



Call for Papers

2021 Management Concept and Application Conference: Asian Business Management under Macroeconomic Uncertainty

【Background】

To promote interactions among management scholars in the Asia-Pacific region and around the world, the *NTU Management Review* and *Sun Yat-Sen Management Review*, invite you to attend the 2021 Management Concept and Application Conference: Asian Business Management under Macroeconomic Uncertainty. The conference aims to provide an academic forum for scholars to exchange research ideas and to offer suggestions for current and emerging issues regarding the development of Asia-Pacific firms and institutions.

【Conference Dates】

Dates: April 3rd & 4th, 2021

*Please noted that each participant is responsible for the full cost of his/her attendance to the conference, including all necessary transportation, accommodation, and registration.

【Conference Venue】

College of Management, National Sun Yat-sen University (NSYSU)

College's website: <https://rpb69.nsysu.edu.tw/>

Google Map: <https://goo.gl/maps/TqMEhVFawhxpW9ok8>

【Important Dates】

Submission Deadline: **January 8th, 2021**

Acceptance Notification Date: **January 15th, 2021**

Registration and Fee Payment Deadline: **January 20th, 2021**

(We sincerely invite overseas scholars who are unable to travel for the conference to present virtually.)

With the rise of Asia-Pacific markets in the global economy over the past decades as well as the emergence of multinationals in the Asia-Pacific, the 2021 Management Concept and Application Conference: Asian Business Management under Macroeconomic Uncertainty will focus on management-related issues from Asia-Pacific perspectives, aiming to facilitate discussions on concepts and practices in various research fields such as accounting, finance, organizational behavior, human resources management, marketing, information management, e-commerce, production and operations management, and corporate strategy. We welcome original research

papers that can bring insights to and shed light on management theories and practices. We also encourage qualitative, analytical, and empirical studies that depict and interpret up-to-date management practices.

Major topics of interest include, but are not limited to the following:

- Auditing Practices and Quality in Asia-Pacific
- B2B Marketing in Asia-Pacific
- Consumer Behavior and the Pandemic
- Corporate Finance in Asia-Pacific
- Corporate Governance in Asia-Pacific
- Corporate Social Responsibility
- Creating and Capturing Value Through Strategies and Innovations
- Design Innovation and Information Systems
- Digital Platform, Social Media, Big Data and Marketing Analytics
- Emerging Topics in Operations Management (OM)
- Exchange Platform in the New Era
- Financial Reporting Quality and Practices in Asia-Pacific
- Human Resources Management in Asia-Pacific
- Information Systems and Operations Management (OM)
- Investment in Asia-Pacific
- Management Accounting and Controls of Companies in Asia-Pacific
- Managing Risks in Value Networks
- Marketing Innovations and New Product Development
- New Concepts and Theories of Organizational Behavior relating to Asia-Pacific Markets
- New Services and Brand Marketing Trends in Asia-Pacific
- Service Operations in Asia-Pacific
- Small and Medium Enterprise (SME) Management
- Strategies and Innovations from Asia-Pacific Perspectives
- Supply Chain Management in Asia-Pacific
- The Evolution of Accounting Information Environment in Asia-Pacific
- Trends and Challenges in Labor Development in Asia-Pacific Markets

【Committee】 (In Alphabetical Order)

- **Bao-Lian Chen**, Professor, Institute of Human Resource Management, National Sun Yat-sen University
- **Wu-Chun Chi**, Professor, Department of Accounting, National Chengchi University
- **David Ming-Huang Chiang**, Professor, Department of Business Administration, National Taiwan University
- **Jack Shih-Chieh Hsu**, Professor, Department of Information Management, National Sun Yat-sen University
- **Heng-Chiang Huang**, Professor, Department of International Business, National Taiwan University
- **Chia-Wei Kuo**, Professor, Department of Business Administration, National Taiwan University
- **Yung-Chih Lien**, Professor, Department of International Business, National Taiwan University
- **Hao-Chieh Lin**, Professor, Department of Business Management, National Sun Yat-sen University
- **Hsiou-Wei Lin**, Professor, Department of International Business, National Taiwan University
- **Chou-Wen Wang**, Professor, Department of Finance, National Sun Yat-sen University

【Submission】

1. Please submit your full-length original manuscripts in the following format: PDF file, 12-point

font size and 1.5 line spacing (throughout the abstract, full text, reference, appendix, tables, and/or illustration).

2. Please make your manuscripts anonymous.
3. We welcome submissions in either English or Chinese.
4. The pages are limited among 15 to 55 pages.

The conference is also featured by:

One Banquet at Sunset Beach Resort (西子灣沙灘會館)<http://www.seasbay.com.tw/feast/>

Concurrent paper presentation sessions

Two luncheons and Coffee breaks

Subsidy in the amount of NTD2,000 on accommodation by the conference

【Best Paper Award】

One paper will be selected for this award with a prize of NTD24,000 (USD800). The recipient is obligated to submit the award-winning paper to *NTU Management Review* or *Sun Yat-Sen Management Review* following our recommendation.

【Excellent Paper Award】

Three papers will be selected for this award with each receiving a prize of NTD12,000 (USD400). The recipients are obligated to submit their award-winning papers to *NTU Management Review* or *Sun Yat-Sen Management Review* following our recommendation.

【Editor's Choice Award】

Ten papers will be selected for this award with each receiving a prize of NTD7,500 (USD250). The recipients are obligated to submit their award-winning papers to *NTU Management Review* or *Sun Yat-Sen Management Review* following our recommendation.

【Registration】

- Registration Fee: NTD4,000
- Payment Method: Visa/MasterCard
- Registration and Fee Payment Deadline: January 20th, 2021
- Registration Website: <https://mcac2021.conf.tw>
- Conference Package Includes: concurrent sessions, two luncheons and coffee breaks
- Subsidy in the amount of NTD2,000 on accommodation by the conference

【Contact Us】

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