



SHANDONG UNIVERSITY OF
POLITICAL SCIENCE AND LAW

**2018 International Conference on Business and Economics
and 14th KODISA International Conference
Seoul National University, Seoul, KOREA, June 25-27, 2018**



Call for Papers

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

SECTION 1: OBJECTIVES

The summer 2018 International Conference on Business and Economics (ICBE2018) and the 14th KODISA International Conference will be held in Seoul National University, Seoul, South Korea, 25th – 27th June 2018.

The conference is hosted jointly by the [Korea Distribution Science Association \(KODISA\)](#) and [Shandong University of Political Science and Law \(SUPL\)](#), China.

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: VENUE AND ACCOMMODATION

The conference venue is [Seoul National University Hoam Faculty House](#) in Seoul, South Korea. With its excellent location, it is just a short distance from the city center and close to most of the city amenities.

- The conference venue is [Seoul National University Hoam Faculty House](#) in Seoul, Korea.
- The conference hotel for all international participants is [NOVOTEL Ambassador Seoul Yongsan Hotel](#).
- ***Transportation from the hotel to the conference venue and vice versa will be provided by the conference host for the conference day.

- The conference delegates can choose any hotel close to the conference venue at their own interest and expenses.
- [NOVOTEL Ambassador Seoul Yongsan Hotel](#) offers a special promotional rate for ICBE2018 delegates. Please book directly at your own interest at NOVOTEL Yongsan to MICE Sales Manager Amy CHO, e-mail: Amy.CHO@accor.com.
- For further information about accommodations in Seoul, Korea, please access to [Visit Seoul Tour Information Center](#)

SECTION 3: TRAVEL AND VISA REQUIREMENTS

Seoul city tours, tours to a number of interesting sites in Seoul and in the vicinity, 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 [Visit Korea Visa and Customs Information Center](#)

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.

To congratulate award winners and welcome all participants in the congress, a welcoming reception with a dinner along with an award ceremony will be held in the evening of the opening day of the conference, **26th June 2018**.

SECTION 5: SCHEDULE AT A GLANCE

Monday June 25, 2018	Tuesday June 26, 2018	Wednesday June 27, 2018
<p>PRE-CONGRESS TOURS (extra costs by participants individually)</p> <p>* Greet and Meets International Night 18:00 – 20:00</p>	<p>ACADEMIC PAPER PRESENTATIONS AND SPECIAL PANELS: Parallel Academic Sessions and Special Panels 9:00--17:00</p> <p>CONFERENCE OPENING CEREMONY & AWARD CEREMONY 17:00–18:00</p> <p>DINNER (served) CONGRESS RECEPTION: 18:00-21.00</p>	<p>CONGRESS TOUR [Full day] Visit parks, cultural sites and/or tourist attractions in Seoul or in the vicinity of 9:00--17:00</p> <p>CONFERENCE END 18:00</p>

* The place and time will be announced later.

SECTION 6: SUBMISSION

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

- A.** For participants **from KODISA Korea members and SUPL delegates**, please submit your papers, registration form and make a payment to KODISA Sessions Chair Dr. Myung-Kil Youn email to: kodisajournals@daum.net
- B. From around the world (except A) 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, DOAJ indexed, under evaluation for SSCI]:
- [Journal of Distribution Science \(ISSN 1738-3110\)](#) SCOPUS
- [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 \(ISSN 2288-4637\)](#) SCOPUS
- 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. The Research Scholarship will be applicable **only for the Regular registration**).
- 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:

jwlee119@bu.edu no later than April 25, 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 (The Recipient must attend to the conference. The registration fee must be fully paid. The Grand Award will be applicable **only for the Regular registration.**) ***Per for the ICBE Grand Award for Excellence, University's top management, executive leadership and/or industry leaders are likely nominated and awarded for the Grand Awards for Excellence, for example, President of the host organization, Governor or Mayor of the host city/province, and great leaders in regional, national and international business and education.***
- 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 April 25, 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 KODISA Korea members and SUPL delegates**, please submit your papers, registration form and make a payment to KODISA Sessions Chair Dr. Myung-Kil Youn email to: kodisajournals@daum.net
 - B. **From around the world (except A) 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

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:

- ***Science, Technology and Innovation for Sustainable Development***

Concurrent Sessions:

**SUMMER 2018 INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMICS (ICBE2018)
SEOUL NATIONAL UNIVERSITY, SEOUL, SOUTH KOREA, JUNE 25-27, 2018**

<ul style="list-style-type: none"> • Accounting and Finance • Agricultural Economics • 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"> • Communication Strategy • Consumer Behavior • 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"> • Technological Innovation • Entrepreneurship • 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

- Jung Wan Lee, Professor of Boston University, USA

CONFERENCE PROGRAM CO-CHAIRS

- Jung Wan Lee, Boston University, USA
- Lv Tao, Shandong University of Political Science and Law, China
- Myoung-Kil Youn, Eulji University, Korea

CONFERENCE PROCEEDINGS CO-EDITORS

- Jung Wan Lee, Boston University, USA
- Dong-Ho Kim, SUNY Empire State College, USA
- Myoung-Kil Youn, Eulji University, Korea

CONFERENCE SPONSORS

- The National Research Foundation (NRF) of the Republic of Korea
- KODISA Scholarship Foundation, Korea

CONFERENCE ADMINISTRATIVE DIRECTORS

- Myoung-Kil Youn, Eulji University, Korea
- Shuai Su, Shandong University of Political Science and Law, China

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

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

FOR FURTHER INFORMATION

Conference Chair

Jung-Wan Lee (Boston University, USA). E-mail: jwlee119@bu.edu

Managing Director of KODISA

Myoung-Kil Youn (Eulji University, Korea). E-mail: kodisajournals@daum.net

Assistant Director of KODISA

Shuai Su (Shandong University of Political Science and Law, China). E-mail:

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