

China Marketing International Conference 2019

and China Innovation Exhibition

Globalization 2.0: China and the World Market

22-25 July, 2019 Guangzhou, China

www.cnmkt.org

Submission Deadline: 9 June, 2019

Organizers

Chinese Scholar Marketing Association

Guangdong Enterprise Brand Construction Promotion Association

In recent years, both the Chinese market and the global market have undergone earth-shaking changes, and the era of globalization 2.0 is here. With the continuous implementation of the “Belt and Road” strategy, the unremitting development of the the Guangdong-Hong Kong-Macao Greater Bay Area, and the constant advancement of China's national brand strategy, Chinese companies are facing unprecedented challenges as well as opportunities. In the era of globalization 2.0, Chinese companies more than ever need to make use of world-class management wisdom and strategic vision to adapt to the new world market ecosystem and find new development opportunities. At the same time, Globalization 2.0 has brought new directions, new resources and new platforms for the study of marketing theory and practice. Top scholars in the world are playing a bigger role in telling Chinese stories in the world language and helping Chinese companies acclimate to the new era.

Venue and Structure

Co-organized by the Chinese Scholars Marketing Association and Guangdong Enterprise Brand Construction and Promotion Association, China Marketing International Conference and China Innovation Exhibition will be held on 22-25 July, 2019 at the Guangzhou Baiyun International Convention Center. The theme of the conference is Globalization 2.0: China and the World Market.

The conference aims to build the most advanced international communication platform for academia, business and government. In addition, the China Innovation Exhibition will be held at the same time to promote exchanges between theory, practice, and policy making about business and management. The conference will help companies develop world brands by integrating the domestic and international economic situation, and incorporating changes in the Chinese and global markets.

This year's conference will inaugurate simultaneous forums on scholarly research, business practice, and public policy. Leaders from academia, industry, and government are invited to gather in Guangzhou. They will focus on the frontiers of marketing theory and social hotspots, sharing the wisdom of smart companies with practical cases. Meanwhile, scholars will also present their cutting-edge research results, and exchange ideas with business leaders on the application of research results, bringing about inspiration to companies in various industries and fields. This exciting event promises to be a wonderful occasion for participants with different backgrounds to exchange innovative ideas and explore business opportunities.

As such, the 2019 CMIC conference will be a premium event by integrating government, education, and business, and for the first time, cross jumping from ivory tower to industry and market. Big data, Internet of Things, Biotechnology, AI, 5G and other leading-edge technologies are presented all together. It is a concerted exhibition

of China's innovation, a promotion of Chinese technology brands, a collision and exploration between Chinese innovators and the world's top wisdom, and an inaugural voyage of more Chinese brands entering the world market.

Academic Research

Submissions of competitive papers (full version), special session proposals, and poster abstracts are invited. Both English and Chinese papers are accepted. Works on "Globalization 2.0: China and the World Market" are particularly encouraged.

Accepted papers will be published in conference proceedings by Asian Business Association and submitted for CPCI inclusion. The proceedings of CMIC 2014-2017 have all been successfully included in CPCI. Furthermore, Best Paper Awards and Best Student Paper Awards will be presented at the closing ceremony of the conference.

Research themes can relate to but are not limited to the following sessions:

Multi-Channel Marketing

Session Chair: Prof. Alice Li, Ohio State University

Big Data Marketing

Session Chair: Prof. Xiaojing Dong, Santa Clara University

Entertainment Marketing

Session Chair: Prof. Natasha Zhang Foutz, University of Virginia; Prof. Qi Sun, Shang University of Finance and Economics; Prof. Fang Wu, Shanghai University of Finance and Economics

Marketing of Financial Services

Session Chair: Prof. Jian Ni, Johns Hopkins University; Prof. Weining Bao, University of Technology in Sydney

Product Management and Innovation

Session Chairs: Prof. Yong Liu, University of Arizona; Prof. Yubo Chen, Tsinghua University

Sharing Economy

Session Chairs: Prof. Baojun Jiang, Washington University in St. Louis; Prof. Lin Tian, Fudan University

Cause Marketing

Session Chairs: Prof. Ruby Lee, Florida State University ; Prof. Qimei Chen, University of Hawaii at Manoa

Healthcare Marketing

Session Chairs: Prof. Qiang Liu, Purdue University; Prof. Andrew Ching, Johns Hopkins University; Prof. Weiping Yu, Sichuan University

Luxury Marketing

Session Chairs: Prof. Qing Wang, University of Warwick; Prof. Weiling Ye, Shanghai University of Finance and Economics; Prof. Liangyan Wang, Shanghai Jiaotong University

Entrepreneurship and Marketing

Session Chairs: Prof. Xinchun Wang, West Virginia University; Prof. Xiaoyu Yu, Shanghai University

OM/Marketing Interface

Session Chairs: Prof. Meng Li, Rutgers University; Prof. Ping He, South China University of Technology ; Prof. Yuanguang Zhong, South China University of Technology

Digital Platform and Marketing

Session Chairs: Prof. Junhong Chu, National University of Singapore; Prof. Xu Zhang, London Business School

Marketing Analytics Models and Applications

Session Chairs: Prof. Hai Che, University of California, Riverside ; Prof. Ye Hu, University of Houston

New Retail

Session Chairs: Prof. Jia Li, Wake Forest University; Prof. Yunchuan Liu, University of Illinois at Urbana-Champaign; Prof. Xiaoling Zhang, Shanghai University of International Business and Economics

International Marketing

Session Chairs: Prof. Shaoming Zou, University of Missouri at Columbia; Prof. Qin Sun, California State University; Prof. Peng Cui, West Virginia University

Consumer Behavior

Session Chairs: Prof. Jing Wang, University of Iowa; Prof. Yuwei Jiang, Hong Kong Polytechnic University

AI and Consumer Decision Making

Session Chairs: Prof. Meng Zhu, Johns Hopkins University; Prof. Ke Zhang, Shanghai University

Marketing/IS Interface

Session Chairs: Prof. Jianqing Chen, University of Texas at Dallas ; Prof. Chuang Wang, South China University of Technology

Statistics and Marketing

Session Chairs: Prof. Qing Liu, University of Wisconsin-Madison; Prof. Lizhong Ren, National Taiwan University

Analytical Modeling in Marketing

Session Chairs: Prof. Song Lin, The Hong Kong University of Science and Technology

Advertising and Technology

Session Chairs: Prof. Yi Zhu, University of Minnesota; Prof. Zibin Xu, Shanghai Jiaotong University

Marketing Communications

Session Chairs: Prof. Xiaoyan Deng, Ohio State University

Dynamic Modeling

Session Chairs: Prof. Yi Zhao, Georgia State University; Prof. Hongju Liu, Peking University

Promotion

Session Chairs: Prof. Yongdong Liu, University College London; Prof. Hong Yuan, University of Oregon

Nudge and Behavioral Economics

Session Chairs: Prof. Min Zhao, Boston College; Prof. Fengyan Cai, Shanghai Jiao Tong University

Marketing in the Social World

Session Chairs: Prof. Jie Chen, Shanghai Jiao Tong University

Supply Chain Management

Session Chairs: Prof. Xiuli He, University of North Carolina, Charlotte; Prof. Amy Pan, University of Florida

Consumer Creativity and Innovation

Session Chairs: Prof. Lidian Xu, Oklahoma State University; Prof. Ravi Mehta, University of Illinois at Urbana-Champaign

Service Marketing

Session Chairs: Prof. Yonggui Wang, University of International Business and Economics; Prof. Jie Meng, Loughborough University, London ; Prof. Sara Shuang Ma, Beijing International Studies University

New Product Development and Design

Session Chairs: Prof. Dongling Huang, California State University; Prof. Lan Luo, University of Southern California

Tourism Marketing

Session Chairs: Prof. Xiang Li, Temple University; Prof. Kevin Kam Fung So, University of South Carolina; Prof. Ye Chen, Nankai University

Marketing in Emerging Markets

Session Chairs: Prof. Yeqing Bao, University of Alabama in Huntsville; Prof. Yi Zhang, Southwest University ; Prof. Sijun Wang, Loyola Marymount University

Important Dates

Due Date	Program
05 May, 2019	Early bird registration discount
31 May, 2019	Abstract submission
31 May, 2019	Doctoral Consortium registration and paper submission
22 – 25 July, 2019	Conference date

Registration Guidelines

Register for the meeting via this link: <http://www.cnmkt.org/registration/registration.html>

Registration Fee

	Early Bird (Paid by 5 May, 2019)	Normal Registration (Paid from 6 May to 25 July, 2019)
General Academic Attendee	2000RMB/290USD	2500RMB/370USD
Full-time Student	1200RMB/180USD	1500RMB/220USD
CSMA/ABA Members	1500RMB/240USD	2100RMB/300USD
Individual Participants in Business Community	3800RMB/560USD	4500RMB/660USD
Exhibitors	20000RMB/2960USD	25000RMB/3700USD

*Please note the Early Bird discounts only apply if payment and registration form are received before 5 May, 2019. Participants who want to pay on-site have no need to fill in and submit the registration form.

Submission Guidelines

Each paper may be intended for one or two sessions. The review criteria include the overall quality of the paper, the clarity of the opinions and arguments, and its contribution to the understanding of marketing phenomena. Authors are required to provide their contact information including name, address and e-mail address.

All submissions, must be written in strict accordance with the format requirements of the paper or abstract templates (specified in the submission link). Submissions that do not meet the format requirements will not be accepted.

Please follow this link to submit your paper: <http://www.cnmkt.org/paper/submission.html>

Conference Agenda

July 22, 2019 (Monday)

Time	Activities
09:00-17:00	Registration, Exhibition Setting Up
09:00-12:00	Doctoral Consortium I
13:30-17:00	Doctoral Consortium II

July 23, 2019 (Tuesday)

Time	Activities
08:30-09:00	Opening Ceremony
09:00-12:00	Keynote Speech
12:00-12:10	Photographs
13:30-17:00	Parallel Sessions
17:00-18:30	Session of Editors
18:30-20:00	Welcome Banquet

July 24, 2019 (Wednesday)

Time	Activities
08:30-12:00	Parallel Sessions
13:30-17:00	Parallel Sessions
18:00-20:00	Job Fair

July 25, 2019 (Thursday)

Time	Activities
08:30-12:00	Parallel Sessions

Reminder: Major media will be present at the conference all time. Please dress appropriately. Accommodation and meals should be paid by the participants themselves.

We sincerely invite you to attend CMIC 2019 to discuss and exchange the latest academic achievements with scholars from all over the world. If you have any other questions about registered contributions, please contact us via email: cmic@cnmkt.org.

For more information, please visit the official website: <http://www.cnmkt.org>

Conference Organizing Committee
22-25 July 2019
Guangzhou, China

