

ICMM 2020 CALL FOR PAPERS

The 1st International Conference on Management and Marketing 2020 (ICMM 2020) will be held at the University of Economics Ho Chi Minh City, Vietnam, from 15th to 16th December 2020. The conference will consist of:

- the main Conference day with “Meeting Editor Session” (15th December), and
- an optional day of networking Culture Mekong Delta tour organized for registered participants only (16th December).

* Editors:

- Prof. Pei-Chun Lin – National Taiwan University (Taiwan) – Editor, *Asia Pacific Management Review*;
- Assoc. Prof. Ngo Viet Liem – University of New South Wales (Australia) – Editor, *Australasian Marketing Journal*;
- Prof. Julian Ming-Sung-Chen – National Central University (Taiwan) – Asian Editor, *Journal of Business and Industrial Marketing*;
- Prof. Su Dinh Thanh – University of Economics Ho Chi Minh City (Vietnam) – Editor, *Journal of Asian Business and Economic Studies (UEH)*.

We invite submission of papers on all topics related to Management and Marketing for the main conference e-proceedings. All papers will be undergone a peer-review process, and accepted papers will be presented at the conference. Furthermore, selected excellent papers will have the opportunity to be published on *Australasian Marketing Journal*, *Asia Pacific Management Review*, and *Journal of Asian Business and Economic Studies*.

CONFERENCE THEME

Topics of interest include (but are not limited to):

1. Information management;
2. Human resource management;
3. Financial Management;
4. Operational Management;
5. Strategic Management;
6. Consumer Behavior;
7. Technology/Digital marketing;
8. Service marketing;
9. Sustainable marketing;
10. Others related to management and marketing.

KEYNOTE SPEAKERS

Professor Julian Ming-Sung Cheng

Julian Ming-Sung Cheng is a Professor of Marketing in the Business Administration (BA) Department, National Central University (Taiwan). He is Asian Editor, *Journal of Business and Industrial Marketing* (SSCI) (USA); Editorial Board, *Journal of Economic & Development* (Vietnam); Editorial Advisory Board, *Amity Journal of Marketing* (India); Editorial Board, *Liberal Arts and Management Science Journal* (Thailand). His research has appeared in the *Journal of*

the Academy of Marketing Science, Industrial Marketing Management, Journal of Consumer Behaviour, European Journal of Marketing, Asia Pacific Journal of Marketing and Logistics, International Journal of Advertising, among others.

Associate Professor Ngo Viet Liem

Liem Ngo (Ph.D., University of Newcastle) is an Associate Professor of Marketing and Research Coordinator at the School of Marketing, University of New South Wales, Sydney, Australia. He is the Editor-in-Chief of the *Australasian Marketing Journal*. His research has appeared in *Journal of Product Innovation Management, British Journal of Management, Industrial Marketing Management, European Journal of Marketing, Long Range Planning, Journal of Services Marketing, Journal of Retailing & Consumer Services, Psychology & Marketing, Journal of Business Research, Journal of Marketing Management, Journal of Brand Management, Australasian Marketing Journal, Journal of Business and Industrial Marketing*, among others. He currently serves on the Editorial Review Board of *Industrial Marketing Management, Asia Pacific Journal of Marketing & Logistics, and Journal of Asian Business and Economic Studies*. He has taught postgraduate and undergraduate courses at UNSW School of Marketing, including brand management, digital marketing, and advertising. He is currently a Member of the Advisory Board of Relationship Marketing for Impact, Griffith University.

PUBLICATION OPPORTUNITIES

- Australasian Marketing Journal (Scopus, ABDC and ESCI Indexed);
- Asia Pacific Management Review (Scopus and ESCI Indexed);
- Journal of Asian Business and Economic Studies (Indexed in Emerald).

IMPORTANT DATES

- Abstract submission deadline: 15th July 2020;
- Notification of Abstract Acceptance/Rejection: Two weeks later;
- Full paper submission deadline: 15th September 2020;
- Early bird registration: Before 15th October 2020;
- Registration deadline: 15th November 2020;
- Conference date: 15th December 2020.

SUBMISSION FORMAT

Please submit abstracts, full papers (in English) in PDF only following Format Guidelines.

REGISTRATION FEE*

- Regular registration: US\$ 150
- UEH staff and lecturers: US\$ 100
- UEH students and Ph.D. Students: US\$ 75
- Early bird registration: Enjoy a 10% discount on the registration fee.

** Excluding the fee for the networking Culture Mekong Delta tour for registered participants only which will be advised and collected during the Conference time.*

QUERIES

For further questions, please send an email to the member of the organizing committee – Ms. Tran Thi Hoang Dung, dungth@ueh.edu.vn

SUBMISSION FORMAT

FORMAT GUIDELINES

1. The paper text must be **double spaced** in **Times New Roman 12 font** with **one-inch margins**.
2. **Title** (in Times New Roman 16 font in bold and centered alignment.)
3. **Authors' names, affiliations** (in Times New Roman 14 font in bold and centered alignment.)
4. **Abstract** (should not be more than 100 – 150 words)
5. *Keywords*: (maximum of 10 keywords)
6. Selection heading style:

Example:

3. Methodology and data: (Level 1. 12 font in **bold**. Period is after the number.)

3.1. *Empirical methods* (Level 2. Sub-heading is in *Italics* NOT bold. Period is after the number.)

3.1.1. *Testing vectors* (Level 3. This sub-heading is in *Italics* NOT bold. Period is after the number.)

7. Table:

Example:

Table 1: [Table Name]

Variable	Definition	Source
A	Aaa	a
B	Bbb	b

8. **References:** (please do not use numbering for references)

PAPER TEMPLATE

[Title]

[Authors' names, affiliations]

Abstract

Keywords:

- 1. Introduction**
- 2. Literature Review**
- 3. Methodology and Data**
- 4. Results and Discussions**
- 5. Conclusion**

References