

# IFSAM Management Conference '97

in Shanghai

July 15—18, 1997

**The Oriental and Occidental  
Management Cultures in the 21st Century  
CALL FOR PAPERS**

organized by



**INTERNATIONAL FEDERATION OF SCHOLARLY  
ASSOCIATION OF MANAGEMENT (IFSAM)**

and



**CHINA NATIONAL ECONOMIC  
MANAGEMENT ASSOCIATION (CNEMA)**  
Fudan University, Shanghai, China

## PREFACE

In accordance with the resolutions of IFSAM Council meetings in Brussels and in Paris, a management conference is to be held in Shanghai, China from July 15 to 18, 1997. The theme of the conference is "The Oriental and Occidental Management Cultures in the 21st Century".

On behalf of the Conference Committee, it is my pleasure to invite you to participate in and contribute papers to the IFSAM MANAGEMENT CONFERENCE '97 in SHANGHAI.

The 21st century will witness the interaction and convergence of Oriental and Occidental cultures in the field of management. At the advent of such an epoch, to hold the meeting in China, the birthplace of the Oriental culture, will definitely accelerate the pace of cultural exchanges between countries, and advance the convergence of Oriental and Occidental management cultures. We are looking forward to hosting you in Shanghai in the coming July.

Prof. SU Dongshui

Chairman, IFSAM Management Conference '97 in SHANGHAI

Council Member, IFSAM

Chairman, CNEMA

## IFSAM

**International Federation of Scholarly Association of Management (IFSAM)** is a world-wide authoritative organization for the international scholars and researchers on Management. It aims to promote direct contact between scholars from different countries at the currently ever-globalizing situation, strengthen the course of international exchange and cooperation in the disciplines of management and administration, and therefore, further the research and development of management studies.

## CNEMA

**China National Economic Management Association (CNEMA)** is a national academic organization which covers various study fields in Management, like National Economy Management, Management Science, Business Management and Enterprise Management. Founded in February, 1982, and there are twelve branches and more than two thousand members in CNEMA, of which 70 percent are professors and senior scholars. It is the member of IFSAM.

## SHANGHAI

Located in the central part of China's eastern coastline, Shanghai, the largest open city in China, has attracted numerous world-renowned transnational corporations to invest here, with its complete infrastructure and favorable environment. Not only a prosperous commercial metropolis, Shanghai is also a city of high culture. The Bund, the Yu Garden, along with other scenic spots and historical places, are appealing to thousands of tourists from both at home and abroad.

## ITEMS OF TOPICS

### A. Oriental Traditional Culture and Modern Management

- a. Confucianism and Modern Management
- b. Taoism and Modern Management
- c. Sun Zi's Art of War and Modern Management
- d. Other Oriental Traditional Cultures and Modern Management

### B. A Comparative Study on Oriental and Occidental Management Cultures

- a. A Comparative Study on Oriental and Occidental Management Philosophy
- b. The Business Development of Overseas Chinese and the Merging of Oriental and Occidental Cultures
- c. Management Culture of Asian-foreign Joint Ventures
- d. A Comparative Study between Chinese and Japanese Management Cultures
- e. Oriental and Occidental Entrepreneurship and Innovation on Management
- f. The Relationship between Western Enterprise Management and Asia's Modernization
- g. The Culture Conflict and Convergence in TNC's Operation
- h. A Comparative Study on Enterprise Culture between Mainland, Hong Kong and Taiwan
- i. The Management Culture of High-tech Corporations

### C. Trend of Worldwide Management Development in the 21st Century

- a. Trend of Occidental Management Science
- b. Trend of Oriental Management Science
- c. Trend of Business Administration in Asia
- d. Trend of China's Market Economy and Business Administration

### D. Modern Western Management

- a. The Theory and Practice of Business Process Reengineering
- b. Strategy Management
- c. State-owned Enterprise Management in Western Countries
- d. The Intangibles Management

- e. The Theory and Practice of Western Enterprise System
  - f. Human-Resource Management
- E. Other Managerial and Economic Topics**

## SUBMISSION AND SPECIFICATIONS OF THE PAPERS

1. Papers should be written in clear and accurate English or Chinese;
2. Papers should be 10 pages (on A4 paper) at most, and a 2-page abstract (on A4 paper) should be enclosed additionally;
3. The abstracts will be published in the Conference Proceedings;
4. The title of the paper and the abstract should include the name(s) of the author(s), profession, complete mailing address, telephone number, fax number and E-mail address;
5. Papers should be printed in two columns on one side of A4 paper with two and-half-centimeter margins and a 12-pitch font. The paper is preferably edited with computer software "word 6.0";
6. Please submit two copies of the papers and abstract respectively, and enclose a 3.5# disc of the paper and abstract.
7. The DEADLINE for the receipt of papers is May 1, 1997;
8. Papers should be submitted to:

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Fudan University, 220 HanDan Road,  
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Email: cnema@fudan.edu.cn

## REGISTRATION FEE

USD280 for each participant

USD100 for each student participant

## HOTEL CHOICES

### MAGNOLIA HOTEL ★ ★ ★

IFSAM Rate USD58/per night. All major credit cards accepted

Tel: +86-21-65026888 Fax: +86-21-65029499

### RADISSON SAS LANSHENG HOTEL ★ ★ ★ ★

IFSAM Rate USD98/per night. All major credit cards accepted

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Director, Research Institute of Economic Management

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## CONFIRMATION FORM

I confirm to participate in IFSAM Management Conference '97 in Shanghai in July 1997.

Name	
Profession	
Title of paper	
Address	
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Signature	

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