

2017 IEDRC Chiang Mai Conferences

Chiang Mai, Thailand/Apr 21-23, 2017



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Instructions for Oral Workshop

Note: The following time arrangement is for reference only. In case that any absent presenter or some presentations are less than 15 minutes, please come to the conference room before your session starts.

*One best presentation will be selected from each session, the best one will be announced and award the certificate at the end of each session.

Devices Provided by the Conference Organizer:

- ✧ **Laptops (with MS-Office & Adobe Reader)**
- ✧ **Projectors & Screen**
- ✧ **Laser Sticks**

Materials Provided by the Presenters:

- ✧ **PowerPoint or PDF files (USB Flash Disk or CD)**
- ✧ **Poster Presentation: A1 Size / Portrait Direction**

During your poster session, the author should stay by your poster paper to explain and discuss your paper within visiting.

Duration of Each Presentation:

- ✧ **Regular Oral Session: about 20 Minutes of Presentation including Q&A.**
- ✧ **Keynote Speech: 50 Minutes of Presentation including Q&A.**

About Dress Code

- ✧ **All participants are required to dress formally. Casual wear is unacceptable.**
- ✧ **National formal dress is acceptable.**

✧ **Warm Tips:**

- ✧ Get your presentation PPT prepared and print out the notification letter before you leave for Singapore.
- ✧ Copy your PPT to the conference computer before your session begins. One best presentation will be selected from each session, and the best one will be announced and awarded at the end of each session. Session group photo will be taken after the award.

Keynote Speakers



Prof. Basu D. Sharma

University of New Brunswick, Canada

BASU D. SHARMA, Professor in the Faculty of Business Administration at the University of New Brunswick in Canada since 1985, earned his Ph.D. from the University of Illinois at Urbana-Champaign in U.S.A. He has held appointments at the National University of Singapore, Tribhuvan University (Kathmandu, Nepal), and University of Saskatchewan. He has been a consultant for the International Labour Organization, the Singapore National Employers Federation, and the Singapore Institute of Labour. He has held the position of president of the Atlantic Schools of Business Society thrice—in 2005, 2006 and 2016. He has served the Administrative Sciences Association of Canada, the flagship association of the profession, at different times in different capacities such as member of the Executive, Awards Chair, division Chair for Management Education division, and for International Business division as recently as 2015.

Dr. Sharma is the founding editor and editor-in-chief of the Journal of Comparative International Management. And he has been or was on the editorial boards of many academic journals including: the Journal of Management, the International Journal of Management Literature, Labour and Management in Development, Research and Practice in Human Resource Management, Canadian Journal of Administrative Sciences, Workplace Review, and Transnational Corporations Review.

Speech Title: Remittance as Opportunity Resource for Capacity Building in Nepal

Abstract: Remittance accounts for 29% of the gross domestic product of Nepal, and it has been touted as one of the key factors in reducing poverty, improving human capital and financing imports. Given a lack of interest on the part of multinational corporations to invest and reduced levels of foreign aid coming to Nepal over past several years, remittance has worked as an opportunity resource. However, remittance has also led to moral hazard and the Dutch disease phenomena through hollowing out of adult, productive household members and creating inefficiency in farm production due to shortage of labour and income substitution effect. Furthermore, it has contributed to increasing imports for luxury and semi-luxury goods, resulting in trade deficit. It has eroded competitive advantage of the country by weakening the export sector of the economy. At the micro-level, remittance has been responsible for family breakdowns, erosion of family values, exploitation and inhuman treatment of migrant workers by employers, and problems of reintegration of migrants upon return. The keynote speech will inform the audience about prospects and problems of remittance economy using Nepal's experience as an example.



Assoc. Prof. Dr. Yip Mum Wai

**Dean, Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College,
Malaysia**

Assoc. Prof. Dr. Yip Mum Wai holds a Diploma in Materials Engineering and MSc in Manufacturing Systems Engineering from University of Warwick, United Kingdom. He was awarded an Engineering Doctorate in Engineering Business Management from Universiti Teknologi Malaysia.

Dr. Yip holds a position as Dean of Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College. He is a certified Train the Trainer of PBSM Malaysia, certified TRIZ Instructor, certified Knowledge Management Facilitator and Practitioner, Senior Member of International Association of Computer Science and Information (IACSIT), Senior Member of South Asia Institute of Science and Engineering (SAISE) and also a senior member of International Economics Development and Research Centre (IEDRC). Dr Yip has presented many papers in the field of management such as Blue Ocean Strategy, TRIZ, innovation management, knowledge management and also in the field of materials engineering such as laser cladding, machining and etc in many international conferences in China, Macau, Malaysia, Japan, Thailand, Korea, Indonesia and Brunei. He is also a reviewer, Editorial Board Member and conference chair and keynote speaker for many International Journals and International Conferences.

Speech Title: Managing Uncertainties by Executing Blue Ocean Strategy

Abstract: The global economic sentiment is shaped by uncertainties lately. In this situation, organisations need to overcome and manage uncertainties with the innovative business thinking and strategy.

In order to overcome the competition and uncertainty in red ocean market, one of the strategy used is Blue Ocean Strategy. Blue Ocean Strategy is a strategy that can create uncontested market space and make the competition irrelevant.

The main purpose of this presentation is to present the blue ocean strategy analytical tools such as pain point of customers and non-customers, strategy canvas, integration of non-customers and six paths to create blue ocean strategy in organization. A case study of the implementation of Blue Ocean Strategy (BOS) will be presented. Findings revealed that BOS has a very strong impact on managing uncertainties in the organization.

Conference Schedule

Day 1, April 21, 2017 (Friday)

Registration 14:00 - 17:00	Venue: The Imperial Mae Ping Hotel <Lobby>
Arrival, Registration and Conference Materials Collection	

Day 2, April 22, 2017 (Saturday)

9:30-9:35 < Venue: Imperial 3, 2nd floor >	Opening Remarks	Assoc. Prof. Dr. Yip Mum Wai Dean, Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College, Malaysia
9:35-10:20		<b style="color: red;">Keynote Speech I Prof. Basu D. Sharma University of New Brunswick, Canada Speech Title: Remittance as Opportunity Resource for Capacity Building in Nepal
10:25-10:45	<b style="color: red;">Coffee Break & Group Photo	

<p>10:45-11:35</p>		<p>Keynote Speech II</p> <p>Assoc. Prof. Dr. Yip Mum Wai Dean, Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College, Malaysia</p> <p>Speech Title: Managing Uncertainties by Executing Blue Ocean Strategy</p>
<p>12:00-13:30</p>	<p>Lunch</p> <p>< Mae Ping Coffee Shop, Ground floor ></p>	
<p>13:30-17:30</p> <p>< Venue: Imperial 3, 2nd floor ></p>	<p>Author`s Presentation</p>	

Tips: Please reach conference room 30 minutes before the session beginning to upload PPT.

Conference Venue:

The Imperial Mae Ping Hotel

www.imperialmaeping.com

153 Sridonchai Road, Chang Klan, Chiang Mai 50100, Thailand

Tel: +66(0) 5328 3900

E-mail : rsvn@imperialmaeping.com, phakaphan.j@imperialhotels.com



Experience the best in Northern Thai Lanna hospitality. The Imperial Mae Ping Hotel is ideally located in central Chiang Mai, Thailand. The Imperial Mae Ping Hotel features 371 fully furnished guest rooms with distinctive, elegant and luxurious Lanna décor befitting the rich heritage of this glorious region.

Popular excursions from the hotel in central Chiang Mai include a boat trip along the Mae Ping River and an enlightened bicycle ride through the local areas and bustling markets, including Chiang Mai's Ton Lamyai flower market and Worarot market.



The Imperial Mae Ping Hotel is ideally located in the heart of Chiang Mai next to the Mae Ping River and only 15 minutes driving from Chiang Mai International Airport; 10 minutes driving from Chiang Mai Railway Station; a few minutes stroll from the shopping area of Night Bazaar.

Local Information

Time:

UTC +7

Banks and Foreign Exchange

The Currency is THB, you can exchange foreign currency at the airport or exchange at the bank, Money exchanger.

Attention:

Please take care of your belongings in the public places, buses, metros and so on. Don't stay too late in the city, don't be alone at the remote area. Be aware of the strangers who offer you service, signature of charity at many scenic spots.

Upcoming Conferences:



Publication

For papers submitted for the **ICFME 2017**, we offer two options of publication as following:



Option A: [Journal of Economics, Business and Management \(JOEBM, ISSN: 2301-3567, DOI: 10.18178/JOEBM\)](#), which will be included in Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.



Option B: [International Journal of Trade, Economics and Finance \(IJTEF, ISSN: 2010-023X, DOI: 10.18178/IJTEF\)](#), which will be included in Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory

How to submit

Send your #Full Paper / #Abstract to our submission system <https://easychair.org/conferences/?conf=icfme2017>

Call for Paper

Topics of interest include, but are not limited to:

Accounting Advertising Management Business & Economics	Business Information Systems Business Law Business Performance Management	Corporate Finance and Governance Corporate Governance
Economic Policy Economic Systems	Growth; Aggregate Productivity	Labor Relations & Human Resource Management
Marketing Research and Strategy Marketing Theory and Applications Operations Research	Public Administration and Small Business Entrepreneurship Public Choice Public Economics and Finance	Technology & Innovation Time Management Total Quality Management

For more about topic, please visit <http://www.icfme.org/cfp.html>

Contact us:

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ICFME 2017 website: <http://www.icfme.org>

2017 6th International Conference
on Knowledge, Culture and Society
September 23-25, 2017, Hong Kong
ICKCS 2017



Publication

For papers submitted for the ICKCS 2017, we offer two options of publication as follows:



Option A: [International Journal of Culture and History \(IJCH, ISSN: 2382-6177, DOI: 10.18178/ijch\)](#) as one volume, and will be included in Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest.



Option B: [International Journal of Knowledge Engineering \(IJKE, ISSN: 2382-6185, DOI: 10.18178/IJKE\)](#) as one volume, and will be included in Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, ProQuest.

How to submit

Send your #Full Paper / #Abstract to our submission system : <https://easychair.org/conferences/?conf=ickcs2017>

Call for Paper

Topics of interest include, but are not limited to:

Administrative Sciences Anthropology	Law and economics Financial system and economic development	State governance and economic policy Human and Social Evolutionary Complexity
Management Information Systems Mathematical Modeling in Social Science	Policy/Public Administration/Public Health Political Science and Decision Making	Social Network Analysis Social Systems Dynamics Social Work

For more about topic, please visit <http://www.ickcs.org/cfp.html>

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2017 7TH INTERNATIONAL CONFERENCE ON **BUSINESS AND ECONOMICS RESEARCH** | BIRMINGHAM, UK, OCTOBER 27-29, 2017.

PUBLICATION



Option A: [International Journal of Trade, Economics and Finance \(IJTEF, ISSN: 2010-023X, DOI: 10.18178/IJTEF\)](#) , which will be included in Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory



Option B: [Journal of Economics, Business and Management \(JOEBM, ISSN: 2301-3567, DOI: 10.18178/JOEBM\)](#), which will be included in Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

Option C: For a few authors who don't expect any publication of your papers, you're welcome to submit the abstracts to us which will be sent to at least two technical committees for a brief review, and present your papers at the conference without publishing.

Call for Paper

Topics of interest include, but are not limited to:

Business & Economics Business Ethics Business Intelligence	Business Statistics Change Management Communications Management	Corporate Governance Cost Management Decision Sciences
Financial Economics Global Business Growth; Aggregate Productivity	Industrial and Manufacturing Engineering Information Systems Information Technology Management	Law and Economics Management Information Systems Management Science

For more about topic, please visit <http://www.icber.org/topics.html>

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