

2015 GLOBAL BUSINESS RESEARCH CONFERENCE



CALL FOR PARTICIPATION

MAY 22-24
2015

HONG KONG

Organizers:



2015 Global Business Research Conference

CONFERENCE THEME:

THE ROLE OF ENGAGED MANAGEMENT IN GLOBAL BUSINESS

www.aba-web.com/conferences/gbrc2015.html

Global Business Research Conference will be held from May 22-24, 2015 in Hong Kong. We hope to foster stronger connections between business practice and academia. We will invite academic scholars to come and present their own research on the topics, and consider how the findings might improve the performance of real organizations. The Conference thus aims to address and bridge the gaps between academic research and the practical execution in the Business World.

We cordially invite all interested participants to submit abstract(s) or paper(s) to be featured at the Conference. In addition, attendees without submission are also welcomed warmly.

WHO SHOULD ATTEND

- University Professors and Doctoral Students in Business field
- Managers and Directors in Business
- Anyone who is interested in Business

CONFERENCE CHAIRS



Dr. WU, Weiping

Hong Kong Baptist University, School of Business

Associate Professor, Department of Marketing

Director, DBA

Email: tigerwu@hkbu.edu.hk



Prof. SHI, Zhuomin

Sun Yat-sen University, Business School

Professor, Department of Marketing

Email: mnsszm@mail.sysu.edu.cn

KEYNOTE SPEAKERS



Mr. CHEUNG Wah Keung Jacky

Chairman of Board, Shinhint Acoustic Link Holdings Limited

Independent Non-Executive Director, Harmonic Strait Financial Holdings Limited



Dr. WU, Weiping

Hong Kong Baptist University, School of Business

Associate Professor, Department of Marketing

Director, DBA



Ms Emilia GALLO

Managing Director and founder of Excel Global Consulting Limited



Dr. Xu Xin

The Hong Kong Polytechnic University, Faculty of Business

Associate Professor, Department of Management & Marketing

TOPICS

Scholars are encouraged to present papers addressing the following topics and exchange ideas with each other during the Paper Presentation Session. If you are interested in initiating another track, please contact us at conference@aba-web.com and we welcome research papers on all aspects of business.

1. Organizational Behavior and Human Resources Management

Track Chair: Dr. Huo Yuanyuan, Hong Kong Baptist University

Email: yoyohuo@hkbu.edu.hk

This track addresses the challenges associated with managing people in organizations. We invite submissions from the fields of organizational behavior and human resources management, including motivation, leadership behavior, task performance, decision-making, recruitment and selection systems, collection and validation of employee demographic data, job classification techniques, compensation, and issues in performance appraisal systems, etc. Papers that can challenge the prevailing theoretical perspectives in these areas are particularly welcome.

2. International Marketing: Culture and consumer psychology

Track Chair: Dr. CHAN Fong Yee Fanny, Hang Seng Management College

Email: fannychan@hsmc.edu.hk

3. International business & global marketing

Track Chair: Dr. LI Dongmei, Hang Seng Management College

Email: dongmeili@hsmc.edu.hk

4. Customer Satisfaction and Loyalty

Track Chair: Dr KWONG Ka Kei Kenneth, Hang Seng Management College

Email: kennethkwong@hsmc.edu.hk

PAPER SUBMISSION

To submit your paper, please email to conference@aba-web.com or 2015gbrc@gmail.com. Accepted abstracts and papers are eligible for presentation after receiving full registration fee from the presenter.

We accept abstracts and papers in either English or Chinese. All accepted papers will be published by ABA, and submitted for **CPCI-SSH (ISSHP) indexing**. Excellent papers will be selected and recommended to be published in excellent English Journals.

Within one week of receiving your proposal, abstract or full paper, it will be reviewed for appropriateness for the conference and you will be notified of acceptance or rejection. If accepted, additional conference and registration-specific information will be included.

IMPORTANT DATES

Abstract & Paper submission due:	May 10, 2015
Conference Date:	May 22-24, 2015

REGISTRATION

1. Early Bird Fee (until April. 5th 2015):
 - Full Paper: \$300 USD
 - Abstracts: \$285 USD
 - Attendance only: \$260 USD
2. Normal Fee:
 - Full Paper: \$400 USD
 - Abstracts: \$380 USD
 - Attendance only: \$350 USD
3. Student discount (for postgraduate or undergraduate)
 - Full Paper: \$200 USD
 - Abstracts: \$190 USD
 - Attendance only: \$175 USD

Please fill in the registration form and send the filled form named by "University + name" to conference@aba-web.com or 2015gbrc@gmail.com.

For the online payment, please visit our website www.aba-web.com/conferences/gbrc2015.html for your further action.

VENUE

The conference will be held on campus at the Hong Kong Baptist University. Detailed information will be available on the conference website soon.

CONTACT

- Website: www.aba-web.com/conferences/gbrc2015.html

- Email: conference@aba-web.com or 2015gbrc@gmail.com
- Wechat: joinABA



ABOUT HONG KONG

Situated on China's south coast and, enclosed by the Pearl River Delta and South China Sea, Hong Kong is known for its expansive skyline and deep natural harbor. As a destination, Hong Kong offers travelers the opportunity to experience a vibrant living culture featuring a unique blend of East and West.

Instilled with the exciting duality of a modern city's vitality enhanced by a traditional society's historical richness and colour, the cultural fusion and diversity of the city is evident in everything from its shopping, dining, arts, history, entertainment, nightlife, festivals and events. Hong Kong is also blessed with a striking natural beauty, from its iconic harbor to the stunning mountain views, idyllic islands and serene beaches of its great outdoors.



DINING

Famed with the name of 'Food paradise', there are more than 11,000 restaurants in the city. From local Chinese cuisine to British cuisine, from low priced stalls to Michelin-awarded restaurants, you can certainly find your favorite ones.



SIGHTSEEING TOURS

1. Peak and Stanley Tour (HK\$325.00 per person)

Duration: 5 hours – Daily morning operations



The tour begins with a visit to Stanley Market - the perfect place to buy something special for friends or relatives. The historic lanes in this old fishing village are overflowing with vendors selling classic Chinese artwork, silk collectibles and curios, as well as large-sized clothing.

Take a scenic ride along the relaxing southern shore to Repulse Bay – the Mecca for the swimmers in summer. Continue to Aberdeen Fishing Village where we offer you an optional sampan ride in the typhoon shelter to glimpse the life of traditional fishermen living in floating homes. The last stop is one of the most popular attractions in Hong Kong, the Peak. Stroll around Victoria Peak on this leisurely circuit to enjoy stunning views of the surrounding city skyline, the world-famous Victoria Harbour and Kowloon, towering skyscrapers, and gain a sense of Hong Kong's rich colonial heritage.

2. Ngong Ping 360 & Lantau Highlights with Lunch (HK\$700.00 per person)

A journey of enlightenment to soothe your soul and broaden your mind can be found on Lantau Island. The tour begins with a cable-car ride climbing 5.7 km from Tung Chung, up the mountains to the delightful Chinese village of Ngong Ping. Here you can visit one of Hong Kong's main attractions, the PoLin Monastery where you can see the world's tallest outdoor-seated bronze statue of the Buddha. The tour concludes with a vegetarian lunch and a visit to the Tai O fishing village before returning downtown.



3. One-day Macau Tour with lunch (HK\$900.00 per person)

Just a 45 minutes jetfoil ride apart, the two cities of Macau and Hong Kong offer visitors a fascinating contrast in styles. Macau was the oldest Portuguese settlement in the Far East. Today Macau is a Special Administrative Region of People's Republic of China, and like Hong Kong, benefits from the principle of "one country, two systems". It is filled with its own unique character and style. Tour highlights include visits to the 600 year-old Goddess of Mercy Temple, the historical Barrier Gate between Macau and Mainland China, the Ruins of Sao Paulo, San Ma Lo, and Penha Hill. Lunch will be provided at one of the many exquisite Macanese cuisine restaurants. Try your luck in the casinos before returning to Hong Kong.



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Asian Business Association (ABA) has built an internationally high-level communication platform about Asian business among academia, business and governments. We have personal and institutional members. Following the principle of voluntary and freedom, individual scholars or institutions who are interested in ABA can apply for membership. We will strive to provide the latest information and business opportunities for members; put efforts into improving cooperation among members; promote communication among members through a series of activities, such as academic conferences, training courses, ABA forum, exchange programs, etc.