

# 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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