

The 18th International Euro-Asia Research Conference

Venezia, January 31 and February 1st, 2013

Call for Papers

“The Globalisation of Asian Markets: implications for Multinational Investors”

Following a number of conferences held in France, Ireland, Norway, Japan, China, Spain, Indonesia and India since 1994, the Eighteenth International Euro-Asia Research Conference will take place in Venezia (Italy) on January the 31st and February the 1st, 2013. Research contributions addressing any aspect of *The Globalisation of Asian Markets: implications for Multinational Investors* are welcome. This topic may cover among others the following sub-topics:

- *Asia's Growing Consumer Markets: the rise of Asia's Middle Class;*
- *Cultural differences in marketing and other management issues;*
- *Relocation abroad and relocation back home: European and Asian experiences;*
- *Developed versus developing countries MNCs in Asia: comparison of international strategies*
- *SMEs internationalisation strategies - European and Asian perspectives*
- *Impact of the global economic crisis on international business - European and Asian perspectives*

Besides this theme, other papers in the fields of economics and management with a particular reference to Asia may also be submitted.

The research conference is a joint undertaking between the School of Asian Studies and Business Management Ca' Foscari University, Venice, Italy, Yokohama National University, Japan, IAE of The University of Poitiers France, The University of Pau (Université de Pau et des Pays de l'Adour), France, TELECOM Ecole de Management, France, The School of East Asian Studies, University of Sheffield, The U.K., and The University of Limerick, Ireland.

The Conference is intended to bring together researchers engaged in Management, Economics and related fields from Europe, Asia and other parts of the World. Doctoral students are also strongly encouraged to submit papers for consideration.

Conference Venue, Conference Fee, Accommodation and travel

The conference will be at S. Giobbe, 873, Venice. The conference fee is **250 €** and includes welcome dinner, two lunches, two dinners, coffee breaks, a copy of the conference proceedings, as well as local sight visits.

Available funding does not allow the organizing committee to provide financial support to participants in relation to accommodation and travel expenses. However, special prices will be negotiated with hotels or academic accommodation facilities located in Venezia, close to the conference venue.

Submission Rules

Papers, in English should be original and not submitted for publication elsewhere. They may either be related to a particular country or be of a comparative nature. Papers accepted for presentation at the conference will be published as Conference Proceedings. Furthermore, a number of selected papers will be published in a scholarly journal or as a book.

A two-page abstract in English or French (including bibliography) should be submitted **by June the 4th, 2012** to the following e-mail address: euro.asie@univ-pau.fr. A title page with a complete list of

authors, their academic position, addresses, phone and fax numbers as well as E-mail should be included separately. The decision of the Scientific Committee will be communicated to the authors by June 15th, 2012. **The final paper**, including an abstract of around 300 words, should be forwarded by **October the 15th, 2012**. Length should not exceed 6,000 words or 15 single-spaced pages (including tables, figures, and references). Papers should be submitted in hard copy (or by e-mail as an attachment) as well as on disc (Word 6 or a later version).

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