



Please submit your paper or make enquiries  
via mail or e-mail to the following address:

***Hong Kong Institute of Business Studies***

Lingnan University  
Tuen Mun, Hong Kong  
Tel: (852) 2616 8373  
Fax: (852) 2572 4171

E-mail: [hkibs@ln.edu.hk](mailto:hkibs@ln.edu.hk)

Website: <http://www.ln.edu.hk/hkibs>

***Early Registration Form:***

Name (Prof/Dr/Ms/Mr): \_\_\_\_\_  
Affiliation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Title of Submission: \_\_\_\_\_  
\_\_\_\_\_

Registration Fee (US dollars):

*Due on June 15, 2004*

- US\$300 (AIB members)
- US\$385 (non AIB members)
- US\$175 (AIB low income members)
- US\$220 (non AIB low income members)

Note: please add US\$50 for registration after *June 22, 2004*

*Please send/fax the completed form to:*

**Conference Secretariat**  
**Hong Kong Institute of Business Studies**  
**Lingnan University**  
**Tuen Mun**  
**Hong Kong**  
**Fax: (852) 2572 4171**

*Official registration will only be accepted upon the receipt of registration fee.*



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**2004 AIB SOUTHEAST ASIA REGIONAL CONFERENCE**

***Regional Cooperation, Strategic Alliances, and World Business***

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**August 5-7, 2004, Macau, SAR, China**  
**Paper Submission Deadline: April 30, 2004**

# 2004 AIB SOUTHEAST ASIA REGIONAL CONFERENCE

## *Regional Cooperation, Strategic Alliances, and World Business*

August 5-7, 2004  
Macau, SAR, China

### Call For Papers

The 2004 Academy of International Business (AIB) Southeast Asia Regional Conference is hosted by the **Hong Kong Institute of Business Studies (HKIBS), Lingnan University, Hong Kong**. We invite papers for presentation and proposals for panel discussion related to the Conference Theme from scholars, business executives, professionals, and public policy makers. Every paper submitted should have a global/international orientation and must be scholarly in content. Conceptual, theoretical and empirical papers, using qualitative and quantitative methodologies, will all be considered. Manuscripts submitted must be complete papers, and accepted papers will be published in the Conference Proceedings.

#### Proposed Topics

Relevant papers are those related to Global Competition and International Business. Suggested topics include:

- Regionalism and cooperation
- Strategic alliances
- International business environment
- Forms and strategies of international cooperation
- Import/export management and internationalization
- World markets and global competitive strategies
- East-West trade, China and WTO
- Organizational behavior and international management
- Comparative analysis of management styles
- Comparative studies of business law and taxation issues
- Management philosophy, culture, and education
- Comparative business ethics, social responsibility
- Human resources strategies
- International marketing of services, tourism & hospitality management
- Marketing in consumer and industrial sectors
- Evolution and expansion of international marketing
- International entry and expansion strategies
- Transfer/reverse transfer of marketing technology
- Cross-cultural /national consumer behavior
- International logistics of supply & purchasing
- Innovations in operations management systems and technologies
- Management information systems/decision support systems in the global marketplace
- International finance, investment, insurance and real estate
- Joint ventures, co-operative ventures and wholly foreign-owned businesses
- International accounting
- Multinational business management strategies
- Cultural differences in innovation, entrepreneurship, and technology management
- Business in transitional economies

#### Format and Deadlines

1. Submit an electronic copy and one hard copy of complete manuscript by **April 30, 2004**. Unless specified below, the style for full paper preparation should follow those of the Journal of International Business Studies (JIBS, <http://www.jibs.net>).
2. Refereed papers should be no more than 20 pages or 5,000 words in length. They should include abstracts of no more than 100 words. Papers will be double-blind reviewed and

included in the Conference Proceedings.

3. Acceptance notification will be sent by **May 31, 2004**. The Conference Secretariat must receive final revised manuscripts by **June 30, 2004** for inclusion in the Conference Proceedings.
4. The Authors must certify that the accepted paper is not copyrighted and has not been published elsewhere.
5. Papers will be arranged for presentation and publication **ONLY** if at least one of the authors registers for the Conference.
6. An individual author may not appear on more than three papers.

#### Official Language

Papers and presentations should be in English.

#### Publication of Conference Proceedings

Accepted papers will be published in the Conference Proceedings. Papers will not be published in the Conference Proceedings if the authors do not register with the Conference by the deadline.

#### Registration

The Conference registration fee is US\$ 300 for AIB members. Non-members must pay the registration fee plus one year of AIB membership fee (US\$85). For low-income AIB members, the registration fee is US\$175 (for those with annual income less than US\$25,000, non-members please add US\$45 for one year of membership). The registration fee includes welcoming reception, luncheons, coffee breaks, conference dinner, and Conference Proceedings.

The registration deadline is **June 15, 2004**. An extra US\$50 will be charged for late registration after **June 22, 2004**.

#### Accommodation Arrangement

##### **Mandarin Oriental, Macau**

Mandarin Oriental's sophisticated luxury and high standards of service have earned it the reputation as the finest 5-star hotel and resort in Macau.

**Room Rates:** Room only (single/twin): HK\$700.00  
Room with 1 breakfast: HK\$820.00  
Room with 2 breakfasts: HK\$940.00

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