



**July 16 - 18, 2024**

**Faculty of Engineering, Kasetsart University, Bangkok, Thailand**

The College of Management at the National Cheng Kung University (NCKU) and Kasetsart University (Bangkok, Thailand) is organizing the 25th Asia Pacific Management Conference (APMC) on **July 16 to July 18, 2024**.

This year's theme of “**Resilient Management to Confront with Global Challenges**” will provide a forum for academics/practitioners and professionals to share their research studies/experiences/knowledge in the scope of management scheme to move forward in this spontaneous world. A short list of presented papers will be selected so that the revised and extended versions of these papers will be published in the *special issue of the journal of Asia Pacific Management Review (APMR)*. For online submission, please visit: <https://apmc.web2.ncku.edu.tw/p/412-1014-23816.php?Lang=zh-tw>

**Organized by:**

College of Management, National Cheng Kung University

Department of Industrial Engineering, Faculty of Engineering, Kasetsart University

**Submission & Topics:**

We are looking for papers focusing on topics related to the primary conference theme above for ensuring the growth and sustainability of business and universities, including but not limited to:

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| Accounting & Auditing                           | Branding and Customer Brand Relationship         |
| Corporate Ethics & Management Ethics            | Consumer Behavior & Customer Journey             |
| Corporate Finance                               | CRM & e-CRM                                      |
| Cross-Cultural Management Issues                | CSR, Performance & Disclosure                    |
| E-commerce / E-business                         | Demand & Green Supply Chain Management           |
| Global Competitive Strategy                     | Environmental Management & Global Sustainability |
| Green marketing & Consumer Sustainability Value | Green Logistics & Distribution Management        |
| Knowledge & Intellectual Capital Management     | Green Procurement and Outsourcing                |
| Leisure, Sport & Tourism Management             | International Business Management                |
| Operations Research & Quantitative Methods      | Quality Management                               |
| Production & Operations Management              | Telecommunication Management                     |
| Social Media and Digital Marketing              | Transportation Management                        |



## 【Submission formats】

Option 1 – Submit a full paper (<https://forms.gle/Ycvn1UQveLNsvr6y6>)

The length of a full paper is between 5 to 8 pages (maximum 8 pages). Please follow the formatting instructions in the Guide for Authors of the journal of the APMR

(<https://www.elsevier.com/journals/asia-pacific-management-review/1029-3132/guide-for-authors>)

Option 2- Submit an extended abstract (<https://forms.gle/6XS3nXgEjRnY4VmP9>)

The length of a long abstract is typically between 800 to 1,000 words.

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## 【Important dates】

Paper/long abstract submission deadline: March 1, 2024

Date of acceptance notification: April 15, 2024

Early bird registration deadline: May 15, 2024

Final registration for presenters: May 31, 2024

(Note: At least one of the authors of the paper accepted for oral presentation (either full paper or long abstract) has to register for the conference before this date)

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## 【Registration fee】

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|--|--------------------|
| Early bird registration fee            | \$350 / THB 12,200 |
| Regular registration fee for presenter | \$450 / THB 16,000 |
| General participant fee                | \$200 / THB 6,900  |

## Bank account information for registration fee transfer:

Full Name on Account: Naraphorn Paoprasert

Bank Name: TMBThanachart Bank Public Company Limited (TTB)

Branch: Kasetsart University

Bank Address: 3000, PHAHOLYOTHIN ROAD, SAMSENN, CHATUCHAK, BANGKOK, THAILAND

Account Number: 069-254-6476

SWIFT Code: TMBKTHBKXXX

SWIFT Code (8 characters): TMBKTHBK



## 【Conference Venue】

Faculty of Engineering, Kasetsart University

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### APMC Organizing Committee:

#### Chair

Yeu-Shiang Huang (Distinguished Professor and Dean, College of Management, NCKU)

#### Co-Chair

Wei-Tsong Wang (National Cheng Kung University, Taiwan)

### Program Committee Members

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Tzu-Tsung Wong (NCKU)

Yung-Hsiang Cheng (NCKU)

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Worawut Wangwatcharakul (Faculty of Engineering, Kasetsart University)

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### **Website URL of the 25th APMC**

<https://apmc.web2.ncku.edu.tw/>