

**The Tenth International Symposium on Multinational Business Management--  
Global Investment, New Technologies and Innovative Human Resource Management Practice**

**第十届企业跨国经营国际研讨会——  
全球投资、新技术与创新人力资源管理实践**

**June 19-21, 2020**

**Nanjing, China**

**Call for Papers**

**(First Announcement)**

**Organizing Institutions**

**Organized and Sponsored by**

School of Business, **Nanjing University**, People's Republic of China  
南京大学商学院

**Co- Sponsored by**

School of Business, **American University**, USA

美国美国大学商学院

Peter F. Drucker and Masatoshi Ito Graduate School of Management,

**Claremont Graduate University**, USA

美国克莱蒙特研究生大学彼得·德鲁克管理学院

Johnson Graduate School of Management, **Cornell University**, USA

美国康奈尔大学约翰逊研究生管理学院

Faculty of Economic Sciences, **University of Göttingen**, Germany

德国哥廷根大学经济学院

**Maastricht School of Management**, the Netherlands

荷兰马斯特里赫特管理学院

Office of International Studies and Programs and College of Business Administration,

**University of Missouri–St. Louis**, USA

美国密苏里大学圣路易斯分校国际研究和项目办与商学院

Faculty of Business and Law, **University of Newcastle**, Australia

澳大利亚纽卡斯尔大学商学与法学院

**Seton Hill University**, USA

美国西顿·希尔大学

**The University of Sydney Business School**, Australia

澳大利亚悉尼大学商学院

**Supported by**

Department of Management Sciences, National Natural Science Foundation of China

中国国家自然科学基金会管理学部

## Conference Background

The global economy is experiencing uncertainties in trade and investment unseen since the global financial crisis in 2008. Uncertainty in the global policy environment for investment has undermined the confidence of both entrepreneurs and investors. Trade tensions have further heightened such uncertainty for businesses and risk disrupting global value chains and investment patterns, especially in regions tightly linked to the US and China. There is a danger of slowing growth in the world's two largest economies, which will weigh heavily on global growth. Furthermore, economic, political and geopolitical uncertainty has increased in areas, including Europe and the Middle East, brought by rising protectionism, trade disputes and shifting geopolitical alliances and new technologies. As a double-edged sword, new technologies disrupt existing business models on the one hand, while on the other hand could potentially help multinational firms address the concerns about the changing rules and processes of the existing global trading system under these accumulating risks. In this period of coexisting danger and opportunity, how will these countervailing forces shape the new growth and competitive strategies of multinational firms?

New technologies, such as IoT, AI and Blockchain, are changing the business world in unprecedented ways. Multinational firms capable of exploiting these technologies will radically streamline and enhance their existing processes, create entirely new business models, and develop innovative products and services that cater to a new age structure of consumers. For example, the number of people aging 60 and over is expected to double to more than two billion by 2050. How to make appropriate investment decisions, taking advantage of new technologies and demographic shifts, requires innovative strategies by managers of multinational firms. Uncertainties in international trade, no matter whether between developed and developing countries, such as the recent trade war between the US and China, or between developed countries, highlighted by Brexit, will further challenge multinational firms to explore global business opportunities in new modes.

Besides disrupting markets and competition, rapidly evolving new technologies are also changing the nature of work and how work is done. Democratization of work empowers individual employees and enhances their autonomy in decision-making. It challenges our long-held assumptions about leadership, organizational operating models, workforce engagement, culture and purpose, and the future of the profession in human resource management. We are moving from a world of hierarchical organizational structures toward a flat world where human resources can be digitally activated, deactivated, and reconfigured as needed and where needed. In addition, new technologies have popularized social media and offered new models of communication and collaboration within and between organizations. Working forces are organized in a flat, interconnected, dynamic, and creative world. Imagine an interconnected world where most (or a significant percentage) of the people doing the work are not our employees, but rather freelancers who have complete control over what work they choose to do, when they do it, where they do it, with whom they do it, and why they do it. The challenge of building a productive work community in such an environment will reshape the role of leaders and human resource professionals. Successful global investments and multinational operations will force international managers to innovate in HRM practices to support the implementation of new corporate strategies.

In order to rise to these new challenges caused by the ongoing massive demographic transformation and new technologies, managers call upon innovative HRM research and practices. To explore solutions to these issues, Nanjing University will host the Tenth International Symposium on Multinational Business Management on June 19-21, 2020. This symposium follows the earlier conferences held in 1992, 1996, 1999, 2002, 2005, 2008, 2011, 2014 and 2017. The symposium aims to provide a forum for scholars, entrepreneurs,

and CEOs from multinational firms to discuss how corporations can create new business models, explore more business opportunities globally and reshape the relationship between human resources management and the advancement of new technologies. We chose "Multinational Business Management—**Global Investment, New Technologies and Innovative Human Resource Management**" as the theme of the Tenth International Symposium on Multinational Business Management.

We cordially invite you to participate in this international symposium, to be held in Nanjing, People's Republic of China on June 19-21, 2020. It will be our privilege to welcome you to share your research findings, management experience, and creative ideas with participants from diverse backgrounds. We call for academic papers from scholars, experts, and practitioners at home and abroad.

### **Conference Theme**

Submissions may include theoretical issues, new ideas, methodological issues, empirical studies, or case studies in the field of enterprise management and developments of Chinese and/or multinational corporations confronting changing global investment patterns, new technologies, and human resource management challenges.

### **Research Topics**

Research topics related to corporate strategy, organizational behavior, human resource management, corporate finance and investment, e-commerce, operations management and marketing are all welcome. Possible topics include but not limited to the following:

#### **Entrepreneurship & Strategy**

- Entrepreneurship
- Innovation & Creativity
- Strategic Management in Multinational Corporations

#### **Organizational Behavior & Human Resource Management**

- Human Resource Management & New Technologies
- Human Resource Management & Social Networks
- Innovative Human Resource Management Models in Multinational Corporations
- Leadership & Top Management Team
- Organizational Culture & Communication
- Strategic Human Resource Management

#### **Corporate Finance & Investment**

- Auditing & Finance
- Corporate Capital Raising & Investment
- Corporate Governance
- Merge and Acquisition

#### **E-Commerce, Operations & Marketing**

- Behavioral Operations Management
- Big Data & Business Analytics
- Customer Behavior
- Channel Management & Omnichannel Operations
- Data-Driven Decisions in Supply Chain Management

\*\*\*\*\*

## Instructions to authors:

The proceedings of the Tenth International Symposium on Multinational Business Management and Selected Research Papers from the Symposium will be published. Failure to comply with the instructions provided below will preclude inclusion of the paper in the publication. Authors whose papers are accepted should submit an e-version of the paper, via e-mail, to the Secretariat: [hrm2020@nju.edu.cn](mailto:hrm2020@nju.edu.cn)

Author(s) of a paper to be published in the proceedings must type his/her paper in a format suitable for direct photographic reproduction by the publisher. In order to ensure uniform style throughout the volume, all the papers should be prepared strictly according to the instructions set by the organizer.

### ● Cover Page

All papers must include a cover page with the following information:

Contact Person's Affiliation, Professional Title, Address, Phone #, Fax #, Email address.

### ● Paper Format

The first page should be the cover page described above. The main text of the paper should be no less than 10 (A4) and no more than 25 (A4) pages including all tables, figures, notes, and references. Papers must be written in English and follow the format instructions below.

1. Microsoft Word for Office is the word processor used. A word processor compatible with MS Word is acceptable.
2. Use 12-point courier font and traditional default margin settings. All papers, tables, footnotes, and equations should be numbered.
3. First letter of each word in the title should be capitalized, and the title should be centered and in bold.
4. Centered and two lines below the title are author's (authors') name(s) and affiliation(s). Author's addresses, and /or E-mails should be footnoted, as are any acknowledgements made by the author.
5. The word ABSTRACT in capital letters should be centered and in bold two lines below the last author's information.
6. Following the abstract are the key words on a separate line.
7. The main text should be double-spaced. Do not use a heading called INTRODUCTION.
8. No more than three levels of headings should be used. The first level headings are capitalized, left justified and bold. The second level headings have the first letters of each word capitalized, left justified and bold. The third level headings have the first letters of each word capitalized. All headings are on a single line.
9. Footnotes should be used sparingly. Do not use endnotes. Footnotes should not be used for literature citations. Rather, the work should be cited by the author's name and year of publication in the main text [e.g. (McCarty, 1995)].
10. Use double space in the main text, but single space between text and numbers in tables.
11. Tables and Figures should be labeled as such, e.g., Table 1 or Figure 1, centered and bold. Double space should be between label and title. Center and bold the title of tables and figures. Double space and insert a line from the left side margin to the right side margin, forming the top border of the table or figure. Repeat the line at the bottom of the table or figure as the bottom border. Minimize the use of lines in the table and use no lines on the left and right sides of tables and figures. Please be sure to

indicate the table or figure callouts within the manuscripts.

- References should start on a new page with the title REFERENCES capitalized, centered and bold. Entries should be double-spaced and arranged in alphabetical order according to the last name of the first author. For example: Zhao, S.M. and Du, J. "Thirty-two Years of Development of Human Resource Management in China: Review and Prospects," *Human Resource Management Review*, 2012, 3: 179-188.

- **Submission Deadline**

**The deadline for submitting the full-length paper is December 1, 2019.**

- **Acknowledgement of receipt**

We will acknowledge receipt of the submission by e-mail to the corresponding author. All the papers will be double-blind reviewed. The Secretariat will inform the author(s) of acceptance or non-acceptance of papers by **March 1, 2020**.

### **Conference Dates**

The Tenth International Symposium on Multinational Business Management will be held in Nanjing, P.R. China on June 19-21, 2020.

### **Tentative Schedule**

March 1, 2019	First Announcement
December 1, 2019	Deadline for submitting full-length paper
March 1, 2020	Invitation letter and registration form (the 2nd Announcement)
May 1, 2020	Deadline for early bird registration
June 19, 2020	On-site Registration
June 20, 2020 Morning	Opening Ceremony, Keynote Speeches, and Plenary Session
June 20, 2020 Afternoon	Parallel Sessions
June 21, 2020 Morning	Keynote Speeches and Plenary Session
June 21, 2020 Afternoon	Parallel Sessions Conference Plenary Session and Closing Ceremony

### **Languages**

Papers submitted to the symposium must be in English. The working language for the plenary sessions of the Symposium will be English. Simultaneous interpretation will be provided for plenary sessions. No interpretation will be provided for parallel sessions. All paper presentations and session discussions will be in English.

### **Conference Payment**

	Early bird registration fee (before May 1, 2020)	Regular registration fee
Participants from Mainland China	<b>RMB1800 yuan</b>	<b>RMB2600 yuan</b>
Student attendees from	<b>RMB1000 yuan</b>	<b>RMB1400 yuan</b>

Mainland China		
Overseas participants	<b>US\$360</b>	<b>US\$420</b>
Overseas students	<b>US\$180</b>	<b>US\$210</b>

You may pay registration fees by cashier's check or remittance.

**For RMB payment:**

Account Name: Nanjing University

Account Number: 4301011309001041656

Bank Name: ICBC Hankou Road sub-branch Nanjing

**For USD payment:**

Account Name: NANJING UNIVERSITY

Account Number: 524858209957

Bank Name: BANK OF CHINA NANJING CENTER BRANCH

Bank Address: NO.29 HONGWU ROAD NANJING JIANGSU

SWIFT NO.: BKCHCNBJ940

**Please specify that the payment is for the Tenth International Conference registration fees.** The fee includes welcoming reception, all meals during the symposium, and symposium proceedings. The fee does not include transportation for participants from his/her location to the symposium, accommodations, insurance and medical fees, etc.

**Accommodations**

The organizer will assist participants to reserve hotel accommodations at the conference rate.

● **Planning Committee Chairperson:**

Dr. Shuming ZHAO  
Nanjing University Senior Professor and Honorary Dean  
School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P. R. China  
Tel.: 86-25-83592077 (O)  
Fax: 86-25-83317769  
E-mail: zhaosm@nju.edu.cn

● **Planning Committee Vice-Chairpersons:**

Dr. Ya-Ru CHEN  
Professor of Management and Global Business  
Johnson Graduate School of Management  
Cornell University  
Ithaca, NY 14853  
U.S.A.

Tel.: 607-255-1974  
Fax: 607-254-4590  
E-mail: yc659@cornell.edu

Dr. John DELANEY  
Professor of Management and Dean  
Kogod School of Business  
American University  
4400 Massachusetts Avenue, NW  
Washington, DC 20016  
Tel.: 202-885-1985  
Fax: 202-885-1992  
Email: jdelaney@american.edu

Dr. Tony TRAVEGLIONE  
Professor, Pro Vice-Chancellor and Executive Dean  
Faculty of Business and Law  
The University of Newcastle  
409 Hunter Street, Newcastle, NSW 2300  
Australia  
Tel.: 61-2-49217979  
Fax: 61-2-49217977  
Email: Tony.Travaglione@newcastle.edu.au

Dr. Mary FINGER  
President and Professor  
Seton Hill University  
Greensburg, PA 15601  
U.S.A.  
Tel.: 724-838-4211  
Fax: 724-834-  
E-mail: mfinger@setonhill.edu

Dr. Joel GLASSMAN  
Associate Provost and Director  
Office of International Studies and Programs  
University of Missouri-St. Louis  
One University Boulevard  
St. Louis, MO 63121-4400  
U.S.A.  
Tel.: 314-516-5753  
Fax: 314-516-6757  
E-mail: jglassman@umsl.edu

Dr. Jenny DARROCH  
Henry Y. Hwang Dean, Professor and Drucker Brand Champion  
Peter F. Drucker and Masatoshi Ito Graduate School of Management

Claremont Graduate University  
Claremont, CA 91711  
U.S.A.  
Tel.: 909-607-3811  
Fax: 909-706-5098  
E-mail: Jenny.Darroch@cgu.edu

Dr. Lutz M. KOLBE  
Professor and Dean of Research  
Faculty of Economic Sciences and  
Chair of Information Management  
University of Göttingen  
Platz der Göttinger Sieben 5  
D-37073 Göttingen  
Germany  
Tel.: 49-551-39-4441  
Fax: 49-551-39-9735  
E-mail: lkolbe@uni-goettingen.de

Mr. Meinhard GANS  
CEO MSM  
Associate dean, International projects and consultancy  
Maastricht School of Management  
P.B. Box 1203  
6201 BE Maastricht  
The Netherlands  
Tel.: 31-433870866  
Fax: 31-433617237  
E-mail: [gans@msm.nl](mailto:gans@msm.nl)

Dr Greg WHITWELL  
Professor and Dean  
University of Sydney Business School  
University of Sydney  
Camperdown, NSW 2006  
Australia  
Tel.: 61-2-93513084  
Fax: 61-2-93516639  
E-mail: Gregory.whitwell@sydney.edu.au

● **Planning Committee Vice Chairperson and Secretary General**

Dr. Hong LIU  
Professor and CPC Party Secretary  
School of Business  
Nanjing University  
16 Jinyin Jie



Nanjing 210093  
P.R. China  
Tel.: 86-25-83593515 (O)  
Fax: 86-25-83317769  
E-mail: liuhong@nju.edu.cn

**●Planning Committee Executive Vice Secretaries General**

Dr. Yuetang WANG  
Professor and Dean  
School of Management  
School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P. R. China  
Tel.: 86-25-83592139(O)  
Fax: 86-25-83317769  
E-mail: wangyt@nju.edu.cn

**●Planning Committee Vice Secretaries General**

Ms. Yongju CAO  
Associate Dean and Director  
School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P.R. China  
Tel.: 86-25-83593929  
Fax: 86-25-83317769  
E-mail: cyju@nju.edu.cn

Dr. Shunping HAN  
Professor and Associate Dean  
School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P.R. China  
Tel.: 86-25-83621013  
Fax: 86-25-83317769  
E-mail: shunpinghan@nju.edu.cn

=

Dr. Chunlin LIU  
Professor and Associate Dean  
School of Management

School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P. R. China  
Tel.: 86-25-83621047 (O)  
Fax: 86-25-83317769  
E-mail: liucl@nju.edu.cn

Dr. Stephen NICHOLAS  
Emeritus Professor of University of Newcastle  
Professor, School of Management-School of Commerce  
High-end Foreign Expert for Chinese State Administration of Foreign Expert Affairs  
Tianjin Normal University  
West Bin Shui Avenue  
Tianjin, 300074, PRC  
Tel.: 44-7930942097  
E-mail: [stephen.nicholas@newcastle.edu.au](mailto:stephen.nicholas@newcastle.edu.au)

Dr. Quansheng WANG  
Professor and Associate Dean  
School of Management  
School of Business  
Nanjing University  
P.R. China  
Tel.: 86-25-83621104  
Fax: 86-25-83317769  
E-mail: wangqs@nju.edu.cn

Dr. Jinping YU  
Professor and Associate Dean  
School of Business  
Nanjing University  
16 Jinyin Jie  
Nanjing 210093  
P.R. China  
Tel.: 86-25-83621350  
Fax: 86-25-83317769  
E-mail: yujp@nju.edu.cn

● **Planning Committee Members:**

Dr. Donghua CHEN

Professor and Chair, Department of Accounting, School of Business, Nanjing University, China

Dr. Hongzhi CHEN

Assistant Professor, Department of Human Resource Management, School of Business, Nanjing University, China

Dr. Lihua CHEN

- Professor, Department of Accounting, School of Business, Nanjing University, China
- Dr. Xi CHEN  
Professor and Chair, Department of Marketing and E-Business, School of Business, Nanjing University, China
- Dr. Dejun CHENG  
Professor, Department of Human Resource Management, School of Business, Nanjing University, China
- Dr. Wanwen DAI  
Associate Professor, Department of Marketing and E-Business, School of Business, Nanjing University, China
- Mr. Yiren DONG  
Associate Professor, Department of Marketing and E-Business, School of Business, Nanjing University, China
- Dr. Wei HE  
Associate Professor, Department of Human Resource Management, School of Business, Nanjing University, China
- Dr. Liangding JIA  
Professor and Chair, Department of Business Administration, School of Business, Nanjing University, China
- Dr. Chunyan JIANG  
Professor and Vice Chair, Department of Human Resource Management, School of Business, Nanjing University, China
- Dr. Shu LIN  
Professor and Vice Chair, Department of Accounting, School of Business, Nanjing University, China
- Dr. Ning MAO  
Professor, Department of Business Administration, School of Business, Nanjing University, China
- Dr. Yina MAO  
Associate Professor, Department of Human Resource Management, School of Business, Nanjing University, China
- Dr. Jisheng PENG  
Professor, Department of Human Resource Management, School of Business, Nanjing University, China
- Dr. Lifang SHI  
Associate Professor, Department of Business Administration, School of Business, Nanjing University, China
- Dr. Zhe SONG  
Professor, Department of Marketing & Electronic Business, School of Business, Nanjing University, China
- Dr. Sun Young SUNG  
Associate Professor, Department of Human Resource management, School of Business, Nanjing University, China
- Dr. Xiangnan Tao  
Associate Professor, Department of Marketing and E-Business, School of Business, Nanjing University, China
- Dr. Shan Wu  
Assistant Professor, Department of Accounting, School of Business, Nanjing University, China

Dr. Xiaolin XU

Professor, Department of Business Administration, School of Business, Nanjing University, China

Dr. Zhijian XU

Professor, Department of Business Administration, School of Business, Nanjing University, China

Dr. Guocai Wang

Associated Professor and Vice Chair, Department of Marketing and E-Business, School of Business, Nanjing University, China

Dr. Xiang Wang

Associate Professor, Department of Marketing and E-Business, School of Business, Nanjing University, China

Dr. Yizhen WU

Associate Professor and Director, EDP Center, School of Business, Nanjing University, China

Dr. Dongtao YANG

Professor, Department of Human Resource management, School of Business, Nanjing University, China

Dr Xue YANG

Associate Professor, Department of Marketing and E-Business, School of Business, Nanjing University, China

Dr. Xiao ZHANG

Professor and Vice Chair, Department of Business Administration, School of Business, Nanjing University, China

Dr. Wenhong ZHANG

Professor and Director of EMBA Education Center and International MBA Center, School of Business, Nanjing University, China

Dr. Zhengtang ZHANG

Professor and Chair, Department of Human Resources Management, School of Business, Nanjing University, China

Dr. Yixuan ZHAO

Assistant Researcher, Department of Human Resources Management, School of Business, Nanjing University, China

**Secretariat:**

School of Business, Nanjing University, 16 Jinyin Jie, Nanjing, People Republic of China, 210093

Tel.: 86-25-83592077

Fax: 86-25-83317769

E-mail: hrm2020@nju.edu.cn

**Contact Information:**

Ms. Feng Han

Vice Director, Administrative Office, School of Business, Nanjing University, China

Mr. Yuanben Li

Director, Administrative Office, School of Management, School of Business, Nanjing University, China

Ms. Mengtian Zhu

Secretary to the Dean, School of Business, Nanjing University, China

Ms. Miao Yu

Secretary to the Department Chair, School of Management, School of Business, Nanjing University,

China