



**2018 International Conference on Business and Economics
and 14th KODISA International Conference
Dubai International Academic City, Dubai, U.A.E., June 16-19, 2018**



Call for Papers

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

SECTION 1: OBJECTIVES

The 2018 International Conference on Business and Economics (ICBE2018) and the 14th KODISA International Conference will be held in Dubai International Academic City, the United Arab Emirates, 16th -19th of June 2018.

The conference is hosted jointly by the [Korea Distribution Science Association \(KODISA\)](#) in Seoul, Korea and the [MENA College of Management \(MCM\)](#) in Dubai, U.A.E.

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.

SECTION 2: HOST, VENUE AND ACCOMMODATION

About Dubai, United Arab Emirates

Dubai is located on the Eastern coast of the Arabian Peninsula, in the south west corner of the Arabian Gulf. It is extremely well known for its warm hospitality and rich cultural heritage, and the Emirati people are welcoming and generous in their approach to visitors. With year-round sunshine, intriguing deserts, beautiful beaches, luxurious hotels and shopping malls, fascinating heritage attractions and a thriving business community, Dubai receives millions of leisure and business visitors each year from around the world. The local currency is the dirham, which is pegged at AED 3.67 to 1 US dollar. Dubai is tolerant and cosmopolitan and

all visitors are welcome. However, Islam is a way of life in the city, and therefore tourists should adopt a certain level of cultural and religious sensitivity for the duration of their stay. For more information about Dubai, U.A.E. visit: <http://www.dubai.ae/en/Pages/default.aspx>

About Dubai International Academic City (DIAC)

Dubai International Academic City (DIAC) is the world's largest free zone dedicated to higher education and the pursuit of intellectual growth. DIAC was launched in April 2007 to cater to the needs of the region's growing and diverse academic community. Home to numerous regional and international colleges and universities, it serves over 24,000 students from all around the world. With more than 400 undergraduate and post-graduate programs currently offered to students, DIAC continues to expand and grow as per the needs of its robust and talented academic community. For more information about Dubai International Academic City (DIAC) visit: <http://www.diacedu.ae/>

About MENA College of Management (MCM)

MENA College of Management (MCM) is an institution of higher education located in Dubai International Academic City, licensed by the Ministry of Higher Education and Scientific Research and Dubai's Knowledge and Human Development Authority. MCM realizes the needs of the market in the MENA region and in turn offers four well- designed Bachelor programs. In addition to providing high quality higher education, MENA College of Management revels in a multicultural environment that has excellent facilities and supportive faculty members who come from various parts of the world. As a college specializing in student-centric quality higher education in the field of Management, MCM provides a high quality learning experience which equips graduates to succeed in their chosen career; encourages and supports research and its dissemination; and contributes to the socio-economic needs of the community through the provision of continuing education in the field of Management and its community engagement projects. For more information about MENA College of Management (MCM) visit: <http://www.mcm.ac.ae/>

Accommodations

Conference delegates can choose any hotel close to the conference venue (**Dubai International Academic City (DIAC)**) at their own interest and expenses.

For more information about Dubai visit: [Where to stay in Dubai](#)

SECTION 3: TRAVEL AND VISA REQUIREMENTS

- [Dubai travel and tourism](#), tours to a number of interesting sites in Dubai and [Abu Dhabi travel and tourism](#), 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.
- Requirements for obtaining a visit visa for Dubai vary depending on your nationality. GCC citizens do not require a visa to enter Dubai, and citizens of 33 other countries can get a visa on arrival in Dubai. For detailed information about visa requirements, please access to [Visas to Visit Dubai](#).

SECTION 4: PROGRAM

The conference offers keynote speeches, 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.

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To congratulate award winners and welcome all participants in the congress, a welcoming reception with a gala dinner along with an award ceremony will be held in the evening of the opening day of the conference, on the 16th of June 2018.

The cultural and tourism aspects of the conference will include opportunities to visit Dubai and Abu Dhabi tourism attractions and its suburbs, including an evening dinner cruise in Dubai, Qasr Al Sarab Desert Resort in Abu Dhabi desert oasis, and Dubai Industrial City.

SECTION 5: SCHEDULE AT A GLANCE

Saturday June 16, 2018	Sunday June 17, 2018	Monday June 18, 2018	Tuesday June 19, 2018
<p>ACADEMIC PAPER PRESENTATIONS AND SPECIAL PANELS: Parallel Academic Sessions and Special Panels 9:00--17:30</p> <p>CONFERENCE OPENING CEREMONY: 4:00 – 5:30</p> <p>DINNER (served) AWARD CEREMONY & CONGRESS RECEPTION (GALA): 18:00-22.00</p>	<p>CONGRESS TOUR1 [Full day] Visit industrial parks, cultural sites and/or tourist attractions in Dubai and its suburbs 9:00--17:30</p> <p>DINNER (served) WELCOMING DINNER: 18:00-22.00</p>	<p>CONGRESS TOUR2 [Full day] Visit industrial parks, cultural sites and/or tourist attractions in Dubai and its suburbs 9:00--17:30</p> <p>DINNER (served) FAREWELL DINNER: 18:00-22.00</p>	<p>POST CONGRESS TOURS (extra costs by participants individually)</p>

SECTION 6: SUBMISSION

All submissions and registration form are to be handled **electronically** by the conference emails:

- A.** For participants **from MENA and GCC**, please submit your papers, registration form and make a payment to MENA & Regions Sessions co-Chair Dr. Mohan Agarwal, Professor of MENA College of Management, UAE email to: mohan.agarwal@mcm.ac.ae
 - B.** For participants **from India, Pakistan, Sri Lanka and Bangladesh**, please submit your papers, registration form and make a payment to MENA and Regions Sessions co- Chair Dr. Tripati Rao, Professor of Indian Institute of Management Lucknow, India email to: dtripatirao@gmail.com
 - C.** For participants **from KODISA Korea members**, please submit your papers, registration form and make a payment to KODISA Sessions Chair Dr. Myung-Kil Youn email to: kodisajournals@daum.net
 - D.** **From around the world (except A, B and C) and all others**, please submit your papers, registration form and make a payment to Global Sessions Chair Dr. Jung Wan Lee email to: jwlee119@bu.edu
- Full papers and submission to journal publications and application for research scholarship awards must be full papers and subject to double-blind peer review. Accepted papers and award-winning papers will be published in one of international peer-reviewed and accredited journals listed in SECTION 7.

- 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, 2018**.

SECTION 7: PUBLISHING AND SCHOLARSHIP OPPORTUNITIES

All registered and accepted 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 - Social Science & Humanities (CPCI-SSH) Category since the ICBE2015 conference.**

- **Top 5%** of the accepted full papers will be recognized with **Best Paper Awards** with a certificate 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.
- **Next top 15%** of high-quality papers from the conference proceedings will be recognized with **Distinguished Research Awards** with a certificate.
- All award-winning papers will be invited to a **fast track of 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** [KCI indexed, Cabell's Directory indexed, SCOPUS indexed, under evaluation for SSCI]:
- [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.

Important: 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 (One of the authors must attend to the conference. The registration fee must be fully paid),
- 2) Submit an extended abstract or research proposal (limit 2-page length. Later, full paper in English must be submitted by May 30, 2018)
- 3) Submit a brief CV of the presenting author, including the details of work affiliation and recent three year publications (limit 2-page length).
- 4) All applications, regardless of the applicant's region or session, must be sent out directly to the conference general chair Dr. Jung Wan Lee email to: wlee119@bu.edu no later than March 1, 2018. Any application afterwards will not be honored.
- 5) **All application procedures for Best Paper Awards and research scholarship (i.e. application and full paper submission, registration form, and registration fee payment), regardless of the applicant's region or session, or group, must be directly dealing with the conference general chair Dr. Jung Wan Lee email to: jwlee119@bu.edu.**

SECTION 8: 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

ICBE Grand Award 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 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 ICBE 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

Important: To be eligible for ICBE Grand Award for Excellence with 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) The awardee would expect to deliver a keynote speech to the participants of the conference.
- 4) The awardee would expect to contribute some resources and services to the conference.
- 5) Selections will be made by the Conference Organizing Committee of the 2018 International Conference on Business and Economics (ICBE2018).
- 6) All applications, regardless of the applicant's region or session, should be sent out directly to the conference general chair Dr. Jung Wan Lee email to: jwlee119@bu.edu no later than **March 1, 2018**. Any application afterwards will not be honored.
- 7) **All application procedures for ICBE Grand Award for Excellence (i.e. application submission, registration form, financial contribution, and registration fee payment), regardless of the applicant's region or session, must be directly dealing with the conference general chair Dr. Jung Wan Lee email to: jwlee119@bu.edu.**

SECTION 9: REGISTRATION AND FEE

The due date for conference registration and paper submission is **May 30, 2018**.

- The **regular registration fee is US\$450 per person**. The **special registration rate** for delegates from program partner institutions, special guests, students, spouse, or accompanied person (if attend the conference program) is **US\$250 per person**.
- The registration fee includes all access to conference concurrent sessions, conference special workshops, conference receptions, all coffee breaks, a hard copy of the conference program, and a hard 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, paid 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, respectively 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 before the conference event.
- **The ICBE Conference Organizing Committee, Korea Distribution Science Association (KODISA) and the Conference Host are not-for-profit organizations. As such, we do not provide any funding for travel, accommodation, or conference attendance. Such requests will not be responded to. The Committee and the Host 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.**

SECTION 10: IMPORTANT DATES AND CONTACTS

- **Full papers, work-in-progress papers, research notes, short communications and registration form** must be submitted to the conference emails below **no later than May 30, 2018**.
 - A. For participants from **MENA and GCC**, please submit your papers, registration form and make a payment to MENA & Regions Sessions co-Chair Dr. Mohan Agarwal, Professor of MENA College of Management, UAE email to: mohan.agarwal@mcm.ac.ae
 - B. For participants from **India, Pakistan, Sri Lanka and Bangladesh**, please submit your papers, registration form and make a payment to MENA and Regions Sessions co- Chair Dr. Tripati Rao, Professor of Indian Institute of Management Lucknow, India email to: dtripatirao@gmail.com
 - C. For participants **from KODISA Korea members**, please submit your papers, registration form and make a payment to KODISA Sessions Chair Dr. Myung-Kil Youn email to: kodisajournals@daum.net
 - D. **From around the world (except A, B and C) and all others**, please submit your papers, registration form and make a payment to Global Sessions Chair Dr. Jung Wan Lee email to: jwlee119@bu.edu
- **Best Paper Awards and Research Scholarship applications, regardless of the applicant's region or session**, must be submitted directly to the conference general chair Dr. Jung Wan Lee email to: jwlee119@bu.edu no later than **March 1, 2018**.
- **ICBE Grand Award for Excellence applications, regardless of the applicant's region or session**, must be submitted directly to the conference general chair Dr. Jung Wan Lee email to: jwlee119@bu.edu no later than **March 1, 2018**.

SECTION 11: CONFERENCE TRACKS AND TOPICS

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

Special Sessions:

- ***International Education and Institutions and Sustainable Development***
- ***Science, Technology and Innovation for Sustainable Development***

Concurrent Sessions:

<ul style="list-style-type: none"> • Accounting and Finance • Agricultural Economics 	<ul style="list-style-type: none"> • Communication Strategy • Consumer Behavior 	<ul style="list-style-type: none"> • Technological Innovation • Entrepreneurship
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<ul style="list-style-type: none"> • Business Environment • Financial Markets • General Management • International Business • International Economics • International Trade • Human Resource Management • Knowledge Management • Healthcare Management • Hospitality Management • Tourism • Business Policy and Strategy • Corporate Social Responsibility 	<ul style="list-style-type: none"> • Distribution & Information Technology • Distribution & Marketing • Distribution Economics • Distribution Management • Merchandising & Procurement • Retailing & Franchising • Fashion Marketing • Marketing Promotion • Marketing Management • Cross-cultural Marketing • Direct Marketing • Online Marketing 	<ul style="list-style-type: none"> • Internet and E-Business • Technology Management • Decision Sciences • Information Technology • Strategic Management • Logistics • Supply Chain Management • Operations Management • Quality and Productivity • Small and Medium Enterprise Management • Sustainable Development • Sustainability
<ul style="list-style-type: none"> • Others 		

SECTION 12: INSTRUCTIONS FOR SUBMISSION (AUTHOR GUIDES)

All submissions must adhere to the following guidelines:

- **Full papers** must be submitted with **two files**: a title page file (listing all authors, their affiliations, addresses, telephone/fax numbers and e-mail addresses) and a manuscript file (without authors information, but including title, abstract, JEL codes, main text, references). It is about 6000-7000 words long. Full papers will be subjected to the blind peer review. For papers with multiple authors, indicate the author with whom we should correspond.
- **Work-in-progress papers, Research notes, Short communication articles, and Case studies** must be submitted with **one file** including the author(s) information, title, abstract, JEL codes, main text, and references). The paper should not exceed 5 pages with single-spaced. It is about 3000-4000 words long. These submissions are 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.
- 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, complying with APA style. Manuscripts that do not conform to the publication guidelines will not be published.
- Each registered author is entitled to have **a maximum of three papers** included in the conference proceedings.

SECTION 13: CONFERENCE ORGANIZING COMMITTEE

CONFERENCE CHAIR

- Dr. Jung Wan Lee, Professor of Boston University, U.S.A.

CONFERENCE CO-CHAIRS

- Dr. Abdel Moneim Ahmed, President of MENA College of Management, U.A.E.
- Dr. Mohamed Abdullah, Managing Director of Dubai Knowledge Park and Dubai International Academic City, U.A.E.
- Dr. Myoung-Kil Youn, President of Korea Distribution Science Association, Korea

CONFERENCE PROCEEDINGS CO-EDITORS

- Dr. Mohan Lal Agarwal, Professor of MENA College of Management, U.A.E.
- Dr. D. Tripathi Rao, Professor of Indian Institute of Management Lucknow, India
- Dr. Myoung-Kil Youn, President of Korea Distribution Science Association, Korea

CONFERENCE PROGRAM CO-CHAIRS

- Dr. Mohan Lal Agarwal, Professor of MENA College of Management, U.A.E.
- Dr. D. Tripathi Rao, Professor of Indian Institute of Management Lucknow, India
- Dr. Pham, Huu Hong Thai, Vice President of University of Finance-Marketing, Vietnam
- Dr. Satybaldin, Azimkhan A., Director of the Institute of Economics under the Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan
- Dr. Mutanov, Galym M., Rector of Al-Farabi Kazakh National University, Kazakhstan
- Dr. Tao Lv, President of Shandong University of Political Science and Law, China
- Dr. Sang-Youn Lee, Chairman of East Asia Business and Economy Association, Korea
- Dr. Chul-Ju Park, Chairman of International Convergence Management Association, Korea
- Dr. Jong Ho Lee, Editor-in-Chief of the International Journal of Industrial Distribution & Business (IJIDB), Korea

CONFERENCE SPONSORS

- The Ministry of Higher Education and Scientific Research (MOHESR) of the United Arab Emirates.
- The National Research Foundation (NRF) of the Republic of Korea

SECTION 14: CONFERENCE ADMINISTRATION AND SESSIONS DIRECTORS

CONFERENCE GENERAL CHAIR

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

E-mail: 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 ADMINISTRATIVE DIRECTOR IN KOREA (KODISA ONLY)

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

E-mail: 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 U.A.E.

Dr. Mohan Lal Agarwal (Professor of MENA College of Management, U.A.E.)

- Email: mohan.agarwal@mcm.ac.ae
- Address: Dubai International Academic City, Block 10, 5th Floor P.O. Box 430470 Dubai, U.A.E.
- Telephone: +971 4 4429180
- Website: <http://www.mcm.ac.ae/>

Dr. Agarwal will be in charge of the entire local arrangements of the congress in Dubai, U.A.E. During and before the congress, Dr. Agarwal 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.