered.
3. First letters of each word in the paper's title are capitalized. The title is centered and in bold type.
4. Centered two spaces below the title are the author's name and institutional affiliation. Author's addresses, and /or E-mail are footnoted as are any comments by the author.
5. The word ABSTRACT in capital letters is centered and in bold-type two spaces below the last author's entry. The short abstract follows two spaces below.
6. Following the ABSTRACT is the key words in the separate line.
7. Double space and start the text. Do not use a heading called INTRODUCTION.
8. No more than three levels of heading should be used. The first level headings are all capitalized, left justified and bold. The second level headings have the first letters of each word capitalized, left justified and bold. The third level headings have the first letters of each word capitalized. All headings are on a single line.
9. Footnotes should be used sparingly. Do not use endnotes. Footnotes are not used for literature citations. Rather, the work should be cited by the author's name and year of publication in the body of the text. e.g. (McCarty, 1995).
10. Use double space between lines of text, but single space between lines of text and numbers in Tables.
11. Tables and Figures are labeled as such, e.g., Table 1 or Figure1, centered and bold. Double space between label and title. Center and bold the title of the table or figure. Double space and insert a line from the left side margin to the right side margin, forming the top border of the table or figure. Repeat the line at the bottom of the table or figure as the bottom border. Minimize the use of lines within the table and use no lines on the sides of tables and figures. Authors should insert tables and figures in the text after the first text reference, as close as possible to the reference.
12. References start on a new page with the title REFERENCES capitalized, centered and bold. Entries are arranged in alphabetical order according to the surname of the first author.

Double space between entries. For example: Shuming Zhao, Kathy Monks, Frederick E. Schuster, Karen E. Dunning, and Linda Wheeler, "A Cross-cultural Study of Organization Culture in Four National Cultures," USA-China Business Review, No. 5, Vol. 3, May 2003, pp. 1-16.

Submission Deadline

Paper abstracts must be received by September 1, 2007. Please e-mail submissions to: hrm@nju.edu.cn. The abstracts should be submitted both in Chinese and in English, and run about 800 words in length, excluding mathematic symbols. The abstracts should also include the title of the paper, name of the author(s) and his (their) affiliations, professional title, academic qualifications, research fields, mailing address, and e-mail address. The secretariat will inform the author(s) of acceptance or non-acceptance of papers by October 1, 2007. The deadline for submitting the full-length paper is February 1, 2008.

Acknowledgement of receipt.

We will acknowledge receipt of the submission by e-mail to the contact person.

Tentative Time

The Sixth International Symposium on Multinational Business Management will be held in Nanjing, P.R. China on June 6-8, 2008.

Tentative Schedule

May 15, 2007	The 1st announcement
September 1, 2007	Deadline for submitting paper abstracts
October 1, 2007	Letter accepting papers (the 2 nd announcement)
February 1, 2008	Deadline for submitting full-length paper.
March 1, 2008	Invitation letter and registration form (the 3 rd announcement)
June 5, 2008	Registration
June 6, 2008 Morning	Opening ceremony, keynote speeches, and Plenary Session
June 6, 2008 Afternoon	Parallel Sessions
June 7, 2008 Morning	Parallel Sessions
June 7, 2008 Afternoon	Parallel Session
June 8, 2008 Morning	Attending Nanjing University School of Business's 20th anniversary celebration ceremony
June 8, 2008 Afternoon	Conference Plenary Session and closing ceremony

Languages

Papers submitted to the symposium should be in English. The working languages for the plenary sessions of the Symposium will be English. All other paper presentations and session discussions will be in Chinese or English. Simultaneous interpretation will be provided only for plenary sessions.

Conference Payment

Registration Fee: RMB1200 for participants from Mainland China; US\$350 for overseas participants, and RMB600 for student attendees. The fee includes welcoming reception, all meals during the symposium, and symposium proceedings.

Accommodations

The organizer will assist participants in reserving hotel accommodations at the conference rate.

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