



Conference: March 1<sup>st</sup> – 2<sup>nd</sup> 2010 at the Grand Hilton Hotel in Seoul, Korea

Study Tour: March 3<sup>rd</sup> – 6<sup>th</sup> 2010

### ORGANIZED AND SPONSORED BY

University of Guam, School of Business and Public Administration (Guam, U.S.A.)  
Penn State Altoona, Division of Business and Engineering (Pennsylvania, U.S.A.)  
Seoul Women's University, Department of Business Administration (Seoul, Korea)

### About the Conference and Study Tour

This conference provides a venue for scholarly interactions among academics, researchers, students, and representatives from industry and government. The theme this year is the economic, social, political, cultural and technological environments in which today's businesses operate. This conference is part of the international conference series that included those held in Wuhan, China (annually since 2001); Quito, Ecuador (2003); Manila, Philippines (2005); Guam (2007); Hanoi, Vietnam (2008), and Nagoya, Japan (2009). What makes this conference unique is the Study Tour available for participants, starting off with a tour of Seoul city, continuing on to other parts of Korea. This is a wonderful opportunity for faculty and students to gain greater understanding of the international economy business environment and newly emerging technologies and to experience the general environment, people, culture and customs of Korea.

### Conference Topics

Proposals for presentations and panels (comprised of four or more related presentations) are invited in the following broad subject categories. Proposals with a special focus on e-business, management information systems, small and medium enterprises, case studies and country studies are especially encouraged. Presentations for students will be divided into undergraduate and graduate papers. More specifically, relevant topics for this conference include:

- [01] Accounting [02] Business Law
- [03] Economics [04] Finance
- [05] International Business
- [06] International Tourism
- [07] Management Information Systems
- [08] Marketing [09] Strategic Management

- [10] Interdisciplinary [11] Pedagogy
- [12] Student Presentations

The **Conference Program** will be organized so that sessions flow well and that papers in each session relate to each other. Depending on the numbers of paper presentations, we may also consider holding concurrent sessions. Plan on a 15-20 minute presentation (including questions and answers). Language used in the entire conference will be English. Non-English-speaking presenters may participate as long as they are accompanied by a competent English-translator and limit their presentation within the 15-minute time allowance. Equipment for PowerPoint presentations will be available. Suggested electronic storage media are CD/DVD-ROMs and flash drives. Please save your files in a lower version of PowerPoint (with a .ppt extension) to ensure software compatibility.

### Conference and Study Tour Registration

The conference registration fees are **US\$300** per person, including lunch and morning and afternoon snacks on the days of the conference. Students may avail of the discounted rate of **US\$250**. You may register for the conference by completing the enclosed form and sending it by email to Dr. Ruane at the University of Guam, School of Business and Public Administration ([ruanemcm@yahoo.com](mailto:ruanemcm@yahoo.com)) before **NOVEMBER 15<sup>th</sup> 2009**. On the same form, indicate if you are interested in joining the different study tours following the conference. Details of the study tour itinerary and estimated cost will be finalized before **October 31<sup>st</sup> 2009** but the dates will be from **March 3<sup>rd</sup> to March 6<sup>th</sup>**. A tentative itinerary is as follows: All day tour of Seoul on **March 3<sup>rd</sup>**, perhaps including a company visit for half-day; one-day tour of Gyeongju city on **March 4<sup>th</sup>**; and a one-day tour of Busan city on **March 5<sup>th</sup>**. The study tour cost is estimated at **US\$900 per person** and will pay for all transportation, including

express train from Seoul on **March 4<sup>th</sup>** to Gyeongju and return to Seoul on **March 5<sup>th</sup>**; hotel stay on the evenings of **March 4<sup>th</sup> and 5<sup>th</sup>**; lunches on **March 3-5**, entrance fees and tour guide. If you will be joining the study tour, please be sure to check out of your Seoul hotel in the morning of **March 4<sup>th</sup>** prior to the train ride to Gyeongju city. Also, please schedule your outbound flight from Incheon International Airport (Seoul) any time on **March 6<sup>th</sup>**. You will be responsible for arranging your own transfer to the airport.

### Submission of Proposals and Final Manuscripts

**Proposals** for a panel or individual presentation must be received by **OCTOBER 31<sup>st</sup> 2009**. All proposals are to be electronically submitted to [ruanemcm@yahoo.com](mailto:ruanemcm@yahoo.com) (Subject: Proposal for Seoul 2010). Be sure to provide contact information about author(s), including email address(es) and a brief abstract (100 words) describing your panel or presentation. Be sure to indicate the subject category to which your paper is most relevant (see code above) and include at least three keywords. You will be notified about the acceptance of your abstract before **NOVEMBER 15<sup>th</sup> 2009**. If your abstract is accepted, you are expected to attend the conference and present your paper or panel.

Final manuscripts must be submitted to [ruanemcm@yahoo.com](mailto:ruanemcm@yahoo.com) (Subject: Manuscripts for Seoul 2010) by **JANUARY 31<sup>st</sup> 2010** and will be included in the Conference Proceedings and distributed to all conference participants.

### Opportunity to Publish in a Peer-Reviewed Journal

Like the Guam, Hanoi and Nagoya conferences, this conference also offers you, as conference participant, with the opportunity

to publish your conference paper in the *Journal of International Business Research*, a double-blind, peer-reviewed journal published by the Allied Academies ([www.alliedacademies.org](http://www.alliedacademies.org)). Although not all submissions will be accepted for publication, the editorial review board will give each submission its utmost consideration. For submissions not leading to publication, the board will forward you referee's comments and information on alternative peer-reviewed journals where your revised paper may be submitted. Journal submissions must be sent to [ruanemcm@yahoo.com](mailto:ruanemcm@yahoo.com) (Subject: JIBR submission) around APRIL 30<sup>th</sup> 2010. The JIBR issue that features conference papers from the previous conference comes out in print within one year after the issue is finalized or earlier (February/March of the following year). JIBR is listed in *Cabell's Directory of Publishing Opportunities* and carries an ISSN of 1544-0230.

### Conference Hotel and Accommodations

The conference hotel is the **Grand Hilton Hotel**, which is centrally located in the City of Seoul. It offers easy access to transportation, shopping and sightseeing attractions. For more information on the Grand Hilton, see [http://www1.hilton.com/en\\_US/hi/hotel/SELGRHI-Grand-Hilton-Seoul-hotel/index.do](http://www1.hilton.com/en_US/hi/hotel/SELGRHI-Grand-Hilton-Seoul-hotel/index.do).

The hotel is 30 miles from Incheon International Airport (airport code ICN, <http://www.airport.kr/eng/airport/index.jsp>) and 15 minutes from the city centre by courtesy bus (click here to see the courtesy bus route and timetable). For airport transfer to your hotel in Seoul, please see [http://asiaenglish.visitkorea.or.kr/ena/GK/GK\\_EN\\_2\\_2\\_2\\_3.jsp](http://asiaenglish.visitkorea.or.kr/ena/GK/GK_EN_2_2_2_3.jsp). For most first time visitors to Seoul, taking the limousine bus is probably the most convenient as no transfers will be required and it will drop you off at major hotels. The one-way fare KRW13,000 (US\$10.30) on deluxe bus.

For March 2010, the rate for a deluxe guest room, single occupancy at the Grand Hilton Hotel will be **KRW181,500 (US\$145)**, all taxes and fees included, room only/no meals. Depending on your budget, other hotels are within walking distance or a short subway or cab ride to the Grand Hilton Hotel. You may visit the following websites for more information on lodging.

- Korea Tourism Organization  
[http://english.visitkorea.or.kr/enu/1031\\_Accommodations.jsp](http://english.visitkorea.or.kr/enu/1031_Accommodations.jsp)
- Korea Hotel Reservation Center  
<http://www.hotel.co.kr/>

### Estimated Cost to Conference Participants

Participants from the mainland U.S. and Europe should expect to spend a total of between US\$2,000 and US\$3,000 to attend the 2-day conference. This amount includes the conference registration fee of US\$300 (to be paid to the conference organizers), which will cover conference materials, use of conference facilities, morning and afternoon coffee breaks, and lunches on March 1<sup>st</sup> and 2<sup>nd</sup>. The rest of the estimated total cost includes a roundtrip international economy-class airfare, 4 nights of hotel accommodation (depending on the hotel and dates of stay) and roundtrip airport transfer by limousine bus. Please note that meals other than those listed above have not been included in the estimate. Of course, additional costs will be incurred if you are joining the Study Tour.

### Visa to Enter South Korea

US-passport-holders do not require an entry visa to South Korea. Non-US-passport-holders should contact the nearest South Korean Embassy regarding any visa requirement to enter Korea. Note that the conference organizers will not apply for an entry visa on your behalf nor provide documents other than a letter that will indicate your intended participation at the conference.

### Contact Information

**CONFERENCE WEBSITE:** <http://www.altoona.psu.edu/icbeit>

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**Click on "Conference Archives" on the left of the website to see past conferences. Information on past study tours may be obtained by contacting Dr. Ruane in the above address. She has previously organized study tours to the Philippines (March 2005), Japan (March 2006), Guam (March 2007), Hanoi (March 2008) and Japan (2009).**