



中山大學  
SUN YAT-SEN UNIVERSITY



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU



**2011 Annual Conference of China Marketing Science**  
**August 19-22, 2011**  
**Sun Yat-sen University, Guangzhou, China**

## Call For Papers

**Developing Marketing Knowledge in Emerging China: Multi-Disciplinary Approaches**

**Submission Deadline: May 15, 2011**

### General Information

China's impressive economic growth over the past thirty years has recently elevated China to the second largest economy in the world. This economic success has relied on the central government's well-planned policy and a market oriented system. The theme of this year's conference is "Developing Marketing Knowledge in Emerging China: Multi-Disciplinary Approaches". This theme emphasizes the need for educators, business leaders and research scholars to recognize, appreciate and understand the significance of marketing knowledge in emerging economies like China. The 2011 Annual Conference of China Marketing Science offers outstanding opportunities for business leaders and academics to share their insights and experiences concerning various marketing issues and research findings from different nations. Scholars and business practitioners from all cultures and parts of the world are welcomed to participate and discuss important topics which affect the business environment in China or other countries. As we believe that exchange of ideas through presentations and discussions with a diverse group of people will be highly thought-provoking, scholars from areas other than marketing such as psychology, sociology, management, economics and statistics are also welcomed to submit papers. Through the conference, we hope the participants can learn more about the contemporary business environment in China, the changes in Chinese consumer behavior, the formation of global consumer culture, domestic and global brand issues, social entrepreneurship in China, and so on.

### Honorable Host

Journal of Marketing Science Editorial Board

### Co-Hosts

Sun Yat-sen Business School, Guangzhou, China  
Faculty of Business, Lingnan University, Hong Kong

### Co-Organizers

Department of Management and Marketing, Faculty of Business Administration, University of Macau, Macau  
Department of Psychology, Sun Yat-sen University, Guangzhou, China  
Department of Marketing, Nanyang Technological University, Singapore

### Honorary Co-Chairs

Prof. Yadong LUO, *International Dean of Sun Yat Sen Business School, Guangzhou, China and Emery M. Findley Distinguished Chair & Professor, University of Miami, USA*  
Prof. Tsang-sing CHAN, *Associate Vice President and Shun Hing Chair Professor of Marketing, Lingnan University, Hong Kong*

### Executive Co-Chairs

Prof. Haizhong WANG, *Chair of Marketing Department, School of Business, Sun Yat-sen University, Guangzhou, China*  
Dr. Patrick POON, *Head of Marketing & International Business Department, Faculty of Business, Lingnan University, Hong Kong*

## Paper Submissions

We welcome conceptual, theoretical and empirical papers, using qualitative and/or quantitative methodologies. Manuscripts submitted must be complete papers and must not be accepted for publication, or published elsewhere. It is mandatory that all accepted papers are presented at the conference by an author.

Paper submissions for this conference need to be categorized into one of eight program tracks. Each paper must be submitted to only one track. Please indicate the track of your submission from the list below:

1. Marketing Strategy and Marketing Management
2. Consumer Psychology and Behavior
3. International Marketing and Cross-cultural Marketing
4. Product and Brand Management
5. Advertisement and Communication
6. Channel Management
7. Service Marketing and E-Marketing
8. Research Methods and Analytics

There are two parallel programs: the English program (for English papers) and the Chinese program (for Chinese papers). All English manuscripts should be submitted to Dr. Ling PENG ([lingpeng@Ln.edu.hk](mailto:lingpeng@Ln.edu.hk)) or Dr. Patrick POON ([patpoon@Ln.edu.hk](mailto:patpoon@Ln.edu.hk)) by e-mail attachment no later than May 15, 2011.

For Chinese manuscript submissions, please refer to <http://jms2011.bssysu.com/papers.html> (Chinese website) for guidelines and procedures.

## Format and Style

Manuscript submissions should include a separate title page on each copy, listing all authors, their affiliations, addresses, telephone/fax numbers and e-mail addresses, if available. For papers with multiple authors, indicate the author with whom we should correspond. Please specify the track to which you would like to submit your paper.

List only the manuscript title and abstract (not exceeding 100 words) in the first page of the main body of the paper to allow for blind review. Please do not convey any private information about authors in the text. The main text of the paper should be double-spaced and conform to the manuscript guidelines of the AMA journals (e.g., *Journal of Marketing*). Papers should be no more than 20 pages or 5,000 words in length.

For any enquiries, please send an email to Dr. Ling PENG ([lingpeng@Ln.edu.hk](mailto:lingpeng@Ln.edu.hk)) or Dr. Patrick POON ([patpoon@Ln.edu.hk](mailto:patpoon@Ln.edu.hk)).

## Judging/Notification/Publication

All submissions must be received no later than **May 15, 2011**. Notification of acceptance will be made by **June 24, 2011**.

All submitted papers will be double-blind reviewed and accepted papers will be published in the Conference Proceedings. Selection criteria include the general quality of the paper, the clarity of presentation within the paper, and the contribution of the paper to the understanding of marketing phenomena.

Once the paper has been accepted, at least one author will register for the Conference, and will appear at the Conference to present their work. Each presenter will be given 15 minutes for presentation, and another 10 minutes for Q&A part. Presentations should be in English for English program.

All accepted papers to be published in the conference proceeding will be recorded in CD format. Every conference participant will be offered one copy of the CD for free. An additional copy will cost US\$25.

Two accepted papers will be selected as Best Papers. The Best Papers Awards will be announced at the conference.

## Travel Tips

**Guangzhou**, also known as **Canton**, is a sub-provincial city and the capital of the Guangdong province in the People's Republic of China. It is one of the five National Central Cities. Located in Southern China on the Pearl River, about 120 km northwest of Hong Kong, Guangzhou is a key transportation hub and trading port. In 2010, it was the 16th Asian Games City and successfully attracted the eyeballs of the world.

Guangzhou is the third largest city in China and southern China's largest city. As of the 2000 census, the city had a population of 6 million, and an urban area population of roughly 11.85 million, making it the most populous city in the province and the third most populous metropolitan area in China. Some estimates place the population of the entire urban agglomeration as high as 24.2 million, making it the 2nd biggest urban area in the world after Tokyo. The Guangzhou government's official estimate of the city's population at the end of 2009 was 10,334,500, an addition of 152,500 people from the previous year. In 2008 Guangzhou was identified as a Beta World City by the Global city index produced by GaWC.

Located just south of the Tropic of Cancer, Guangzhou has a humid subtropical climate influenced by the Asian monsoon. Summers are wet with high temperatures, high humidity and a high heat index. Winters are mild and comparatively dry.

There are many tourist attractions around the city which include:

- Guangdong Provincial Museum,
- Western Han Nanyue King Museum,
- Sun Yat-sen Memorial Hall,
- Temple of the Six Banyan Trees, Chime-Long Paradise, etc.



Source: <http://en.wikipedia.org/wiki/Guangzhou>

## Visa Requirements

China Visa is required to all the overseas passport holders for entry into, exit from or transit through Chinese territories for visiting purpose, traveling or business.

Please visit <http://www.travelchinaguide.com/embassy/visa.htm> for more detailed information about visa requirements.

## Registration

The conference registration fee is US\$300 for regular participant and US\$150 for student participant. The registration fee covers conference attendance, documentation, luncheons, coffee breaks, and conference dinner, etc., but does not include hotel accommodations.

Registration form can be downloaded from the conference website:  
<http://www.ln.edu.hk/mkt/JMS2011/index.html>

## Accommodation

The hotel information in Guangzhou is provided at the conference website. Please make reservation directly with the hotel.