



The College of Management at the National Cheng Kung University (NCKU) and The Accounting Cultural and Educational Foundation are organizing the 22nd Asia Pacific Management Conference (APMC) on October 28, 2021, to celebrate the 65-th anniversary of the College of Management, NCKU.

With the theme “[Built to Last: Successful Habits of Visionary Business and School](#)”, the APMC 2021 is devoted to providing a forum for academics/practitioners and professionals to share experiences and knowledge for the growth and sustainability of business and universities in the Asia-Pacific region. A short list of presented papers will be selected so that the revised and extended versions of these papers will be published in the special issue of Asia Pacific Management Review (APMR) journal. For online submission, please visit: <https://www.editorialmanager.com/apmr/Default.aspx>

Organized by:

College of Management, NCKU

The Accounting Cultural and Educational Foundation

In Cooperation with:

Cheng Kung Research Foundation of Financial Strategy

FinTech Innovation Center, NCKU

NCKU Research and Development Foundation

Ministry of Science and Technology, R.O.C.

[Special thanks are due to Accounting Cultural and Educational Foundation and Kaohsiung CPA Association for their financial supports.](#)

Date:

Oct. 28th, APMC Virtual Conference conducted in English

Important Dates:

Deadline for abstract Submission

August 20, 2021

Notification of Acceptance

September 10, 2021

Deadline for Author Registration

October 1, 2021

Organization Committee:

Chair

Yeu-Shiang Huang (Dean, College of Management, NCKU)

Co-Chair

Meng-Feng Yen (Chairperson, Department of Accountancy and Institute of Finance, NCKU)

Program Committee

Hua-Wei Huang (NCKU)

Pei-Chun Lin (NCKU)

Hsueh-Wen Chow (NCKU)

Tien Wang (NCKU)

Yu-Ting Hsieh (NCKU)

Kung-Hong Shih (NCKU)

Nen-Chen (Richard) Hwang (CSUSM)

Chih-Chen Lee (Northern Illinois Univ.)

Fang-Chun Liu (Univ. of South Florida)

Ting-Chiao (Joey) Huang (Monash Univ.)

Yi-Hung (Jerry) Lin (Monash Univ.)

Yu-Lin Hsu (Univ. of Strathclyde)

With the presence of internationally distinguished keynote speakers:

Chiang Kao, University Chair Professor, National Cheng Kung University, Taiwan

Vikas Agarwal, Bank of America Distinguished Chair and Professor of Finance, Georgia State University, U.S.A.

Beyond the game special session:

Monica Chien, Senior Lecturer, The University of Queensland, Australia

Sarah Kelly, Associate Professor, The University of Queensland, Australia

Jörg Königstorfer, Professor, Technical University of Munich, Germany

Submission & Topics:

We are looking for papers focusing on topics related to the growth and sustainability of business and universities, including but not limited to:

Accounting & Auditing

Corporate Ethics & Management Ethics

Corporate Finance

Cross-Cultural Management Issues

E-commerce / E-business

Global Competitive Strategy

Green marketing & Consumer Sustainability Value

Knowledge & Intellectual Capital Management

Leisure, Sport & Tourism Management

Operations Research & Quantitative Methods

Production & Operations Management

Social Media and Digital Marketing

Branding and Customer Brand Relationship

Consumer Behavior & Customer Journey

CRM & e-CRM

CSR, Performance & Disclosure

Demand & Green Supply Chain Management

Environmental Management & Global Sustainability

Green Logistics & Distribution Management

Green Procurement and Outsourcing

International Business Management

Quality Management

Telecommunication Management

Transportation Management

Abstract Submission:

If you are interested in a presentation at the conference, a long abstract (within 800 words) should be submitted online via the abstract submission website by August 20, 2021, please choose the article type "SI:22nd APMC" when submitting. (<https://www.editorialmanager.com/apmrv/Default.aspx>)

Registration Fee:

Regular Registration	100 USD	Student	50 USD
----------------------	---------	---------	--------

Payment:

International Cable Transfer –

Currency:	US Dollar
Full Name on Account:	NCKU RESEARCH & DEVELOPMENT FOUNDATION
Bank Name:	MEGA INTERNATIONAL COMMERCIAL BANK CO., LTD
Branch:	TAINAN FU CHENG BRANCH
Bank Address:	90, CHUNG SHAN ROAD TAINAN 700, TAIWAN REPUBLIC OF CHINA
Account Number/	00610-700937
SWIFT Code/	ICBCTWTP006

Please fill out the form after your payment. <https://forms.gle/mbsiZXkhFbPqypkd9>

Notice: There will be surcharge in money remittance.

Domestic – Please fill out the registration form and remark your article title.

Regular	https://bit.ly/3qSq8z4
Student	https://bit.ly/3qOFOTH

Virtual Conference Platform: Cisco WebEx (Click [here](#) for instructions on how to join.)

Conference Website Manager:

Asia Pacific Management Review Office
Ms. Melissa Liu
College of Management, NCKU
No.1, University Road, Tainan City 701, Taiwan (R.O.C.)
Tel: +886-6-275-7575 Ext. 53006-48
Fax: +886-6-275-2455
E-mail: em53006@email.ncku.edu.tw

Website URL of the 22nd APMC:

<http://apmc.web2.ncku.edu.tw>

