

CALL FOR PAPERS
The 5th International Conference on Innovation and Management
(ICIM2008)

Each paper should be more than 2000 words.

Special Statement

1. The Proceedings of 2005 and 2006 International Conference on Innovation and Management have been indexed by ISSHP (Index to Social Sciences & Humanities Proceedings) entirely, and the Proceedings of the 4th International Conference on Innovation and Management is to be indexed by ISSHP. The application for the indexing in both ISSHP and ISTP of the Proceedings of the 5th International Conference on Innovation and Management is in the process.

2. Authors are expected to consider the following requirements requested by ISSHP and ISTP. These are essential points for considering acceptance of the papers:

(1) Each paper is no less than 2000 words; (2) List every author's email address in the right place; (3) Abstract is more than six rows, which introduced the approaches, opinions, conclusions and creative ideas, not a guidance introduction of background. The sentence for reference is: "The paper employs.....(approach), presents....., implies....., sets up....., draws a conclusion....."; (4) Key words are about 3 to 5 items; (5) The first part of the main context must be "Introduction", which introduce the status quo of external and internal researches (Literature review) ; (6) The final part of the paper is "Conclusion", which is necessary to draw conclusions of the whole paper and to propose suggestions and expectations for the research; (7) No less than 3 literatures listed in the "Reference", and note "(In Chinese)/(In Japanese)" after the Chinese/Japanese version literatures; (8) No Chinese and Japanese characters in all papers.

Paper Format and Sample for the Proceedings of The 5th International Conference on Innovation and Management

Paper Format

1. The right order of a paper should be placed in the following order:

Title → author's name → author's affiliations → author's emails → abstract → key words
introduction → main text → conclusion → references

2. All figures and tables must be included in-line with the text. The words in graphics must be printed.

3. Table names should be above the tables, and should be placed in the middle. Figure captions should be below the figures, and should also be placed in the middle. Serial numbers of these figures, tables and formulas should be placed in order.

4. Reference Format should be placed strictly in the following order:

Serial number → author's name → book name (or paper title) → publishing house (or periodical name) → the time of publishing → page numbers. For example:

[1] Aluminum. A Market Approach to Energy Conservation[J]. Journal of Consumer Affairs, 2002,16(3):300-317

[2] Hooper, J. Nielsen, Andrew Whinston. Recycling as Altruistic Behavior: Normative and Behavioral Strategies to Expand Participation in a Community Recycling Programmer[J]. Environment and Behavior, 2002,(23):195-201

[3] Xie Kefan, Cheng Guoqing. A Model of Receding Behavior, with Evidence from Danish Source Separation Programmers[M]. Wuhan: Press of Wuhan University of Technology, 2003:78-90 (In Chinese)

Type Rules

5. Type: Use Times New Roman for the whole paper

6. Size: Use 14 point bold font for titles, and place the titles in the middle; Use 12 point bold font for the first-class titles; Use 10 point bold font for the second-class titles; Use 10 point font for the third titles and main text; Use 9 point bold font for the names of figures and tables, and place them in the middle; and use 9 point font for the notes in figures and tables.

7. Use English, Greek italic characters for variables in mathematic formulas; and use proper characters for ration.

Printing Requirement

8. Do not print page numbers.

9. Prepare your paper using a A4 page size of 210mm×297mm

10. Open the setting pages window, and choose “no network” in the “document network” option.

Set top margin to 30mm; Set bottom margin to 35mm;

Set left margin to 31mm; Set right margin to 31mm.

11. Open the “Format” window, and in the “paragraph” option, choose 0cm in “indent”, choose 0 pound in “space between”, choose mono-row in “row spacing”, and choose none in “special format”.

12 Software requirements: Microsoft 97 and the above versions. (Check the Sample Paper for Conference Proceedings)

Format for Conference Paper (Detailed in Red)

Measuring the Impact of Customer Satisfaction on Profitability

(The title should be in bold in 14 point font, centered on the top of the paper)

(Leave one line)

(the authors' names, affiliations, and their emails should be 10 point font, and placed in the middle)

Xie Kefan Cheng Guoping

School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

(E-mail:xiekefan@163.com, chengguoping@yahoo.com)

(Format for several authors and working units)

BPR Based on Risk Management

(Leave one line)

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(“Abstract” and “Key words” should be bold in 10 point font)

(Leave one line)

Abstract Customer satisfaction is probably one of the most frequently measured……

Key words keyword1, keyword2, keyword3, keyword4 (The content of Abstract and Key words should be 10 point font, and at least 3 key words)

(Leave one line)

1 Introduction (12 point font, capitalized, bold for the first-class titles)

We know that Customer satisfaction is probably one of the most frequently measured marketing constructs……

(10 point font for main text)

(Leave one line above each first-class titles)

2 An Example

Customer satisfaction and its impact on profitability……

(9 point font, capitalized, bold for the captions of tables, and flush centered above the table body)

Table 1 An Customer Satisfaction

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

(Leave one line)

(Table contents should be 9 point font, and initially capitalize only the first word of each caption)

Customer satisfaction is……

(Leave one line above each first-class titles)

3 Data and Methodology

3.1 Method on (10 point font, capitalized, bold, no capitalized for the second-class titles)

……

(Figure contents should be 9 point font, and initially capitalize only the first word of each caption)

Figure 1 Data ……

(9 point font, capitalized, bold for the captions of figures, and flush centered below the figures)

3.1.1 Discussing about method one (10 point font, no capitalized for the third-class titles)

……

3.2 Method Two

……

(Leave one line)

4 Results (12 point font, capitalized, bold for the first-class titles)

.....

(Leave one line)

5 Conclusion (12 point font, capitalized, bold for the first-class titles)

.....

References (12 point font, capitalized, bold, and centered)

- [1] Narver, J.C. & Sleiter, S. F. The Effect of a Marker Orientation on Business Profitability[J]. Journal of Marketing, 2002,10(2):20~35
- [2] Sharp W. F. Portfolio Theory and Capital Markets[M]. New York: McGraw-Hill Inc, 1995
- [3] Zou Tao, Zhang Jun. Macro-economics[M]. Press of Wuhan University, 1989:428 (In Chinese)