



*International Federation of East Asian Management Associations (IFEAMA)*

**The 13<sup>rd</sup> Conference of International Federation of East Asian Management Associations  
in Ulaanbaatar (IFEAMA – 2015)**

**To be hosted by Business School, National University of Mongolia  
16-18 July, 2015**

***CALL FOR PAPERS***

Dear Mr/Ms/Dr/Prof.

It is our pleasure to inform you that Business School of National University of Mongolia is going to host the 13<sup>rd</sup> Conference of The International Federation of East Asian Management Associations (IFEAMA) on July 16-18, 2015 in Ulaanbaatar. The theme of the conference is

**TRAJECTORIES OF THE GREEN REVOLUTION: ADAPTATION AND INNOVATION  
IN MANAGEMENT AND INDUSTRY**

and the Sub-themes are:

1. Green management
2. Green marketing
3. Green economics
4. Knowledge Management & Innovation
5. Entrepreneurship
6. CSR and eco-audit
7. National and International Cooperation
8. Changes in International Business Environment
9. Consumers Attitudes and Behaviors
10. Eco-Education
11. Distribution system
12. Industrial Policy and Environmental Policy
13. Political, Social Groups Activities as well as NGOs' Influence
14. Recycling Economy and Management
15. Others

We cordially invite you to participate in the conference and present your paper on one of the aforementioned themes.

**Conference Venue**

Tuushin Hotel Conference Main Hall – Ulaanbaatar, Mongolia

Website: [www.bestwesternmongolia.mn](http://www.bestwesternmongolia.mn)

**Conference Language**

Papers and presentations must be in English.

## **Important dates**

- March 10, 2015 - Deadline of Presentation Application & Abstract submission
- April 10, 2015 - Deadline of Full Paper submission
- April 21, 2015 - Notification of Acceptance
- June 15, 2015 - Deadline of only participation
- July 16-18, 2015 - Conference

## **Registration Fee:**

- **Registration fees is 300 US\$** (Graduate Student: 150 US\$)
- In order to expand the scope of academic exchange, this conference will set poster session. Registration fee of poster session **is 30 US\$**.

## **Convention tentative schedule**

### **July 16, 2015 (Thursday)**

- Afternoon: Registration
- Evening: The First Meeting of the Board

### **July 17, 2015 (Friday)**

- Morning: Registration, Opening Ceremony, Key Note Speeches
- Afternoon: Subcommittee Sessions
- Evening: The Second Meeting of the Board, Conference Closing Ceremony
- Welcome Dinner

### **July 18, 2015 (Saturday)**

- Morning: Company visit -1
- Afternoon: Company visit - 2
- Evening: Farewell Dinner

### **July 19, 2015 (Sunday)** –

Optional: Thirteenth Century Complex Tour

[http://genco-tour.mn/en/?page\\_id=350](http://genco-tour.mn/en/?page_id=350)

## **Submission of Papers Requirement**

Authors are invited to submit completed manuscripts. Papers will be selected by the Program Committee consisting of a panel of international scholars. Please submit the paper in electronic format (word files only) to the Conference Secretariat at the address below.

Authors are requested to submit full papers in English, non-English papers need to be submitted with English translated version. Papers should be no more than 15 pages or 5,000 words in length, with an abstract of no more than 100 words. Author numbers of each paper should be no more than 3 persons, each person as the first author can submit paper only one.

## **Conference Publications**

All accepted papers will be included in Conference Paper Proceedings, published by the host university press.

## **Paper Lay-out**

### *Margins and format*

The margins must be 3 cm on both the top and the bottom and 2 cm on both left and right side. The paper format must be A4 (21 x 29,7 cm)

### *Title*

Please start the first page with a horizontal line and leave one line blank before typing the title at the centre of the page with the following font: Times New Roman, size 20.

Sub-titles should be in Times New Roman, size 16.

Below the title/sub-title you should write the author's name and affiliations, university and country only. Use Times New Roman, size 12, in italics. Leave one line blank before inserting another horizontal line and after this, please leave 3 blank lines before typing the abstract.

### *Abstract*

The abstract should be written in Times New Roman, size 12, in italics. It will begin with a first level heading (Abstract). The abstract must not exceed 150 words.

### *Headings*

Leave one blank line before each heading.

First level headings should be written in Times New Roman, size 16.

Second level headings should be written in Times New Roman, size 14.

Third level headings should be written in Times New Roman, size 12, in italics.

All headings must be aligned to the left.

### *Body*

The body of the paper should have a line spacing of 16 pkt. and written in Times New Roman, size 12. Begin each paragraph (except those following a heading, a bullet list, a table or a figure with one tab indent set to 1,5 cm. Use justified margins on both sides. Be sure to begin with a first level heading. If you wish to accentuate single words within the text, do not use bold, but italics.

### *Tables*

The table title should be written in Times New Roman, size 12.  
Please number the tables as follows: Table 1, Table 2, Table 3, etc.

### *Figures*

Please insert the figures into the text, Please number the figures as follows: Figure 1, Figure 2, Figure 3, etc.

### *Notes*

Please use endnotes instead of footnotes. Endnotes should be inserted after the text and before the references. The notes should be written in Times New Roman, size 10

### *References*

The references must be placed at the end of the document. In the text please state only the last name of the author and the year in parenthesis and separated by a comma (Rask, 1999). In the reference list, please write all the names fully. Please write the book, journal or paper series names in italics. Example:

- Rask, Morten and Niels Jakob Buch (1999), *International Marketing at the World Wide Web - Concepts for understanding and action* (in Danish), Ledelse & Erhvervsøkonomi, 1/99.

Please submit the paper in MS Word format to email address of Conference Secretariat  
Email: [sarantuyaj@gmail.com](mailto:sarantuyaj@gmail.com) (J.Sarantuya, Senior lecturer of Management Program)

## **Contact Information**

### Conference Chair

**Prof. Dr. Batsukh Davaasuren**

Chair of Academic Affairs of Business School

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### Conference Secretariat

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