



2017 China Marketing International Conference

*Marketing Strategy in the Sharing Economy :
Localization & Globalization*

14-17 July 2017

Beijing • China

Organizers

Chinese Scholar Marketing Association

University of International Business and Economics

www.cnmkt.org

Call for Papers

With the advancement of science and technology, the sharing economy has become an inevitable tendency of current world economic development. The 2017 China Marketing International Conference (CMIC 2017), organized by The Chinese Scholar Marketing Association (CSMA thereafter) and The University of International Business Economics (UIBE), will be held from 14 to 17 July 2017 in Beijing, China.

The conference aims to establish a high-level platform featuring interactive exchange among academic, business, government, and non-profit organizations. Overseas and domestic scholars who are interested in the Chinese market are all encouraged to attend the conference and to submit papers targeting China's contribution to the marketing discipline and future development of this dynamic emerging economy. Renowned scholars from overseas, mainland China, Taiwan and Hong Kong will be invited to demonstrate their academic achievements and to discuss, via workshops, seminars, lectures, and colloquia, the latest research developments in marketing theory and practice.

Conference Chairs

CMIC 2017 Conference Chairs

Prof. Yonggui Wang	University of International Business and Economics
Prof. Zhilin Yang	City University of Hong Kong

CMIC 2017 Conference Executive Chairs

Prof. Yunchuan Liu	University of Illinois at Urbana–Champaign
Prof. Yeqing Bao	University of Alabama in Huntsville
Prof. Thomas Kramer	University of California, Riverside

Session Chairs

(Continually Updated)

Haipeng (Allan) Chen	Texas A&M University
Liwen Chen	City University of Hong Kong
Haitao Cui	University of Minnesota
Xiaojing Dong	Santa Clara University
Eric Fang	University of Illinois at Urbana–Champaign
Lin Guo	University of New Hampshire
Yansong Hu	University of Warwick

Baojun Jiang	Washington University in St. Louis
Shibo Li	Indiana University
Yunchuan Liu	University of Illinois at Urbana–Champaign
Huifang Mao	Iowa State University
Tianjiao Qiu	California State University, Long Beach
Guicheng Shi	Macau University of Science and Technology
Mengze Shi	University of Toronto
Jiong Sun	Purdue University
Jing Wang	University of Iowa
Qing Wang	University of Warwick
Sijun Wang	Loyola Marymount University
Xinchun Wang	University of North Dakota
Yu Wang	California State University
Ying Xie	University of Texas at Dallas
Jun Xu	DePaul University
Juanjuan Zhang	Massachusetts Institute of Technology
Qin Zhang	Pacific Lutheran University

Program

1. Academic Research

Scholars are encouraged to present papers addressing the following topics:

Track	Track Chairs	
1. Behavioral Modeling and Business Decision Making	Haitao Cui	University of Minnesota
2. Big Data Marketing	Tung-lung Steven Chang	Long Island University
	Tong (Tony) Bao	Long Island University
3. Brand Management	Jiaxun He	East China Normal University
4. Consumer Behavior	Xiang Fang	Oklahoma State University
	Thomas Kramer	University of California, Riverside
	Xiaojing Yang	University of Wisconsin–Milwaukee
5. Cross-cultural and International Marketing	Mike Chen-ho Chao	William Paterson University
	Shan Feng	William Paterson University
6. E-Marketing	Qing Wang	University of Warwick
7. Logistics and Supply Chain Management	Xiao Huang	Concordia University
	Jiong Sun	Purdue University
8. Marketing Strategy	Andreas F. Grein	The City University of New York
9. Nonprofit Marketing	Jonathan Deschenes	HEC Montréal
	Yanan Wang	Bishop's University

10. Service Marketing	Sijun Wang Yeqing Bao	Loyola Marymount University University of Alabama in Huntsville
11. Automotive Marketing	Liping Yao	Hubei University of Automotive Technology

2. Doctoral Consortium

The doctoral consortium is to provide opportunities for senior doctoral students and junior faculty members in the marketing field to connect and interact with fellow students and researchers. In particular, we will try to create a mentoring atmosphere by inviting senior researchers to share their valuable experience in teaching and research, and also to give comments on your ongoing projects. The doctoral consortium will start with an information-sharing session, in which the senior researchers will briefly talk about their own experiences in teaching and research, and then we will proceed with round-table discussions. Each participant is expected to submit one working paper or proposal, such as a dissertation proposal, for round-table discussion at the time of registration.

The doctoral consortium will be hosted by Prof. Shibo Li from Indiana University.

3. Marketing Teaching Forum

The Marketing Teaching Forum will be held under the guidance of the Marketing Group under the Steering Committee of Business Administration Teaching in Colleges and Universities of the Ministry of Education. In order to improve teaching quality and practical application of Marketing, panel discussion will be held to discuss prevalent and difficult issues encountered when teaching marketing. Meanwhile, overseas and domestic scholars will share their experiences and expertise on how to cultivate marketing talents. These discussions will provide an ideal opportunity for universities to reflect, refresh and rejuvenate.

The Marketing Teaching Forum will be organized by Prof. Zhilong Tian from Huazhong University of Science and Technology and be hosted by Prof. Zhilin Yang from City University of Hong Kong.

4. Special Interests Groups

The objective of the Special Interests Group is to provide time and space for groups of scholars who share the same interest in a field of research to participate in deeper or broader dialogues which may not fit into the established tracks list. Joining the Special interest groups will enable the participants to

- Discuss new and exciting research in that area;

- Gain insight into the topic and expand knowledge of relevant techniques;
- Make valuable contacts and discuss possibilities for collaborative research

Theme:

- Best Visiting Scholar Experience
(To be chaired by Prof. Yeqing Bao from University of Alabama in Huntsville and Prof. Sijun Wang from Loyola Marymount University)
- Brand Management
(To be chaired by Professor Jiaxun He from East China Normal University)
- Sales Management
(To be chaired by Prof. Yinjie Xiong from Huazhong Agricultural University)
- Service Marketing
(To be chaired by Professor Yonggui Wang from University of International Business and Economics)

5. Business Leaders Forum

The Business Leaders Forum will invite business leaders from local and international enterprises to share their actual cases in marketing management. Scholars will also demonstrate their academic research results to entrepreneurs, thus enabling participants to explore how advanced academic research can inspire marketing management. Most importantly, the Conference will also encourage sharing of new insights and current thinking focused on how to apply innovative research ideas and will enable entrepreneurs to provide practical feedback and suggestions. This exciting event will provide a first-rate opportunity for business leaders to set up connections.

The Business Leaders Forum will be hosted by Prof. Fengjie Jing from East China University of Science and Technology.

6. China Marketing Excellence Awards

As a highlighted program of The International China Marketing Conference, the China Marketing Excellence Awards (abbreviated as CMEA hereafter) aims to collect and reward outstanding marketing cases by organizations and excellent marketing individuals. CMEA is a great opportunity and platform to showcase successful marketing strategies in public for organizations and individuals. All organizations within Greater China, regardless of size, sector or industry, as well as individuals, are welcome.

Important Dates

Due Date	Program
20 April 2017	Early Bird Registration
15 May 2017	Abstract submission
15 May 2017	Full paper submission for the Best Paper Award competition
15 May 2017	Doctoral Consortium registration and paper submission for Best Student Paper Award competition
15 May 2017	Conference registration
31 May 2017	Hotel reservation
14-17 July, 2017	Conference dates

Registration & Submission

Competitive papers (full versions), special session proposals, and poster abstracts are welcomed to address any of the above tracks. We accept both English and Chinese papers. Works on “Marketing Strategy in the Sharing Economy: Localization & Globalization” are particularly encouraged.

Online Registration: <http://cmic2017.mikecrm.com/qkDUHiz> or scan the QR code.

Online Submission: <https://easychair.org/conferences/?conf=cmic2017>



For submission guidelines, please refer to <http://www.cnmkt.org/paper/submission.html>

Conference proceedings will be published by the Asian Business Association and submitted for CPCI inclusion. The proceedings of both CMIC 2014 and CMIC 2015 have been successfully included by CPCI. Additionally, the Best Paper Award and Best Student Paper Award Best Paper Awards will be presented at the conference to authors whose work represents groundbreaking research in their respective areas. Each Award consists of a certificate and a money prize, and will be announced at the closing ceremony of the conference.

Registration Fee

	<i>Early Bird Registration</i> <i>(Paid by 20 April, 2017)</i>	<i>Advance Registration</i> <i>(Paid from 21 April to</i> <i>12 July, 2017)</i>	<i>Onsite Registration</i> <i>(Paid on 13-15 July,</i> <i>2017)</i>
<i>Normal fee</i>	USD 280	USD 350	USD 400
<i>Full-time student</i>	USD 100	USD 125	USD 150
<i>CSMA/ABA Member</i>	USD 240	USD 300	USD 340

Contact

General inquiry: cmic@cnmkt.org, cmic2017@uibe.edu.cn

Website: www.cnmkt.org

Conference Secretariat

Chinese Scholar Marketing Association: Phoebe Bai cmic@cnmkt.org

University of International Business and Economics: Yu Ren cmic2017@uibe.edu.cn

Follow us on WeChat (Account: CMIC21)



Follow us on Facebook: www.facebook.com/cnmkt.org