

Call for Papers - ICBM2014

International Conference on Business and Management

June 17 - 19, 2014

Taipei, Taiwan

<http://icbm2014.gm.ntpu.edu.tw>

Organized by: Electronic Business Research Center (EBRC), College of Business, National Taipei University

Sponsored by: National Taipei University
College of Business

The 2014 International Conference on Business and Management (ICBM2014) will be held on June 17-19, 2014, in Taipei, Taiwan. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on business and management study.

The upcoming ICBM2014 proceedings covers, but not limited to the following areas:

Track 1: Accountancy and Auditing

Accounting
Auditing
Performance Management
Risk Management
Small and Medium Enterprise Accounting and IT Issue

Track 2: Banking and Finance

Finance and Investment
Public and Nonprofit
Public Economics and Finance
Public Responsibility and Ethics

Track 3: Consumer Behavior

Attitude formation and change
Brand commitment/attachment
Consumer information processing
Consumer media choice and behavior
Individual, Social and Cultural Variables Influencing Reactions to Communications
Information search - Learning
Involvement
Motivation to Process Ads

Track 4: Electronic Commerce and Internet Marketing

E-Commerce
E-Commerce Practice, Management and Strategy
E-Commerce Policy, Standards, Regulations, and Legal Issues
E-Commerce Economics and Development Trend
M-Commerce
Social Computing

Track 5: Global Business Management

International Business
International Economics
International Finance
International Management
International Marketing
International Relations and Collaborations

Track 6: Human Resource and Organization Behavior

Human Resources
Human Resource Management
Organizational Behavior & Theory
Organizational Communication
Organizational Psychology
Stress Management

Track 7: Industrial Engineering, Operational Management, and Supply Chain

Approaches and Models of Industry Analysis
Engineering Related to Business
Manufacturing Engineering
Operations Management
Operations Research
Supply Chain Management

Track 8: Information System Management

Business Intelligence
Case Studies in IS Field
Computers and Education
Data Mining and Data Warehousing
E-Learning and Distance Learning
Healthcare Information Management
Information and Communication Systems
Knowledge Management

Track 9: Leisure and hospitality industry management

Best Practices of Hospitality and Tourism Marketing
Cultural Impacts of Tourism
Hospitality Management
Lifestyle Services and Responses Tourism
Tourism Management, Policy and Development

Track 10: Marketing

Buyer Behavior and Customer Relation Management
Competitive Advantage of Marketing Management
Market Structure and Pricing
Marketing Research and Strategy
Marketing Strategy and Communications
Marketing Theory and Applications
New Product, Promotion and Service Marketing
Pricing and Branding Management

Track 11: Sport and Exercise Industry Management

Sports Economy
Sports Management
Sports Media
Sports Psychology
Sports Technology Innovation Research
The Club of Professional Sports Management

Track 12: Statistics and Decision Science

Business Statistics
Computational Statistics
Mathematical Modeling in Social Science
Simulation
Social Statistics
Statistical Mechanics/Modelling
System Dynamics
Systems Theory

Track 13: Strategic Management

Approaches and Models of Strategic Management
Approaches to Evaluating Competitive Intelligence
Blue Ocean Strategy
Challenges to Strategic Management
Strategizing Activities and Practice
The Strategic Audit

Track 14: Technology and Innovation Management

Disruptive Technology
Information Technology and Tools to Support Innovation
Innovation, Technology and Society
Innovation and Technology Management
Media and Communications, Technology

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