



## 2017 International Conference on Business and Economics Ho Chi Minh City, Vietnam, July 6-8, 2017



### Call for Papers

**THEME: *Science, Technology and Humanities for Sustainability of Business, Economics and Cultures***

### OBJECTIVES

The 2017 International Conference on Business and Economics (ICBE2017) will be held in Ho Chi Minh City, Vietnam, July 6-8, 2017.

The conference is hosted jointly by the [Korea Distribution Science Association \(KODISA\)](#) of Korea and the [University of Finance-Marketing \(UFM\)](#) of Vietnam.

The conference aims: 1) to share scholarships regarding issues of science, technology and humanities for business management and economic sustainability, 2) to offer an excellent opportunity to meet academics and professionals from around the world, 3) to enable participants to exchange information and ideas on the topics, and 4) to provide publication opportunities to get published scholarly papers and research notes in the conference proceedings and an affiliated journal.

### HOST, VENUE AND ACCOMMODATION

#### **About Ho Chi Minh City, Vietnam**

Its former name was Sai Gon. Long time ago many tourists viewed it as “a pearl of the far East”, which may reveal its splendid beauty. Its current name is an expression of the great commemoration of Ho Chi Minh Uncle, who was the leader of the nation. For the time being, HCMC is considered to be one of the most dynamic areas of the country - a social, cultural and economic center of the South. There are two seasons in a year: rainy and dry season. However, the climate is agreeable. As the conference is supposed to take place in July 2017, visitors staying in HCMC can enjoy the mild atmosphere, although it may remain showery. Vietnamese cuisine is well-known for its tasty diversity. There is a wide range of choice for tourists: from luxurious restaurants to popular ones. People in HCMC are flexible, enthusiastic, helpful, especially very friendly and hospitable.

For more information about HCMC visit: <http://www.hochiminhcity.gov.vn/>

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**About the University of Finance-Marketing (UFM)**

The University of Finance-Marketing (UFM), operating directly under the Ministry of Finance, was established in 1976, and has by now reached its 36th year of operation. At present, UFM has a variety of training programs, with its 13 academic departments offering 20 majors, which lead to the awarding of diplomas, undergraduate and graduate degrees in such fields as business administration, banking & finance, accounting, marketing, valuation, real estate trading, international business, hospitality management, management information system, Business English, etc. The training scope of UFM has sharply increased in the past years, with nearly 20,000 students now taking part in the University's various training programs ranging from 3-year, 4-year undergraduate to graduate studies. Most of UFM graduates whose qualifications are appreciated by the society have secured relevant and well-paid jobs. For more information about UFM visit: <http://ufm.edu.vn/>

**Accommodation**

Conference delegates can choose any hotel close to the conference venue (**University of Finance-Marketing**) at their own interest and expenses.

For more information about HCMC visit: <http://www.hochiminhcity.gov.vn/>

**PROGRAM**

The conference offers keynote addresses, formal paper symposia, case study presentations, special sessions, and industry leadership and public policy panel discussions as well as doctoral research seminars. Academics, policy makers, business leaders, professionals, and doctorate students can choose from a wide range of programs.

To celebrate the congress, a banquet dinner along with an award ceremony will be held in the evening of Thursday, July 6, 2017. The cultural aspects of the congress will include opportunities to visit Ho Chi Minh City tourism attractions and its suburbs, along with Saigon River tour on July 7 and 8, 2017.

**SCHEDULE AT A GLANCE**

<b>Thursday July 6, 2017</b>	<b>Friday July 7, 2017</b>	<b>Saturday July 8, 2017</b>	<b>Sunday July 9, 2017</b>
ACADEMIC PAPER PRESENTATIONS AND SPECIAL PANELS: Parallel Academic Sessions and Special Panels 9:00--17:30	CONGRESS TOUR1 [Full day] Visit cultural sites and tourist attractions in Ho Chi Minh City and its suburbs 9:00--17:30	CONGRESS TOUR2 [Full day] Visit cultural sites and tourist attractions in Ho Chi Minh City and its suburbs 9:00--17:30	POST CONGRESS TOURS (extra costs)
CONFERENCE OPENING CEREMONY: 9:00 – 11:00			
DINNER (served) AWARD CEREMONY & CONGRESS RECEPTION: 18:00-21.00	DINNER (served) FAREWELL PARTY: 18:00-21.00	DINNER (extra costs)	

## **SUBMISSION**

All submissions and registration form are to be handled **electronically** by the conference email [kodisajournals@daum.net](mailto:kodisajournals@daum.net).

- Submission to journal publications and research scholarship applications must be full papers and subject to double-blind peer review. Accepted papers and award-winning papers will be published in one of accredited journals.
- Work-in-progress papers, research notes, short communications, and case studies are welcomed, and not subject to peer review.
- The due date for conference registration and paper submission is **May 30, 2017**.

## **PUBLISHING AND SCHOLARSHIP OPPORTUNITIES**

All registered papers to the conference program will be published in the conference proceedings (ISSN: 2287-478X) with the author's consent. **The ICBE conference and the ICBE Proceedings have been officially indexed in Thomson Reuters' Web of Science - Conference Proceedings Citation Index since the ICBE2015 conference.**

- Top 5% of the accepted full papers will be recognized with **Best Paper Awards and each award-winning paper wins a scholarship of USD500 in cash**. The scholarships will be honored only if the full paper has been accepted and the registration fee has been fully paid.
- About top 20% of high-quality papers from the conference proceedings will be invited for the accelerated review process, which is a second round of blind peer review process conducted by reviewers of the related journal editorial board for possible publication in one of the following journals:
  - [Journal of Distribution Science \(JDS, ISSN 1738-3110\)](#)
  - [International Journal of Industrial Distribution & Business \(IJIDB, ISSN 2233-4165\)](#)
  - [East Asian Journal of Business Management \(EAJBM, ISSN 2234-3040\)](#)
  - [Journal of Asian Finance, Economics and Business \(JAFEB, ISSN 2288-4637\)](#)
  - [Journal of Transnational Management \(WTNM, ISSN 1547-5778\)](#)
- Some Solid Ranking Journals (SSCI, SCIE, SCOPUS indexed), to be nominated if accepted.

To be eligible for the research scholarship for USD500 prize, the following requirements must be met:

- 1) **Submit a conference registration form with the scholarship application** (if attended, registration fee must be paid),
- 2) **Submit an extended abstract in English** (limit 2-page length. Later, full paper in English must be submitted by **May 30, 2017**)
- 3) **Submit a brief CV of the presenting author**, including the details of work affiliation and recent three year publications (limit 2-page length).

## **AWARDS FOR EXCELLENCE OPPORTUNITIES**

The Organizing Committee of International Conference on Business and Economics (ICBE) and the Korea Distribution Science Association (KODISA) proudly present the winners of **KODISA Grand Awards for Excellence in International Business, Education, Management, Leadership, and Public Administration**. The international competition recognizes and celebrates outstanding achievement in the respective field that promotes best practices in business sustainability, academic excellence, outstanding initiatives, and technological innovation for the global business community and the global citizenship. The

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Awards honor and recognize world leaders and best exemplars whose innovative approaches to managing and teaching create replicable and innovative models that can support human well-being and the world society in a meaningful way. ***The Grand Award winners will each receive \$1,000 prize in cash and a commemorative plaque.***

- Grand Award for Excellence in International Business
- Grand Award for Excellence in International Education
- Grand Award for Excellence in Service Management
- Grand Award for Excellence in Global Leadership
- Grand Award for Excellence in Public Administration

To be eligible for the ICBE Grand Award for Excellence for USD1000 prize, the following requirements must be met:

- 1) **Submit a nomination letter** outlining the qualifications of the nominee (limit 2-page length).
- 2) **Submit a brief CV** of the nominee, including the details of work affiliation and recent outstanding achievements (limit 2-page length).
- 3) All submissions and forms should be sent electronically only to the conference chair [jwlee119@bu.edu](mailto:jwlee119@bu.edu) **no later than February 28, 2017**. Any application afterwards will not be honored.
- 4) The awardee will be expected to make a presentation to the conference. Selections will be made by the Organizing Committee of International Conference on Business and Economics (ICBE).

## **REGISTRATION AND FEE**

The due date for conference registration and full paper submission is **May 30, 2017**.

- The **regular registration fee is US\$450 per person**. Student, spouse, or accompanied person (if attend the conference program) registration fee is US\$250 per person.
- The registration fee includes any access to the conference concurrent sessions, the conference special workshop, the conference receptions, all coffee breaks, a hard copy of the conference program, and a soft copy of the conference proceedings.
- Once papers have been accepted and included in the conference program or a delegate's name has been listed in the program, registration fees are non-refundable. Absolutely no refunds will be granted for no-show at the conference.
- If your paper is accepted either for presentation in the conference or publication in the conference proceedings, at least one author must commit to attending the conference. In the case of multiple author attendance, each author must register and pay the conference registration fee, and there is no exception to this rule. Whether attending partially or in full, all conference attendees must pay the registration fee in full.
- An official receipt for the conference registration fee will be provided on the first day of the conference. Please do not request receipts in advance of the conference, as we do not have the facilities to meet such demands.
- Korea Distribution Science Association (KODISA) is a not-for-profit organization. As such, it does not provide any funding for travel, accommodation, or conference attendance. Such requests will not be responded to. The Association can only provide visa support letters to those individuals whose papers are accepted and included in the conference program. All other requests will not be honored.

### IMPORTANT DATES

- **Work-in-progress papers, research notes, and registration form** should be submitted to the conference email [kodisajournals@daum.net](mailto:kodisajournals@daum.net) **no later than May 30, 2017.**
- **Research Scholarship Awards and ICBE Grand Awards for Excellence applications** must be submitted to the conference chair [jwlee119@bu.edu](mailto:jwlee119@bu.edu) **no later than February 28, 2017.**

### TRAVEL AND VISA REQUIREMENTS

Ho Chi Minh City tours, tours to a number of interesting sites in Ho Chi Minh City, and a variety of attractive sightseeing tours before and after the conference would be arranged for conference participants based on their individual request and expenses.

- For detailed information about visa requirements, please access to
- [Vietnamese Visas And Visas On Arrival](#)
- [Vietnam Visa on Arrival](#)

### CONFERENCE TRACKS

Submit your papers to one of the most appropriate tracks listed below. If in doubt, please submit it to the last track.

#### Special Sessions:

- ***Business and Economic Sustainability***
- ***Cultures and Environmental Sustainability***

#### Concurrent Sessions:

<ul style="list-style-type: none"> <li>• Agribusiness Management</li> <li>• Business Environment</li> <li>• Communication</li> <li>• Decision Sciences</li> <li>• Finance and Accounting</li> <li>• General Management</li> <li>• Human Resource Management</li> <li>• Information Technology</li> <li>• Legal Management</li> <li>• Marketing</li> <li>• Operations Management</li> <li>• Strategic Management</li> </ul>	<ul style="list-style-type: none"> <li>• Business Policy and Strategy</li> <li>• Culture and Communication Strategy</li> <li>• Consumer Behavior</li> <li>• Distribution &amp; Information Technology</li> <li>• Distribution &amp; Marketing</li> <li>• Distribution Economics</li> <li>• Distribution Management</li> <li>• Fashion Marketing</li> <li>• Healthcare Management</li> <li>• Hospitality Management</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and E-Business</li> <li>• Technology Management</li> <li>• Logistics &amp; Supply Chain Management</li> <li>• Merchandising &amp; Procurement</li> <li>• Retailing &amp; Franchising</li> <li>• Quality and Productivity</li> <li>• Small and Medium Enterprise Management</li> <li>• Entrepreneurship</li> <li>• Sustainable Development</li> </ul>
<ul style="list-style-type: none"> <li>• Others</li> </ul>		

### INSTRUCTIONS FOR SUBMISSION

All submissions must adhere to the following guidelines:

- **Work-in-progress papers, Research notes, Short communication articles, and Case studies should be submitted as one file** including the author(s) affiliation, and not subject to peer review. If you wish to have your paper published in the refereed conference proceedings, submit an electronic copy of your manuscript, not exceeding 5 pages, single-spaced, to the conference email [kodisajournals@daum.net](mailto:kodisajournals@daum.net) **before May 30, 2017.**

- Final decisions will be communicated within a week period. All of the references cited in the body of the paper must be presented at references. Manuscripts that do not conform to the publication guidelines will not be published.
- **Full paper submissions should include two files:** a title page file (listing all authors, their affiliations, addresses, telephone/fax numbers and e-mail addresses) and a manuscript file (including title, abstract, JEL codes, main text, references). For papers with multiple authors, indicate the author with whom we should correspond. Full papers will be subjected to the blind peer review.
- **Research Scholarship Awards and KODISA Grand Awards for Excellence applications** must be submitted to the conference chair [jwlee119@bu.edu](mailto:jwlee119@bu.edu) no later than **February 28, 2017**.
- Each registered author is entitled to have a maximum of three papers included in the conference proceedings and/or program.

## **CONFERENCE ORGANIZING COMMITTEE**

### **CONFERENCE CHAIR**

- Jung Wan Lee, Professor of Boston University, USA

### **CONFERENCE CO-CHAIRS**

- Dr. Hoàng Đức Long, President of the University of Finance-Marketing, VIETNAM
- Dr. Sung Joon Lee, Director of the Woosong Asia Research Center. Woosong University
- Dr. Myoung-Kil Youn, President of the Korea Distribution Science Association, KOREA

### **CONFERENCE PROGRAM CO-CHAIRS**

- Dr. Phạm Hữu Hồng Thái, Vice President of the University of Finance-Marketing, VIETNAM
- Dr. Myoung-Kil Youn, President of the Korea Distribution Science Association, KOREA
- Dr. Shuai Su, Professor of Shandong University of Political Science and Law, CHINA
- Dr. Azimkhan A. Satybaldin, Director of the Institute of Economics under the Ministry of Education and Science of the Republic of Kazakhstan, KAZAKHSTAN
- Dr. Sang-Youn Lee, Chairman of the East Asia Business and Economy Association, KOREA
- Dr. Chul-Ju Park, Chairman of the International Convergence Management Association, KOREA

## **CONFERENCE ADMINISTRATION AND LOCAL DIRECTORS**

### **CONFERENCE GENERAL CHAIR**

Dr. Jung Wan Lee (Professor of Boston University, USA).

E-mail: [jwlee119@bu.edu](mailto:jwlee119@bu.edu)

Dr. Lee will be responsible for all of the on-site details in preparation for the congress.

During the congress, he will assist in making all program and local arrangements decisions and provide supervision to the Local Arrangements Committee. Dr. Lee also co-edits the conference program and proceedings and is responsible for finalizing both the congress program and the proceedings from the world.

### **CONFERENCE EXECUTIVE DIRECTOR AND ADMINISTRATIVE DIRECTOR IN KOREA**

Dr. Myoung-Kil Youn (Professor of Eulji University, Korea).

E-mail: [kodisajournals@daum.net](mailto:kodisajournals@daum.net)

Address: Hanshin Officetel Suite 1030, 2463-4 Shinheung-dong Sujeong-gu, Seongnam-city, Gyeonggi-do, Korea (461-720). Tel: (+82 31) 740-7292 Fax: (+82 31) 740-7361

Dr. Youn co-edits the conference program and proceedings and is responsible for finalizing both the congress program and the proceedings from Korea.

**CONFERENCE ADMINISTRATIVE DIRECTOR IN VIETNAM**

Dr. Phạm Hữu Hồng Thái (Vice President of the University of Finance-Marketing).

Email: [phh.thai@ufm.edu.vn](mailto:phh.thai@ufm.edu.vn)

- Address: 306 Nguyen Trong Tuyen, Ward 1, Tan Binh District, Ho Chi Minh City, Vietnam
- Tel: 08.39970940 - 39970941 Fax: 08.39971065
- C.C. Email: [trungtamthongtin@ufm.edu.vn](mailto:trungtamthongtin@ufm.edu.vn)
- Website: <http://ufm.edu.vn>

Dr. Thai will be in charge of the entire local arrangements of the congress in Vietnam. During and before the congress, the person will be in charge of providing the information about transportation, hotels and any other details of the congress. Visa related queries must also be made to the person. During the congress, the person will cooperate in making all program and local arrangement decisions and provide supervision to the Local Arrangements Committee.