

Conference Organizer & Secretariat



Hong Kong Institute of Business Studies
(HKIBS)

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Websites:

HKIBS: www.LN.edu.hk/hkibs

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

Conference:

<http://www.LN.edu.hk/hkibs/AIB/2015/aib2015/Home.html>

Sponsors

Ministry of Tourism and Culture Malaysia
Malaysia Convention & Exhibition Bureau



MINISTRY OF TOURISM AND CULTURE
MALAYSIA



Conference Venue



Rasa Sayang Resort & Spa
PENANG, MALAYSIA

Address: Batu Feringgi Beach, 11100 Penang, Malaysia

Tel. No.: 604-888 8888

Fax No.: 604-881 1800

Website: <http://www.shangri-la.com/penang/rasasayangresort/>

Email: rsr@shangri-la.com

Registration

	AIB Members	Non AIB Members
Regular	US\$445	US\$545 (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 2015**. An extra **US\$50** will be charged for late registration after the deadline and **US\$100** will be charged for registration after 30 October 2015.

Registrations will **NOT** be confirmed until full payment is received.

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 full-time student status is required.
4. Available to low income individuals from low income or low-middle-income economies only (according to the classifications of the World Bank). 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 a copy of Conference Proceedings.

Registration form can be downloaded at

<http://www.LN.edu.hk/hkibs/AIB/2015/aib2015/Home.html>

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



Academy of International Business
Southeast Asia Regional Conference

Global Businesses and Consumers
in a Networked World

3-5 December 2015

Call For Papers

Submission by: 16 July 2015

Registration by: 31 August 2015



Penang, Malaysia

Ranked by Yahoo! Travel as one of the "10 Islands to Explore Before You Die"
George Town was inscribed onto UNESCO's World Heritage List in 2008

Start planning your trip to Penang and enjoy the sunshine, beach and ocean this December!

Global Businesses and Consumers in a Networked World

The 2015 Academy of International Business (AIB) Southeast Asia Regional Conference is organized by the **Hong Kong Institute of Business Studies (HKIBS), Lingnan University** during **3-5 December 2015**, in **Penang, Malaysia**.

The theme of the 2015 conference is **“Global Businesses and Consumers in a Networked World”**. We welcome completed works and theoretical papers focusing on the role of information and communication technologies (ICT, e.g., the Internet and mobile technologies) in enhancing international businesses and consumers around the world.

We invite papers for presentation 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. 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. We plan to have the Proceedings published online and indexed by Proceadia/ Elsevier and Web of Science/ Thomson.

Conference Venue

Penang, an island on the northwest coast of Malaysian Peninsular, occupies an area of 285 square kilometers and is connected by the Penang Bridge to the mainland Malaysia. Penang is also famous for the delicious food, beautiful resorts, diverse culture and scenic beaches.

The Conference will be held at the luxury 5-star **Shangri-La's Rasa Sayang Resort & Spa**.

Awards

Best Paper Awards will be conferred at the conference (in order to qualify for the award, the papers must be presented at the conference).

Suggested Topics

We particularly welcome papers related to the main theme as well as other topics, including but not limited to:

- Adoption and diffusion of new ICT by businesses and consumers
- Big data and business analytics in IB
- Business cultures, education, ethics and corporate social responsibility
- Collaboration and competition of MNEs
- Corporate governance and leadership
- Cross-cultural/national consumer behavior
- Emerging market multinationals
- Entry modes and locations
- Export marketing
- Human resource management, cross-cultural management,
- Innovation, knowledge management and international entrepreneurship
- Institutions and organizational culture and practices
- International accounting, economics, finance and taxation
- International marketing strategies
- International supply chain and e-commerce management
- International trade management
- Management information systems/decision support systems
- National cultures and business systems
- Regionalism, globalization and internationalization
- Social media and networks in international business
- The impact of ICT on business operations and consumption

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**.

Format and Deadlines

1. Submit an electronic copy of the complete manuscript by **16 July 2015** to the Conference Secretariat. Unless specified below, guidelines and style for full paper preparation should follow those of the Journal of International Business Studies, otherwise submissions will be returned or not reviewed. (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 2015**. The Conference Secretariat must receive final manuscripts, by **31 August 2015**.
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 2015**.
6. An individual author may not appear on more than **two** papers.

Accommodation

**Rasa Sayang Resort & Spa/ Golden Sands Resort
by Shangri-La**

Located on Penang's scenic Batu Feringgi beach, the resorts are the tropical paradise for tourists.

Competitive room rates, starting from **MYR500++** at Rasa Sayang and **MYR320++** at Golden Sands, are offered specially to our guests. Please refer to the conference website for details.

++subject to 10% service charge, 6% prevailing government taxes and Penang local government fee.

1 Malaysian Ringgit (MYR): 0.27 USD
(as at 16 March 2015)

**Reservation Deadline:
3 October 2015**

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