

Conference Secretariat



Hong Kong Institute of Business Studies
(HKIBS)
Lingnan University

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AIBSEAR website:
<http://www.LN.edu.hk/aibsear/main/index.html>

Conference website:
<http://www.LN.edu.hk/hkibs/AIB/2012/aib2012/Home.html>

Conference Venue



Sheraton Xiamen Hotel

Address: 386 - 1 Jiahe Road, Xiamen, Fujian,
361009, P.R. China

Website: <http://www.sheraton.com/xiamen>

Registration



	AIB Members	Non AIB Members
Regular	US\$400	US\$500 (include 1-year AIB membership fee ¹ of US\$100)
Low Income ^{2/} Student ³	US\$225	US\$275 (include 1-year AIB membership fee of US\$50)
Electronic ⁴	US\$225	US\$250 (include 1-year AIB membership fee of US\$25)

Registration deadline is **31 August 2012. An extra US\$50 will be charged for late registration after the deadline.

Official registration is completed upon the receipt of registration fee.

Remarks:

1. Membership fees are for 12 months of membership, starting from the day AIB Headquarter processes your membership application.
2. Individuals with gross annual incomes less than US\$25,000.
3. Proof of student status is required.
4. Available to low income individuals from developing countries only. Web access only to JIBS, AIB Newsletter and Member Directory. No print materials will be sent.

The registration fee includes luncheons, coffee breaks, conference dinner, and Conference Proceedings*.

Registration form can be downloaded at
<http://www.LN.edu.hk/hkibs/AIB/2012/aib2012/Home.html>

* Conference Proceedings is in CD format and costs US\$25 for additional copy.



Academy of International Business
Southeast Asia Regional Conference

**Multinationals and Global Consumers:
Tension, Potential, and Competition**

CALL FOR PAPERS

Submission by: 16 July 2012

Registration by: 31 August 2012

**Xiamen, China
6-8 December 2012**



Multinationals and Global Consumers: Tension, Potential, and Competition

The 2012 Academy of International Business (AIB) Southeast Asia Regional Conference is organized by the *Hong Kong Institute of Business Studies (HKIBS), Lingnan University*, during *6-8 December 2012*, in *Xiamen, China*.

We invite papers for presentation related to the conference theme, *Multinationals and Global Consumers: Tension, Potential, and Competition* from scholars, business executives, professionals, and public policy makers. Every paper submitted should have a global/international orientation and must be scholarly in content. We welcome conceptual, theoretical and empirical papers, using qualitative and/or quantitative methodologies.

Manuscripts submitted must be complete papers. Accepted papers will be published in the Conference Proceedings.

Awards

Best Paper Awards and **Best Student Paper Awards** will be conferred at the conference (in order to qualify for the award, the papers must be presented at the conference). Please indicate your status, faculty or student, on your submission.

Suggested Topics

We particularly welcome papers related to the main theme on such topics as:

- Business cultures, education, ethics and corporate social responsibility
- Business-government relationships
- Competition and collaboration in international business
- Conflict, security and political risk
- Corporate governance and leadership
- Cross-cultural/national consumer behavior
- Emerging market multinationals
- Export marketing
- Human resource management, cross-cultural management and management philosophy
- Innovation, knowledge management and entrepreneurship for international business growth
- International accounting, economics, finance and taxation
- International marketing strategies
- International trade management
- Joint ventures, co-operative ventures and wholly foreign-owned businesses
- Management information systems/decision support systems
- Regionalism, globalization and internationalization
- Strategic alliances and international cooperation
- International supply chain and e-commerce management
- Trends in foreign direct investment

Format and Deadlines

1. Submit an electronic copy of the complete manuscript by 16 July 2012 to the Conference Secretariat. Unless specified below, guidelines and style for full paper preparation should follow those of the Journal of International Business Studies. (JIBS, <http://www.jibs.net>)
2. The maximum length of the paper is 40 pages including ALL tables, appendices and references, with an abstract of no more than 100 words.
3. Acceptance notification will be sent by 15 August 2012. The Conference Secretariat must receive final manuscripts, by 31 August 2012.
4. The author(s) 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 by the registration deadline, 31 August 2012.
6. An individual author may not appear on more than three papers.

Conference Proceedings

Papers will be double-blind reviewed for publication in the Conference Proceedings. Accepted papers will be included in the Conference Proceedings only if the authors register with the Conference by the deadline.

Official Language

Papers and presentations should be in [English](#).

Accommodation Arrangements

2012 AIB Southeast Asia Regional Conference will be held at the *Sheraton Xiamen Hotel*. Competitive room rates are offered specially to our guests.

Sheraton Xiamen Hotel is located in the heart of the city's business, retail and commercial hub and provides resourceful guest services that ensure guests a memorable stay.

Room Rates (in RMB, per room-night)

Reference exchange rate: RMB1 : US\$0.159 (2 February 2012).

<u>Room Category</u>	<u>Single</u>	<u>Double</u>
Deluxe Room	850.00	910.00

Above room rates are inclusive of 15% surcharge and 4% local government tax.

Room rates include 1 or 2 buffet breakfast and free internet.

Please make reservation directly with Sheraton Xiamen Hotel as soon as possible but no later than the reservation deadline to enjoy the special room rates and ensure room availability.

Reservation Deadline: 1 November 2012



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Email: reservations.xm@sheraton.com

