## Global Business Research Conference 2015 (Times New Roman 16 points, bold, centered)

***Author, Corresponding Author***

***Department1, Institution1, City1***

***Corresponding Author Email：cscb@sibs.ac.cn(Times New Roman 12 points, centered, Italics)***

**ABSTRACT**

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.

***Keywords****:* Business, Management… (Times New Roman 12 points)

# 1. Introduction

Headings for sections and subsections of a paper should be numbered consecutively using Arabic numbers: e.g. 1, 1.1, 1.1.1

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# References

1. Buil I, Martínez E, de Chernatony L. The influence of brand equity on consumer responses [J]. Journal of Consumer Marketing, 2013, 30(1), p.62-74.

2. Cleeren K, Dekimpe M G, Helsen K. Weathering product-harm crises [J]. Journal of the Academy of Marketing Science, 2008, 36(2): p. 262-270.

**2015全球商业研究会议（16字中文：宋体**

**加粗居中）**

*作者1*

*单位1. XXX，所在城市*

*\*通讯作者Email：cscb@sibs.ac.cn（小四号字，宋体，斜体）*

**摘要**

。本次会议是由香港浸会大学和亚洲商业协会主办。会议主题是“经营管理在全球商业中的角色”.世界各地的学者及业界人士将应邀分享与讨论全球商业研究的最新进展。会议包括DBA论坛、论文交流、主旨演讲等专题。此次会议旨在促进学界、业界人士在各方面的交流。欢迎各界人士报名参加。（摘要正文；12号字体；中文，单倍行距）

 **关键词**：GBRC；商业研究；学术会议……

1. **引言**

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2. **研究方法**

**参考文献**

1. Buil I, Martínez E, de Chernatony L. The influence of brand equity on consumer responses [J]. Journal of Consumer Marketing, 2013, 30(1), p.62-74.

2. Cleeren K, Dekimpe M G, Helsen K. Weathering product-harm crises [J]. Journal of the Academy of Marketing Science, 2008, 36(2): p. 262-270.