

**The Seventh International Symposium
on Multinational Business Management—
Enterprise Management in a Transitional Economy and
Post Financial Crisis**

**第七届企业跨国经营国际研讨会
——转型经济中与后经济危机时代企业管理**

**June 5-6, 2011
Nanjing, China
Call for Papers**

(Second Announcement)

2011年6月5日—6日

**中国 南京
第二次征稿通知**

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Conference Background

Globalization has led to economic integration and interdependence. Any action or change in any part of the global system has a potential impact on every other part. 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 behavior of suppliers, or producers, of goods. Compared with suppliers, it is much easier for buyers to adjust their consumers' behavior. Therefore, countries, such as the United States and some European countries, are adjusting their consumer behavior, while the challenge to China, as a major producing nation, is how to adjust production behavior after the global financial crisis. Moreover, in both producing and consuming nations, the essential strategy for companies is to shift the operational paradigm from local and vertical integration to global and horizontal networks. As a result, both positive and negative economic feedback is more evident. How can companies deal with the challenges of the post global financial crisis while dealing with the requirements of economic transition? The efforts of government officials, business managers, and scholars are needed to address this 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 Seventh International Symposium on Multinational Business Management in June 2011.

This symposium follows the earlier conferences held in 1992, 1996, 1999, 2002, 2005, and 2008. The symposium aims to provide a forum for scholars, entrepreneurs, and CEOs from multinational firms to discuss how corporations in a transitional economy, and after the economic crisis, can compete and operate successfully in a complex international and domestic environment. We have chosen “Enterprise Management in a Transitional Economy and Post Financial Crisis” as the theme of the Seventh 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 5–6, 2011. 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 in the transitional economy and post financial crisis.

Research Topics

Research topics related to enterprise management in a transitional economy and post financial crisis are welcome for consideration. The following are possible topics.

- Foreign Direct Investment and Multinational Business Management in China
- Chinese Company Investment Abroad and Cross-Cultural Management
- Business Policy and Strategy in the Post Financial Crisis
- Human Resource Management in a Transitional Economy
- Improving Quality of Work-life

- Organization Development and Change
- Labor Relations Management
- Marketing Management
- Conflict Management
- Entrepreneurs and Entrepreneurship
- Risk Management
- Operation Management
- Logistics and E-commerce
- Ethics in Management
- Corporate Finance and Accounting
- Banking, Finance and Insurance
- Technology and Innovation Management
- Psychological Type in Management Application
- Economic Development and Business Management in Japan and China in Post Financial Crisis (Special Session for the 6th Joint Conference by Nanjing University, Renmin University of China, and Kyushu University)
- Sino-American Women Entrepreneurship (Special Session for the joint conference by Nanjing University and Seton Hill University)

Submission Requirements of Paper Presentations

The proceedings of the Seventh 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: hrm@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. Use 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 should be between entries. For example: Zhao, Shuming and Chunyan Jiang, "Learning by Doing: Emerging Paths of Chinese Management Research", *Management and Organization Review*, 5-1, 2009: 107-119.

Submission Deadline

The deadline for submitting the full-length paper is December 1, 2010. 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, 2011.

Acknowledgement of receipt

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

Conference Dates

The Seventh International Symposium on Multinational Business Management will be held in Nanjing, P.R. China on June 5-6, 2011.

Tentative Schedule

December 1, 2010	Deadline for submitting full-length paper
March 1, 2011	Invitation letter and registration form (the 2nd announcement)
May 1, 2011	Deadline for early bird registration
June 4, 2011	Registration
June 5, 2011 Morning	Opening ceremony, keynote speeches, and Plenary Session
June 6, 2011 Afternoon	Parallel Sessions
June 6, 2011 Morning	Parallel Sessions
June 6, 2011 Afternoon	Conference Plenary Session and closing ceremony

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, 2011. Regular registration Fee: RMB2000 yuan for participants from Mainland China and RMB1000 yuan for student attendees from Mainland China. US\$350 for early bird overseas participants and US\$180 for overseas students before May 1, 2011. 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

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Please specify that the payment is for the Seventh 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.

- **Planning Committee Chairperson:**

Dr. Shuming Zhao
Professor and Dean
School of Business, Nanjing University
22 Hankou Road
Nanjing 210093
P.R.China
Tel: 86-25-83592077 (O)
Fax: 86-25-83317769
E-mail: zhaosm@nju.edu.cn

- **Planning Committee Vice-Chairpersons:**

Dr. JoAnne Boyle
President and Professor
Seton Hill University
Seton Hill Drive Greensburg, PA 15601
USA
Tel: 1-724-838-4211
Fax: 1-724-834-2752
E-mail: Boyle@setonhill.edu

Dr. Ya-Ru Chen
Professor of Management and Global Business
Johnson Graduate School of Management
Cornell University
Ithaca, NY 14853
USA
Tel: 1-607-255-1974
Fax: 1-607-54-590
E-mail: yc659@cornell.edu

Dr. John Thomas Delaney
Dean and Professor
Joseph M. Katz Graduate School of Business
372 Mervis Hall
University of Pittsburgh
Pittsburgh, PA 15260
USA
Tel: 1-412-648-1556

Fax: 1-412-648-1552
E-mail: jtdelaney@katz.pitt.edu

Dr. Joel Glassman
Associate Provost and Director
Center for International Studies
University of Missouri-St. Louis
One University Boulevard
St. Louis, MO 63121-4400
USA
Tel: 1-314-516-5753
Fax: 1-314-516-6757
E-mail: jglassman@umsl.edu

Dr. Geoff Perry
Acting Dean
Faculty of Business and Law
Auckland University of Technology
Private Bag 92006, Auckland
New Zealand
Tel: 64 -9- 921 9999 ext. 5724
Fax: 64 -9- 921 9876
Email: geoff.perry@aut.ac.nz

Dr. Hideki Yamawaki
Academic Dean
Peter F. Drucker and Masatoshi Ito Graduate School of Management
Claremont Graduate University
Claremont, CA 91711
USA
Tel.: 1-909-607-8494
Fax: 1-909-607-8298
E-mail: hideki.yamawaki@cgu.edu

Dr. Peter P. de Gijssel
Dean Director and Professor
Maastricht School of Management
P.B. Box 1203
6201 BE Maastricht
The Netherlands
Tel.: 31-433870820
Fax: 31-433617237
E-mail: gijssel@msm.nl

Dr. Stephen Nicholas
Pro-Vice Chancellor (Business and Law) and Professor
Faculty of Business and Law
University of Newcastle
Callaghan NSW 2308
Tel.: 61-2-492 17979
Fax: 61-2-492 17977
E-mail: Stephen.Nicholas@newcastle.edu.au

Dr. Yung-Ho Suh
Professor and Dean
School of Management
Kyung Hee University
Hoegi-Dong, Dongdaemun-Gu
Seoul 130-701, Korea
Tel: 82-2-961-0780
E-mail: suhy@khu.ac.kr

Dr. Peter Wolnizer
Professor and Dean
Faculty of Economics and Business University of Sydney
Camperdown and Darlington Campuses City Road
Camperdown, NSW 2006
Tel: 61-2- 93513833
Fax: 61-2- 93516639
E-mail: p.wolnizer@econ.usyd.edu.au

Dr. Jianjun Shi
President and Professor
University of International Business and Economics, P.R.China
No. 10 Huixin Dongjie
Chaoyang District
Beijing 100029
P.R.China
Tel: 86-10-64492107
Fax: 86-10-64493861
E-mail: shijj@uibe.edu.cn

Dr. Zhong Yang
Professor
School of Business
Nanjing University
22 Hankou Road

Nanjing 210093
P.R.China
Tel: 86-25-83592902
Fax: 86-25-83317769
E-mail: yangzh@nju.edu.cn

● **Planning Committee Vice Chairperson and Secretary General**

Dr. Hong Liu
Professor and Associate Dean
School of Business
Nanjing University
22 Hankou Road
Nanjing 210093
P.R. China
Tel: 86-25-83593515 (O)
Fax: 86-25-83317769
E-mail: liuhong@nju.edu.cn

● **Planning Committee Vice Secretaries General**

Dr. Chunlin Liu
Professor and Chair
Department of Management
School of Business
Nanjing University
22 Hankou Road
Nanjing 210093
P.R.China
Tel: 86-25-83594473 (O)
Fax: 86-25-83317769
E-mail: liucl@nju.edu.cn

Dr. Dongtao Yang
Professor and Chair
Department of Human Resources Management
School of Business
Nanjing University
22 Hankou Road
Nanjing 210093
P.R.China
Tel: 86-25-83592470 (O)

Fax: 86-25-83317769
E-mail: yangdt@nju.edu.cn

Mr. Jianing Wang
Senior Editor of *Reform*
No.270, Qiaobeicun, Jiangbei District
Chongqing, P.R.China
Tel: 86-23-86856491
Fax: 86-23-86856486
E-mail: wangjianing@vip.163.com

● **Planning Committee Members:**

Dr. Lihua Chen

Associate Professor, Department of Accounting, School of Business, Nanjing University

Dr. Dejun Cheng

Associate Professor, Department of Human Resource Management, School of Business, Nanjing University

Dr. Wanwen Dai

Associate Professor, Department of Marketing, School of Business, Nanjing University

Mr. Yiren Dong

Associate Professor, Department of Marketing, School of Business, Nanjing University

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Dr. Liangding Jia

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Dr. Chunyan Jiang

Associate Professor, Department of Human Resource Management, School of Business, Nanjing University

Dr. Xiaorong Li, Associate Director of Sino-Dutch International MBA

Educational Center, Vice Chair and Associate Professor, Department of Industrial Economics, School of Business, Nanjing University

Dr. Jisheng Peng

Vice Chair and Professor, Department of Human Resource Management, School of Business, Nanjing University

Dr. Lifang Shi

Assistant Professor, Department of Business Administration, School of Business, Nanjing University

Dr. Xiangnan Tao

Associate Professor, Department of Marketing, School of Business, Nanjing University

Dr. Quansheng Wang

Chair and Associate Professor, Department of Electronic Business, School of Business, Nanjing University

Dr. Xiang Wang

Director of EMBA Education Center and Associate Professor, Department of Electronic Business, School of Business, Nanjing University

Dr. Zhijian Xu

Assistant to the Dean and Director of Sin-Dutch International MBA Educational Center, School of Business, Nanjing University

Dr. Zhengtang Zhang

Assistant to the Dean and Professor, Department of Human Resource management, School of Business, Nanjing University

Dr. Wenhong Zhang

Associate Professor, Department of Business Administration, School of Business, Nanjing University

Mr. Weizheng Zhu

Associate Director, EMBA Center and Executive Associate Director, EDP Center, School of Business, Nanjing University

Secretariat:

School of Business, Nanjing University, No.22, Hankou Road, Nanjing, People Republic of China, 210093

Telephone: (86) 25-83685796/ 83592077

Fax: (86) 25-83317769

E-mail: hrm@nju.edu.cn

Contact Persons:

Mr. Changsheng Xie

Vice Director, Administrative Office, School of Business, Nanjing University

Ms. Qian Han

Secretary to the Dean, School of Business, Nanjing University