

Call for Papers

**7th International Conference organized by
Asian Centre for Branding & Marketing (ACBM)
The Hong Kong Polytechnic University**

***‘Branding and Marketing in a Global Marketplace –
An Asian Perspective’***

18 Nov, 2013 (Mon)

Senate Room, M1603, Li Ka Shing Tower
The Hong Kong Polytechnic University

Submission Deadline: 14 Oct, 2013

Email: msacbm@polyu.edu.hk

Conference Information & Registration:

<http://www.polyu.edu.hk/mm/acbm/en/events/upcoming.html>



CALL FOR PAPERS

‘Branding and Marketing in a Global Marketplace – An Asian Perspective’

7th International Conference organized by Asian Centre for Branding & Marketing (ACBM), at The Hong Kong Polytechnic University, Hong Kong (18th Nov, 2013)

Introduction

We live in exciting times, as the continued trend towards globalization changes the global business landscape by not only making the global markets more competitive but also offering new opportunities to the consumers and marketers from the emerging markets, especially in Asia. These changes are forcing companies from the emerging markets in Asia and elsewhere to explore and experiment with innovative ways to create a competitive advantage in the global marketplace. In such a dynamic business environment, it is important for both academics and managers to understand how these companies conceptualize, develop and implement their marketing strategies, including new products and services, advertising and communication, branding, sales and distribution channels, pricing and sales promotions etc. Besides these regular issues, business ethics and corporate social responsibility are also acquiring major importance in marketing-related decision making around the world.

In view of the above, we thought it would be appropriate to have ‘**Branding and Marketing in a Global Marketplace – An Asian Perspective**’ as the theme for the 7th International Research Conference/Symposium, to be organized by the Asian Centre for Branding and Marketing (ACBM) formerly known as the Asian Centre for Brand Management. We welcome both conceptual articles and empirical research papers that address the conference theme of branding and marketing in the global marketplace with new theoretical insights and managerial implications. We encourage scholars from all over the world to share their ideas and findings, especially from emerging markets in Asia and elsewhere.

Conference Schedule

This conference will be organized on 18th Nov (Monday) at The Hong Kong Polytechnic University (PolyU) campus. We plan to kick-off the event with a keynote address by Prof Gerald Gorn, Chair Professor in the Department of Management and Marketing at PolyU, and a renowned marketing academic. Next, we will have several parallel sessions before and after lunch, focusing on specific topics such as B2B marketing, consumer behavior, ethics in marketing, marketing in China, services marketing, strategic marketing, emerging economies and retailing. At the end of parallel sessions, we will have a plenary session, to be addressed by Ms. Viveca Chan, a leading advertising and branding professional from Hong Kong marketing community with wide experience across Asia-pacific region. We will end the conference with a reception in the evening at our very own Hotel ICON, near PolyU campus.

Conference Tracks & Track-Chairs

We plan to have the following eight tracks, each chaired by a couple of faculty members in the Department of Management and Marketing at The Hong Kong Polytechnic University, the home of the Asian Centre for Branding & Marketing (ACBM). Please submit your papers

to only one track and mention the name of the track clearly on the first page of your paper as well as in the subject header of your submission email.

1. B2B Marketing (Track Chairs – Dr. Flora Gu & Dr. Xubing Zhang)
2. Consumer Behavior (Track Chairs – Dr. Yuwei Jiang & Dr. Lingjing Zhan)
3. Marketing in China (Track Chairs – Dr. Sherriff Luk & Dr. Susan Tai)
4. Ethics in Marketing (Track Chairs – Dr. Ricky Chan & Dr. Y.H. Wong)
5. Services Marketing (Track Chairs – Dr. Kimmy Chan & Dr. Jackie Tam)
6. Strategic Marketing (Track Chairs – Prof Namwoon Kim & Dr. Minchung Kim)
7. Emerging Markets (Track Chairs – Dr. Thomas Leung & Dr. Ivy Chen)
8. Retailing (Track Chairs – Dr. Alison Lloyd & Dr. Leslie Yip)

Submission Guidelines

You may submit a full paper (20 pages, A4-size, double-spaced, including figures, tables and references) OR an extended abstract (3-4 pages, A4-size, single-spaced, with no figures or tables and only key references) via email to msacbm@polyu.edu.hk by 14 Oct (Mon). We will announce the results by 21 Oct 2013 and release the final schedule by 28 Oct 2013.

(Note: Please submit your papers to only one track and mention the name of the track clearly on the first page of your paper as well as in the subject header of your submission email.).

Important Dates

Issue of call for papers:	26 Aug 2013 (Mon)
Last date for submissions:	14 Oct 2013 (Mon)
Announcement of results:	21 Oct 2013 (Mon)
Release of final schedule:	28 Oct 2013 (Mon)

Registration & Conference Expenses

Please note that there is no registration fees for this conference but you will have to make your own arrangements for lodging and boarding in Hong Kong if you are coming from overseas. **(Note:** Do let us know if you need any help to find or book your hotel etc.)

RSVP

Dr. Piyush Sharma, Director (ACBM)

Email: msacbm@polyu.edu.hk

Ms. Cheriann Wong, Project Assistant

Phone: (852) 2766 4671

Dr. John Coombes, Research Fellow

Fax: (852) 2311 4129