



國立成功大學
管理學院



August 27th ~ 30th, 2023
Pacific Hotel Brisbane, Australia

The College of Management at the National Cheng Kung University (NCKU) and is organizing the 24th Asia Pacific Management Conference (APMC) on August 27th to August 30th, 2023.

With the theme “*Artificial Intelligence and Internet-of-Things for Successful Digital Transformation of Organizations*”, the APMC 2023 is devoted to providing a forum for academics/practitioners and professionals to share experiences and knowledge for the growth and sustainability of corporations in various business sectors via successful digital transformation initiatives 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 the journal of **Asia Pacific Management Review (APMR)**. For online submission, please visit: <https://forms.gle/wf92LSDzRfoUMwZ57>

Organized by:

College of Management, National Cheng Kung University

Submission & Topics:

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

Accounting & Auditing	Branding and Customer Brand Relationship
Corporate Ethics & Management Ethics	Consumer Behavior & Customer Journey
Corporate Finance	CRM & e-CRM
Cross-Cultural Management Issues	CSR, Performance & Disclosure
E-commerce / E-business	Demand & Green Supply Chain Management
Global Competitive Strategy	Environmental Management & Global Sustainability
Green marketing & Consumer Sustainability Value	Green Logistics & Distribution Management
Knowledge & Intellectual Capital Management	Green Procurement and Outsourcing
Leisure, Sport & Tourism Management	International Business Management
Operations Research & Quantitative Methods	Quality Management
Production & Operations Management	Telecommunication Management
Social Media and Digital Marketing	Transportation Management



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【Submission Format】

Option 1 – Submit a Full Paper

The maximum length of a full paper is 8 pages. Please follow the formatting instructions in the Guide for Authors of the journal of the APMR

(<https://www.elsevier.com/journals/asia-pacific-management-review/1029-3132/guide-for-authors>)

Option 2- Submit a Long Abstract

The length of a long abstract is typically between 800 to 1,000 words.

【Important Dates】

Paper/Long Abstract Submission Deadline: ~~May 31st, 2023~~ **June 21st, 2023**

Date of Acceptance Notification: ~~June 14th, 2023~~ **July 5th, 2023**

Final Registration Date of the Authors: ~~June 28th, 2023~~ **July 14th, 2023**

(*Note:* At least one of the authors of the paper accepted for oral presentation has to register for the conference before this date)

【Registration Fee】

Regular Registration	NTD \$12,400	Student Registration	NTD \$10,850
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APMC Organizing Committee:

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

Co-Chair

Wei-Tsong Wang (National Cheng Kung University, Taiwan)

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Website URL of the 24th APMC:

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

Organizer



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COLLEGE OF MANAGEMENT, NATIONAL CHENG KUNG UNIVERSITY

Co-Organizer

