



[征稿启事] 第三届“跨文化管理”国际学术研讨会

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第三届“跨文化管理”国际学术研讨会 暨第七届海峡两岸企业管理学术研讨会 ——中国管理与世界

会议主题：中国管理与世界

会议时间：2013年11月30日

主办单位：上海外国语大学

承办单位：上海外国语大学国际工商管理学院、跨文化研究中心、东方管理研究中心、MBA教育中心

协办单位：复旦大学管理学院

江西财经大学工商学院

上海工程技术大学管理学院

中国人民大学商学院

云南大学工商管理与旅游管理学院

台湾中山大学人力资源管理研究所

台湾政治大学企业管理学系

台湾淡江大学企业管理学系

《上海管理科学》(CSSCI)编辑部

《跨文化管理》编辑部

会议地点：中国·上海·上海外国语大学虹口校区

任何管理活动都离不开特定的历史条件和民族文化背景。现代意义上的管理学源自西方，但管理的智慧是中国传统文化中的一份宝贵财富。中华民族在几千年的文明进程中，以博采众长的开阔胸襟不断提炼和整合东方各国优秀的管理文化，形成了以儒、释、道等东方文明为核心的管理思想和方法。经济全球化促进了不同的思想文化、生活方式以及价值观念的跨国交流、碰撞和融合。中华民族正处于复兴的伟大时刻，管理理论界、企业家都在学习和吸收西方管理思想，希望能够做到为我所用，甚至期盼能够将西方管理思想融入到中华管理文化体系中，创造出适合东方文明的管理理论。同时，随着东方国家经济的迅速崛起，东方的管理思想逐渐引起世界的广泛关注，以中国管理模式为代表的东方管理成为世界管理学界的重要领域，在西方管理思想进入瓶颈的关键时期，中国管理思想与方法以一种崭新的角度和思维为世界管理学科的发展注入了新的活力。

为推动中国管理与世界的交流沟通与融合发展，上海外国语大学、复旦大学、江西财经大学、上海工程技术大学、中国人民大学、云南大学、台湾中山大学、台湾政治大学、台湾淡江大学等高校及机构将联合主办“第三届跨文化管理国际学术研讨会暨第七届海峡两岸企业管理学术研讨会”。首届“跨文化管理国际学术研讨会”于2009年12月在上海外国语大学成功举办，目前已成功举办两届，会议汇集了跨文化管理领域的最新研究成果和实践经验，逐渐成为引领中国跨文化管理研究的重要平台。“海峡两岸企业管理学术研讨会”自2007年举办第一届以来，便吸引了越来越多两岸专家学者的关注，不仅成功地为两岸专家学者搭建了学术交流平台，对加强海峡两岸大学的高等教育合作，促进两岸高校的共同发展作出了积极贡献。

上海外国语大学是国家教育部直属并与上海市共建、进入“211工程”的全国重点大学。上海外国语大学有着六十多年语言和跨文化研究的经验，同时，在管理学科的教学与科研也已有26年

的历史。上海外国语大学不仅具备国际型人才培养和跨文化管理研究的基础，而且形成了跨文化管理教育与研究的资源和优势。本次会议将于2013年11月30日举行，将着力切合“中国管理与世界”这一主题，偕同国内外管理学领域及海峡两岸的知名学者与实践家，一同探讨中国管理与跨文化管理的理论、实践与展望，为促进中国管理的世界传播而集思广益。我们热忱欢迎海内外及海峡两岸从事国际企业经营、跨文化管理领域的各类专家、学者、实践家、博士及硕士研究生前来参会，共同探讨“中国管理与世界”领域的前沿问题。

主要论题如下：

- ◆ 中国管理与世界
- ◆ 东方管理
- ◆ 东西方管理的融合与创新
- ◆ 文化、制度与管理
- ◆ 海峡两岸管理教育比较
- ◆ 跨文化管理

同时包括跨文化管理领域、企业跨国经营领域的前沿论题：

- ◆ 人力资源管理
- ◆ 组织行为与华人心理
- ◆ 华商管理
- ◆ 战略管理
- ◆ 创新与创业管理
- ◆ 营销管理
- ◆ 知识管理
- ◆ 国际企业战略
- ◆ 国际公共关系管理
- ◆ 国际广告与传媒
- ◆ 国际金融与贸易
- ◆ 全球化领导力

会议将开设中、英文论坛，欢迎中文及英文来稿。会议投稿分两个部分：论文题目及摘要和论文正文。

- 2013年6月30日：提交论文题目及摘要。
- 2013年8月30日：提交论文正文，主办方采用匿名评审制度对所提交论文进行评审。
- 2013年9月30日：通知各位投稿作者论文的录用情况。

本次会议收取会务费，国内参会者每人人民币500元，国外参会者每人100美元，在读博士研究生、硕士研究生参会免交会务费。会务费于会议注册时缴付。会议注册时间另行通知。

附件：论文投稿指南

1、投稿程序

会议只接受电子投稿。论文投稿请发送至dujuancib@shisu.edu.cn。论文题目和摘要的截止日期为2013年6月30日。论文正文投稿的截止日期为2013年8月30日。为确保您的稿件能够接收并送审，请尽早投递稿件。收到投稿后，我们会给通讯作者发出电子邮件确认收到稿件。我们将通过匿名评审制度于2013年9月30日之前通知作者论文的录用情况。

2、投稿指南

(1) 论文必须以WORD文档(.doc)的形式进行投递，请勿提交PDF文档，投稿论文必须包括以下部分：

- 封面页
- 摘要及关键词
- 正文
- 图表（若有）
- 参考文献

(2) 封面页必须包括如下内容：论文题目、作者信息（全名，性别、单位、通讯地址、研究方向、职称、电话号码、传真号码、电子邮件地址）。

(3) 摘要字数不超过300字为宜，使用楷体五号字；关键词不超过6个为宜，使用楷体五号字，分号隔开；全文字数不超过18000为宜（包括参考文献）。

(4) 论文标题使用黑体三号字；正文使用宋体小四号字、1.5倍行距排版；论文一级标题使用黑体小四号字；含页眉和脚注在内，页边距设为2.5厘米。

(5) 图表采用学术统一格式，标题为黑体五号字，图标题在下，表标题在上。中英文各类书籍、论文的参考文献格式如下：

Hofstede ,G. (2001) , Culture' s consequences: Comparing values, behaviors, institutions, and organizations across nations, London: sage publications, pp.29.

Renen, S. and Shenkar, O. (1985), Clustering countries on attitudinal dimension: A review and synthesis, *Academy of management Review* 10(3): 434-54.

范徵 (2004) , 跨文化管理：全球化与地方化的平衡, 上海：上海外语教育出版社，第12页。

范徵 (2007) , 人力资本与组织资本互动的管理学体系, *经济管理* , 第3期, 第75—81页。

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 附件：第三届跨文化管理暨第七届海峡两岸企业管理国际学术研讨会参会申请表.doc

Call for Papers

The 3rd International Conference on Cross-Cultural Management & the 7th Cross-Strait Conference on Business Management

Theme: Chinese Management & the World

Date: November 30th, 2013

Sponsor: Shanghai International Studies University (SISU)

Organizers:

College of International Business, SISU

SISU Intercultural Institute (SII)

Research Center for Oriental Management, SISU

MBA Education Center, SISU

In cooperation with:

School of Management, Fudan University

School of Business Administration, Jiangxi University of Finance and Economics

School of Management, Shanghai University of Engineering Science

School of Business, Renmin University of China

School of Business Management and Tourism Management, Yunnan University

Institute of Human Resource Management, National Sun Yat-sen University, Taiwan

Department of Business Administration, National Chengchi University, Taiwan

Department of Business Administration, Tamkang University, Taiwan

Editorial Board, *Shanghai Management Science* (a CSSCI journal)

Editorial Board, *Cross-Cultural Management*

Venue: Hongkou Campus, SISU, Shanghai, China

Conference Background

Increased economic globalization has facilitated cross-boundary flow and integration of thoughts, values and ways of life. As China is at a critical stage of revitalization, it wishes to learn from western management theories and weave them into its own management culture. Meanwhile, the rise of economies in the East has drawn world-wide attention to the Oriental management thoughts, and Chinese management models in particular, which, with Confucianism, Buddhism, and Taoism at the core, are presenting new insights into the broad subject of management, especially at a time when western management theories seem to have encountered a bottleneck in their development.

Thanks to the close cooperation between SISU and eight other universities from the China mainland and Taiwan, management researchers will be glad to have this occasion where the *3rd International Conference on Cross-Cultural Management* and the *7th Cross-Strait Conference on Business Management* are to be jointly held. Since its inception in December 2009 at SISU, the Conference on International Cross-Cultural Management has grown into a leading platform in China for scholarly discussions on cross-cultural management. And for 7 years in a row since 2007, the Cross-Strait Conference on Business Management has been applauded by scholars from both Taiwan and Mainland China, promoting cross-strait collaboration both in academic research and in higher education.

Shanghai International Studies University (SISU), the sponsor of the Conference, is a prestigious academic institution in China. It enjoys not only more than 60 years of experience in foreign language, international studies, and cross-cultural research, but also a 26-year history of education and research in the discipline of management. In its endeavor to prepare scholars and professionals with a wide range of international competencies, SISU has accumulated abundant resources and expertise in cultivating cross-cultural management talents and undertaking cross-cultural management researches.

Focused Topics

- Chinese Management and the World
- Oriental Management
- Integration and Innovation of Oriental and Occidental Management Styles
- Culture, Institutions, and Management
- Comparison of Management Education Between Mainland China and Taiwan
- Cross-Cultural Management

Topics of interest

- HR Management
- Organizational Behavior and the Chinese Mentality
- Overseas Chinese Management
- Strategic Management
- Innovation and Entrepreneurship Management
- Marketing Management
- Knowledge Management
- International Strategy
- International Public Relations Management
- International Advertising and Media
- International Finance and Trade
- Global Leadership

Abstract and Paper Submission

Abstracts and papers can be submitted in either English or Chinese. Submissions should be made to dujuancib@shisu.edu.cn in attachment form for blind review. Important dates are:

- Before June 30th, 2013 Title and abstract should be submitted
- Before August 30th, 2013 Full paper should be submitted
- September 30th, 2013 Notification of acceptance will be sent to applicants

Registration Fees

- Foreign Participants: USD 100
- Domestic Participants: RMB 500
- Registration fee can be waived for PhD students and postgraduate students

The fees are to be paid at registration, the time of which will be further announced.

APPENDIX GUIDE FOR AUTHORS

1. Authors are expected to submit final paper in MS Word format to dujuancib@shisu.edu.cn. The submitted paper should be complete in structure, providing title page, abstract and key words, main body, tables and charts (if any), and references.
2. The title page should include the title of the paper and the author's information (including full name, gender, affiliations, postal address, research interests, academic title, phone number, fax number, and email address). The author should use Times New Roman, 11-point font. Full name should be provided, and the middle name, if any, should be shortened as the first letter followed by a period. For multiple authors, names should be separated with commas.
3. The title of the full paper should use Times New Roman, 20 ponds, and should not be boldfaced. No information concerning the author should be revealed.
4. The abstract should be no longer than 300 words, and the key words should not exceed six. Both the abstract and the key words should be formatted with Times New Roman, 9 ponds, and boldfaced. The paragraph should be single spaced.
5. The body part should use Times New Roman, 10 ponds, single space. Paragraphs should be fully justified, with an indentation of 5 spaced for the first line. Use italics for emphasis. Sections should be labeled as I.; II., A., B. The first level should be capitalized and center justified, and the second level should be left justified, italicized, and the first letter of each word capitalized.
6. Tables and figures should be properly labeled. Tables should be numbered with roman numbers, and the word *table* should not be abbreviated. Information about tables should be placed above the table, centered justified, and use fully capitalized 8 ponds letters. Figures should be numbered with Arabic numerals, and the word *figure* should be abbreviated as "Fig.", both in the text and in labels. Information about figures should be placed below figures, center justified, and use 8 ponds, but only the first letter of the first word is to be capitalized.
7. References should use 8 ponds letters, and be arranged as shown in the following samples:

References

(Periodical style)

- [1] S. Chen, B. Mulgrew, and P. M. Grant, "A clustering technique for digital communications channel equalization using radial basis function networks," *IEEE Trans. on Neural Networks*, vol. 4, pp. 570-578, July 1993.
- [2] J. U. Duncombe, "Infrared navigation—Part I: An assessment of feasibility," *IEEE Trans. Electron Devices*, vol. ED-11, pp. 34-39, Jan. 1959.
- [3] C. Y. Lin, M. Wu, J. A. Bloom, I. J. Cox, and M. Miller, "Rotation, scale, and translation resilient public