The Eighth International Symposium on Multinational Business Management--

The Impact of Global Economic Integration and Information Networking on Sustainable Corporate Development

第六届企业跨国经营国际研讨会——
全球经济一体化与信息网络化对企业可持续发展的影响

June 12-13, 2014
Nanjing, China
Call for Papers
(First Announcement)

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Conference Background

Globalization has led to economic integration and interdependence across international borders. Action or changes in any part of the global system could have a potential impact on other regions. The greater the degree of interdependence, the deeper the impact could be on an organization’s effectiveness. Moreover, those economies that are purchasers of goods and services will have an even greater impact on the behaviors of suppliers, or producers, of goods. Compared with suppliers, it is much easier for purchasers to adjust their consumer behaviors. Therefore, countries, such as the United States and some European countries, are adjusting their consumer behaviors, while the challenge to China, as a major producing nation, is to adjust production behaviors after the global financial crisis. Moreover, in both producing and consuming nations, an essential strategy for companies is to shift the operational paradigm from local and vertical integration to global and horizontal networks. How can companies deal with the challenges of the post global financial crisis while meeting the requirements of the economic transition? The efforts of government officials, business managers, and scholars are needed to address this issue.

With the arrival of global economic integration and the development of Information networking-based economy, companies worldwide have been exposed to enormous opportunities and challenges for their sustainable development. On the one hand, the information technology (IT) revolution serves as one of the important forces to enhance both global economy and the societal development. Particularly with the help of the rapid growth of information networking, the whole world has been conveniently connected across counties, regions, organizations, groups, and individuals, leading to a business environment without boundaries. On the other hand, global economic integration and information networking has exerted threats or challenges to the sustainable development of multinational companies, in terms of the dramatic transformation in such aspects as corporate growth, management mode, internal administrative mechanism, and organizational structure. How can multinational business management foster sustainable development with the help of the global economic integration and information networking, while successfully meeting the inevitable challenges? The efforts of government officials, business managers, and scholars are needed to address this important issue.

To explore solutions to the 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 Eighth International Symposium on Multinational Business Management in June 2014. This symposium follows the earlier conferences held in 1992, 1996, 1999, 2002, 2005, 2008, and 2011. The symposium aims to provide a forum for scholars, entrepreneurs, and CEOs from multinational firms to discuss how corporations can compete and operate successfully in the globalization and information networking environment. We have chosen “The Impact of Global Economic Integration and Information Networking on Sustainable Corporate Development” as the theme of the Eighth International Symposium 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 12-13, 2014. It will be our privilege to welcome you to share your research results, management experiences, and creative ideas with participants from diverse backgrounds. We call for academic papers from scholars, experts, and practitioners at home and abroad.

**Conference Theme**

Submissions may include theoretical issues, new ideas, methodological issues, empirical studies, or case studies in the field of enterprise management and developments of Chinese and/or multinational corporations in the global economic integration, information networking, and sustainable corporate development.

**Research Topics**

Research topics related to enterprise management in the global economic integration, information networking, and sustainable corporate development are welcome for consideration. The following are possible topics.

- Foreign Direct Investment and Multinational Business Management in China
- Chinese Corporate Investment Abroad and Cross-Cultural Management
- Business Policy and Strategy in Multinational Companies
- Management of Information Technology
- Innovation Management
- Human Resource Management in a Global Economy
- Sustainable Development
- Corporate Social Responsibility
● Organization Development and Change
● Labor Relations Management
● Marketing Management
● Conflict Management
● Entrepreneurs and Entrepreneurship
● Risk Management
● Operation Management
● Corporate Finance and Accounting
● Logistics and E-commerce
● Ethics in Management
● Corporate Finance and Accounting
● Banking, Finance and Insurance
● Psychological Type in Management Application

Submission Requirements of Paper Presentations

The proceedings of the Eighth 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: hrm2014@nju.edu.cn.

Author(s) of a paper to be published in the proceedings must type his/her paper in a format suitable for direct photographic reproduction by the publisher. In order to ensure uniform style throughout the volume, all the papers should 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 paper 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 and traditional default margin settings. All papers, tables, footnotes, and equations should be numbered.

3. First letter of each word in the paper’s title should be capitalized, and the title should be 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 include the key words on a separate line.

7. Double space and start the text. Do not use a heading called INTRODUCTION.

8. No more than three levels of headings should be used. The first level headings are 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 Figure 1, centered and bold. Double space should be 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 should be arranged in alphabetical order according to the last name of the first author. Double space

**Submission Deadline**

The deadline for submitting the full-length paper is December 1, 2013. All the papers will be double-blind reviewed. The Secretariat will inform the author(s) of acceptance or non-acceptance of papers by March 1, 2014.

**Acknowledgement of receipt**

We will acknowledge receipt of the submission by e-mail to the corresponding author.

**Conference Dates**

The Eighth International Symposium on Multinational Business Management will be held in Nanjing, P.R. China on June 12-13, 2014.

**Tentative Schedule**

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<td>Deadline for submitting full-length paper</td>
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<td>March 1, 2014</td>
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<td>Conference Plenary Session and closing ceremony</td>
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**Languages**

Papers submitted to the symposium must be in English. The working language for the plenary sessions of the Symposium will be English. Simultaneous interpretation will be provided for plenary sessions. No interpretation will be provided for parallel sessions. All paper presentations and session discussions will be in English.

**Conference Payment**

Early bird registration fee: RMB1600 yuan for participants from Mainland China and RMB800 yuan for student attendees from Mainland China before May 1, 2014. Regular registration Fee: RMB2400 yuan for participants from Mainland China and RMB1200 yuan for student attendees from Mainland China. US$350 for early bird overseas participants and US$180 for overseas students before May 1, 2014. Regular registration fee for overseas participants: US$400 and US$200 for overseas students. You may pay registration fees by cashier's check or remittance (Account Number: Nanjing University 4301011309001041656- -104 ICBC Hankou Road sub-branch Nanjing). Please specify that the payment is for the Eighth International Conference registration fees. The fee includes welcoming
reception, all meals during the symposium, and symposium proceedings. The fee does not include transportation for participants from his/her location to the symposium, accommodations, insurance and medical fees, etc.

Accommodations
The organizer will assist participants to reserve hotel accommodations at the conference rate.

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