



The 21st International Conference on the Pacific Rim Management

Leading the Charge for Sustainable and Innovative Management
in the Asia Pacific Region

<http://myacme.co.cc>



The 21st International Conference on the Pacific Rim Management is organized by the Association for Chinese Management Educators (ACME). The ACME's goal is to provide a forum for management educators and practitioners to exchange information and to stimulate cooperation with both academic and nonacademic organizations in the Pacific Rim region. Specifically for this conference, the ACME aims to explore and discuss opportunities and challenges to form networks and collaborations to further advance management theory and practice. The conference will be held in National Cheng Kung University, Tainan, Taiwan on 09 – 11 July, 2011. Authors of high-quality papers selected from the conference proceedings will be invited to submit the revised and expanded version of their papers for fast-track review by the journals indicated below.

The business community is well into the 21st century, considered by many as the time the Asia Pacific region becomes the major player in business and management. Both the academe and industry should explore opportunities and consider challenges and opportunities to get together in pursuit of greater effectiveness and efficiency in conducting business. This should be done most especially in the light of recent issues such as sluggish economic activities, dwindling environmental resources, and numerous innovation efforts. There is a need to address what the business community can do to formulate, plan, and implement more sustainable activities. This conference shall serve as a starting point to address this prevailing issue by inviting experts in the various business fields to share their knowledge and insights on such matters.

The Journals supporting the Conference

International Journal of Management Theory and Practices (Cabell)
International Journal of Electronic Business (ABI/INFORM, EI)
International Journal of Internet Marketing and Advertising (ABI/INFORM, Cabell)
International Journal of Internet and Enterprise Management (ABI/INFORM, Cabell)
International Journal of Management and Enterprise Development (Cabell)
Journal of International Business Research (Cabell)
Journal of International Technology and Information Management (Cabell)
Communications of the ICISA (Cabell)
International Journal of Intercultural Information Management
Service Science Journal
International Journal of Commerce and Strategy

Guest Speakers for the Conference

Professor Asoo Vakharia, University of Florida, Editor-in-Chief, Decision Sciences Journal
Mr. Lin Chang-Sheng, Chief Executive Officer, Uni-President Enterprise

Submission Guidelines

A full paper, written in English and in MS Word, should be uploaded to the conference website by **April 17th 2011**. The length of the full paper is limited to 15 pages. Authors are requested to prepare their full papers using the **APA style**.

http://myacme.co.cc/index.php?p=1_3_Paper-Submission-System

Submitted papers will be peer-reviewed by committee members. The authors will be notified of acceptance by **May 30th 2011**. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. For more information regarding submission, please go to <http://myacme.co.cc>.

Main Topics

Theoretical, conceptual and empirical articles are welcome. Major topics include, but are not limited to, the following areas (with the assigned track chairs):

Academic Technology Management	Irene Chen, University of Houston, USA
Accounting Information Systems	Kuo Lane Chen, University of Southern Mississippi, USA
Accounting	Otto Chang, Indiana University-Purdue University Fort Wayne, USA
Brand Management	Faye Kao, Eastern Michigan University, USA
Corporate Finance & Foreign Direct Investments	Chia-Hsing Huang, Solbridge International School of Business, South Korea
Culture Tourism Management	Ma. Corazon Rodriguez, University of the Philippines, Philippines
Entrepreneurship	Nurul Indarti, Gadjah Mada University, Indonesia
Financial Management	KC Chen, California State University – Fresno, USA
Financial Institute Management	Vic Edwards, University of South Wales, Australia
Healthcare & Hospital Management	Echu Liu, Southern Illinois University Carbondale, USA
Human Resource Management & Industrial Relations	William Henry Ross, Jr., University of Wisconsin – La Crosse, USA
Information Security and Management	Dong-Her Shih, National Yunlin University of Science & Technology, Taiwan
Innovative Teaching Methods	Shoa-Hua Chang, Southern Taiwan University of Science and Technology, Taiwan
International Accounting	David Yang, University of Hawaii, USA
Internet & E-Commerce	Albert Huang, University of the Pacific, USA
Investments	Zhuming Chen, Sun Yat Sen University, China
Management Information Systems	Stephen Shih, Southern Illinois University Carbondale, USA
Manufacturing & Service Design	Jerry Cheyung Wei, University of Notre Dame, USA
Marketing & International Trade	Jianyu Ma, Robert Morris University, USA
Organizational Behavior	Ely Susanto, Gadjah Mada University, Indonesia
Organizational Learning & Knowledge Management	Jeff Kuei-Hsien Niu, California State University – Sacramento, USA
Production & Operations Management	Ruth Banomyong, Thammasat University, Thailand
Project Management	Shu-Jung Sunny Yang, The University of Essex, UK
Service Science	Minder Chen, California State University – Channel Islands, USA
Strategic Management	Badri Munir Sukoco, Airlangga University, Indonesia
Structural Equation Modeling	Jerry ChaJan Chang, University of Nevada, Las Vegas, USA
Supply Chain Management	Yuwen Chen, University of Rhode Island, USA
System Dynamics	H Brian Hwang, National University of Singapore, Singapore
Technology & Innovation Management	Chung-Shing Lee, Pacific Lutheran University, USA
Transportation, Communication, and Logistics	Brian Gozun, De La Salle University, Philippines
Wireless Networking	Edo Biagioni, University of Hawaii, USA

Conference Chair

Jengchung Victor Chen, National Cheng Kung University, Taiwan

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Important Dates

Deadline for full paper submission	April 17, 2011
Last day of issuing acceptance letter	May 30, 2011
Last day of early bird registration	June 6, 2011
Last day of regular registration	June 17, 2011

Registration Fee

• Regular Registration Rate:	US\$280.00
• Early Bird Registration Rate:	US\$250.00
• Regular Student and Retiree Rate:	US\$125.00
Payment method: online payment	