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臺灣資訊系統研究學會 函

受文者：國立暨南國際大學

速別：普通件
密等及解密條件：普通
發文日期：中華民國九十三年十二月二十一日
發文字號：九三字第〇一〇〇二號
附件：「二〇〇五年國際商管與資訊研討會」論文徵稿、「二〇〇五年台灣行銷研討會」論文徵稿

主旨：檢送本會參與籌辦之二〇〇五國際商管與資訊研討會、台灣行銷研討會論文徵稿，請惠予轉知所屬相關系所，並請踴躍投稿。

說明：二〇〇五年國際商管與資訊研討會，會議地點為香港，論文徵稿截止日期為九十五年元月卅一日，徵稿網址為http://atisr.org/conference。二〇〇五年台灣行銷研討會，會議地點為台北，論文徵稿截止日期為九十五年元月十日，徵稿網址為http://marketing2005.atisr.org，論文徵稿簡則如附件。請將附件之論文徵稿訊息，轉知相關系所（企管、行銷、資管、工管、工工、財金、資訊等系所）與研究中心，並請將徵稿訊息公佈於相關網站上。

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立案字號：台內社字第〇九三〇〇一一六〇七
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International Conference on http://atisr.org/conference

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July 14-15, 2005, Harbour Plaza Hotel, Hong Kong

Submission Deadline: January 31, 2005

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IMPORTANT	DATE
January 31, 2005	Submission Deadline
February 28, 2005	Notification of Acceptance or Rejection
March 31, 2005	Camera-Ready Papers Final Submission and Authors Registration Deadline
July 14 -15, 2005	Dates for BAI 2005 Conference

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Nejdet Delener, St. John`s University, United States, delenern@stjohns.edu
M. Mallikarjun, Nirma University of Science and Technology, India, mmallikarjun@nirm.ac.in
Choo Sin Tseng, City University of Hong Kong, Hong Kong, mktseng@cityu.edu.hk
Hyun-Soo Han, Hanyang University, Korea, hshan@hanyang.ac.kr
Kaoru Tamura, Fukuoka University, Japan, tamtam@fukuoka-u.ac.jp
Yin Tang, Asian-Pacific Center, Japan, tang-yin@apc.or.jp
Da Wu Wang, Shanghai Academy of Social Sciences, China, trcsaoss@isdnnet.sta.net.cn
Chien OuYang, Chihlee Institute of Technology, Taiwan, oyjav@mail.chihlee.edu.tw
Ping-Tai Sun, Vannung University of Technology, Taiwan, kuei@cc.vnt.edu.tw
Cheng-Kang Chen, National Taiwan University of Science and Technology, Taiwan, ckchen@cs.ntust.edu.tw
Huei Hsieh, China Institute of Technology, Taiwan, wini@mail.chit.edu.tw
Huei-Zhen Gu, Lungwa University of Science and Technology, jasongu@mail.lhu.edu.tw
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CONFERENCE FEE

The 2005 International Conference on Business and information registration fee is US$250 per person if registration before March 31, 2005 and US$300 after March 31, 2005. All attending conference participants must pay the registration fee and at least one author must attend. The fee for each additional paper presented is $100. No individual author may submit more than three papers; however, there is no limit to submission of co-authored papers. The conference fee must be received by March 31, 2005 to assure conference participation. 50% of the Registration Fee will be refunded until April 30, 2005. No refund after that date.
The conference registration fee covers all conference sessions, two luncheons, four coffee breaks, and a copy of conference proceedings in CD-ROM.

FINAL PAPER FORMAT

Final submission format is available at the website http://atisr.org/conference/Format.doc.
The final version should be submitted electronically via conference submissions system. Manuscripts must be prepared using Microsoft Word. The conference follows the format of Academy of Management Journal. This format is available at the AMJ's website http://aom.pace.edu/amjnew/style_guide.html. Guidelines and sample pages will be e-mailed with the letter of acceptance and are available at http://atisr.org/conference/Format.doc. In general, the paper must be prepared the way you want it to appear in the proceedings. Authors could choice to publish their full papers or one page abstracts in the conference proceedings (ISSN 1729-9322). All papers must be original and not published anywhere. However, the authors do not need to transfer copyright of papers or abstracts included in the proceedings. This means authors could submit their articles for journals or books after the BAI2005 conference. If the authors decide to submit their articles to International Journal of Business and Information (IJBI) or Contemporary Management Research (CMR), they have to transfer copyright upon accepted.

BEST PAPERS AND PUBLICATION OPPORTUNITIES

Best papers will be considered for publication in the International Journal of Business and Information. It is a new journal sponsored by the Academy of Taiwan Information Systems Research. The inaugural issue will be published in December 2005.
All full papers accepted in conference will be accepted to be published in the Contemporary Management Research (CMR), a refereed, serial publication of BAI conference with ISSN number. The authors may decision to submit or not their manuscripts to CMR.
Both the International Journal of Business and Information (IJBI) and Contemporary Management Research (CMR) are publications sponsored by BAI conference and ATISR. IJBI is different from CMR in that IJBI is the premier official journal publication of ATISR. IJBI applies a much more rigorous and lengthy review process, and it is more selective in the articles it publishes than does CMR. Whereas CMR is published in conjunction with an annual conference, IJBI is not associated directly with an annual conference. The papers selected for publication in CMR are expected to be presented at the annual conference. The journal articles published in IJBI are completely independent of annual conference participation and presentation.
There is no page charge for IJBI. However, the CMR imposes page fees on all accepted manuscripts. These fees are necessary to offset the very substantial cost of putting a manuscript into print. The CMR page fee is $25.00 per single-spaced page.

MORE DETAILS

More details about BAI 2005 could be available at the website http://atisr.org/conference
If you have additional questions, please contact:
Chih-Chien Wang, Ph. D., assistant professor, Graduate Institute of Information Management, National Taipei University
PO BOX 179-45, Taipei City 116, Taiwan bai2005@atisr.org

敬請公告

2005 台灣行銷研討會(Marketing 2005)
論文徵稿 Call for Papers

會議地點：台北。創澤青年活動中心　　研討會網址：http://marketing2005.atisr.org

研討會日期：2005 年 4 月 16 -17 日(星期六、日)　　論文收稿日：2005 年 1 月 10 日(星期一)

本研討會涵蓋領域包括所有行銷相關領域，無論是實務導向、理論發展、實證研究、個案等方面的行銷相關論文，皆在本研討會徵邀之列。進行中之研究，也可針對目前研究現況整理成論文，在研討會中發表，以供來自於學術界與實務界與會者討論。本研討會採分組徵求方式，論文涵蓋但不侷限於下列主題。

- 消費者行為(Consumer Behavior)
- 網路行銷(Internet Marketing)
- 電子商務(Electronic Commerce)
- 全球行銷(Global Marketing)
- 行銷與社會(Marketing and Society)
- 品牌行銷 (Brand Marketing)
- 廣告與傳播(Advertising and Communication)
- 跨組織行銷課題(Inter-Organizational Issues)
- 行銷研究(Marketing Research)
- 行銷策略(Marketing Strategy)
- 銷售管理(Selling and Sales Management)
- 行銷教育(Marketing Education)
- 供應鏈管理(Supply Chain Management)
- 科技行銷(Technology Marketing)
- 藝術、運動與非營利行銷(Art, Sport & Not-for-profit Marketing)
- 服務與關係行銷(Services & Relationship Marketing)
- 其他(Others)

格式與投討方式

摘要或全文皆可投稿。所有稿件應以中文或英文撰寫，全文稿件長度為以八頁至二十頁為宜，摘要以一至兩頁為宜。所有稿件均必須未曾在研討會或學報中發表或正接受審查中，以維學術慣例。但屬於比賽性質的任何形式碩博士論文獎不在此限。請於 2005 年 1 月 10 日前，以線上投稿方式，投稿至 http://marketing2005.atisr.org。

投稿稿件需以 word 編排，格式應符合本研討會規定，稿件格式將提供在網站。編排方式未能依研討會規定之論文，主辦單位得不予刊登，或向作者酌收論文排版費用。

摘要或全文皆可投稿，並以與本研討會主題相關程度作為錄取與否的主要標準。但僅有全文論文方可角逐最佳或佳作論文獎。全文論文以中文撰寫時，應附英文論文題目、英文摘要與英文作者姓名、服務單位。

為維持研討會的財務健全，依照國際慣例，所有錄取論文，均需於註冊繳費，註冊費為每篇論文 1500 元(需於 2005 年 2 月 28 日前註冊，因故於 2 月 28 日後繳交者，註冊費為 2000 元)。註冊費用包含參與各場次論文發表、議事手冊、論文集光碟、行銷評論、餐點、茶點、其他會議資料。

最佳與佳作論文獎

本研討會將分組選出論文佳作，各組投稿論文在 1-10 篇者，選出佳作論文 0-2 篇，各組投稿論文在 11-20 篇者，選出佳作論文 1-3 篇，各組投稿論文在 21-30 篇者，選出佳作論文 2-4 篇，各組投稿論文在 31 篇以上者，選出佳作論文 3-5 篇。研討會並將從各組佳作論文中，選取若干篇最佳論文。佳作論文與最佳論文，均會頒發獎狀，並公佈予議事手冊。

重要時程

2005/01/10 論文截稿
2005/01/31 通知錄取名單
2005/02/28 作者註冊報名截止
2005/03/15 初步議程確定
2005/04/16 研討會召開

屬消費者行為方面的論文佳作，將擇優推薦到「行銷評論」的消費者行為專刊。消費者行為專刊將由台大商研所張重昭教授與中央企管系林建煌教授擔任客座總編輯。

屬供應鏈管理方面的論文佳作，將擇優推薦到「行銷評論」的供應鏈管理專刊。供應鏈管理專刊將由交通大學黎漢林院長與實踐企管所余強生所長擔任客座總編輯。

屬網路行銷、電子商務、科技行銷方面的論文佳作，將擇優推薦到台北大學發行之「電子商務研究」。電子商務研究的網址為 http://ecstudies.thesis.com.tw。

本研討會所錄取之其他論文佳作(全球行銷、行銷與社會、品牌行銷、廣告與傳播、跨組織行銷課題、行銷研究、行銷策略、銷售管理、行銷教育、藝術、運動與非營利行銷、服務與關係行銷、其他)。將擇優推薦刊登於各期之「行銷評論」。行銷評論的網址為 http://marketingreview.atisr.org。

籌備委員代表

台北大學企管系	方文昌教授	fang@mail.ntpu.edu.tw
交通大學管理學院	黎漢林院長	afha@cc.nctu.edu.tw
台灣大學商研所	張重昭教授	cc3895@haydn.ntu.edu.tw
中央大學企管系	林建煌教授	chlin@mgt.ncu.edu.tw
實踐大學企管所	余強生所長	csyu@mail.usc.edu.tw

研討會相關行政庶務，請直接聯絡：

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