

*8th Annual
International Research Exchange
& Faculty Development Conference*

*Conference Theme:
Leadership and the Good Life
May 5-6, 2017, Taipei*

Call for Papers

Submission Deadline:
March 15th 2018

Conference Sponsored by:



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The International Research Exchange and Faculty Development Conference invites submissions for in the fields of Communication, Management, Finance, Entrepreneurship, Marketing and related fields; interdisciplinary papers are especially welcome. All submissions will be reviewed on the basis of originality, rigor, and relevance. Submissions may be made in any one of the five conference tracks:

- 1) Research Projects based on the Conference Theme;
- 2) Research Papers;
- 3) Case Studies;
- 4) Faculty Development Projects; and
- 5) The Student Video Challenge.

Papers submitted will be considered for publication in the following peer-reviewed journals:

Review of Business and Economic Studies

Journal of Case Research and Inquiry (JCRI)

GENERAL SUBMISSION GUIDELINES

- All submissions may be emailed to Dr. Kern Kwong at kkwong2@calstatela.edu no later than **March 15th 2018**.
- Submit full papers or abstracts (of work in progress to be completed before the conference).
- If a paper/case study is accepted, at least one author should attend the conference.
- Manuscripts should be double spaced with 1-inch margins on all four sides. The page setup should be for standard U.S. Letter size (8.5 x 11 inches). Manuscripts should be prepared in Times New Roman font, size 12.
- The entire paper must be in a single document created in Microsoft Word (or a pdf file).

RESEARCH PROJECTS BASED ON CONFERENCE THEME GUIDELINES

- A submission to this session is open to faculty and faculty-student collaborations.
- The research topic should be directly related to the conference theme. Work within a single discipline is acceptable, and interdisciplinary, international work is especially sought.

Please turn over...

RESEARCH PAPERS SUBMISSION GUIDELINES

- A submission to this session is open to faculty and faculty-student collaborations. Thus, if a student is interested in submitting a research proposal/paper, s/he must pair up with a faculty member who can serve as a mentor and co-author. Topics might include:
 - Artificial Intelligence and Learning
 - Leadership and use of Media
 - Best practices in Active Learning
 - Contemporary topics in Communication, Economics, Finance, Marketing, Business Management and related fields.

CASE STUDIES SUBMISSION GUIDELINES

- A submission to this session is open to faculty, students, and faculty-student collaborations.
- Cases should follow a standard case study format, such as that used by the Western Casewriters Association. (See www.westerncasewriters.org).
- Authors may present cases at the conference or submit a video not exceeding 7 minutes.

FACULTY DEVELOPMENT PROJECTS SUBMISSION GUIDELINES

- A submission to this session is open to faculty members.
- The aim of this session is to lead an interactive discussion among faculty members about “how to be more effective in the classroom.”

STUDENT VIDEO CHALLENGE: SUBMISSION GUIDELINES

- Teams of students interested in entering this competition should contact the conference co-chair at their University.
- Teams should submit short (maximum 7 minute) video presentations related to the conference theme or related topics.
- Video submissions should be uploaded on YouTube using the following user id: socialentrepreneurship2015@gmail.com password: Conf2015.
- Team should submit an abstract with a link to YouTube video for consideration.

AWARDS

The conference includes awards in each category:

- **Best Paper (Faculty);**
- **Best Paper (Faculty-Student Collaboration);**
- **Best Faculty Development Presentation;**
- **Best Case, and**
- **Winner of Student Video Challenge.**

Please turn over...

Organizing Committee

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Conference Co-Chair
Chinese University of Hong Kong
Hong Kong

Conference Venue:

The conference will be held at Soochow University in Taipei

NEED ASSISTANCE? Please send your queries to

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and

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