



The 18th Conference of International Federation of East Asian Management Associations

Nanjing, 17-19 October, 2025

百年变局下的亚洲管理创新

Asian Management Innovation in the Changing Century

CALL FOR PAPERS

No.2

It is our pleasure to inform you that The **IFEAMA 2025** conference will be held at **Hohai University** in **Nanjing, China** on **17-19 October, 2025**. The main topic of the conference is “***Asian Management Innovation In the Changing Century***”.

Today's world is entering an era of profound changes unseen in a century. Many new technologies, represented by artificial intelligence and green energy technology, are reshaping the face of various industries. Issues such as climate change, large-scale infectious diseases, and trade protectionism have brought new challenges to the cooperation and competition of global enterprises. The power of global economic growth is changing, and the market pattern is changing, which has a profound impact on the survival and development of enterprises. Thus, Asian management needs to rethink how to harness new technology for innovation, efficiency, and sustainable development, and how to respond all kinds of challenges in the new time.

International Federation of East Asian Management Associations (IFEAMA) is the management research federation of difference management associations of Asia, especially from east Asia country and the region. The Federation aims to promote the research and the application of business administration in East Asia, and to contribute to industrial development in East Asia and the advancement of the management practice. IFEAMA conference is held in difference Asia area every two years, focusing on the development of management research and practices in Asia. The 18th IFEAMA conference will be held in Nanjing, China on **17-19 October, 2025**.

IFEAMA 2025 Nanjing -the 18th Annual Conference of the International Federation of East Asian Management Association (IFEAMA) – is dedicated to exploring the new theoretical challenges faced by the changing economic and business environment in Asia. Special



attention is being paid to explore the topic “*Asian Management Innovation In the Changing Century*”.

We cordially invite you to submit papers for IFEAMA 2025 conference tracks listed below.

1. Technology Innovation and New Quality Productive Forces;
2. Strategic Management and Organization for Asian Enterprise
3. Digital Business and Innovation in SMEs;
4. Information Technology Management & Business Innovation;
5. Human Resource Management (HRM) and Leadership;
6. Corporate Governance and Financial Management;
7. Eco-Business and Management;
8. Entrepreneurship and Small Business;
9. AI, Business Ethics and Corporate Social Responsibility (CSR);
10. R&D Strategy, AI and Innovation;
11. The East Asian Regional Cooperation;
12. Industrial Policy and Development;
13. Sustainable Development Strategy for enterprises;
14. The Integration of Eastern and Western Management Thinking;
15. Supply Chain Transformation Faced by Asian Enterprises;
16. Others;

For more information, please visit the IFEAMA 2025 Nanjing conference website:

<https://www.ifeama.org/conferences-e.html>

● **Review of Call for Papers and Publication:**

All papers received by the submission deadline will be evaluated in a multi-blind review process. Excellent papers will also be organized in a conference book, titled “*Asian Management Innovation In the Changing Century*”.



● Guideline for submissions:

Authors are invited to submit abstracts and completed manuscripts. Both abstracts and complete papers accepted are invited to make presentation on conference. Papers will be selected by the Program Committee consisting of a panel of international scholars. Please submit the paper in electronic format (Word file only) to the Conference Secretariat to the address below. Authors are requested to submit full papers in English. Papers should be no more than 15 pages or 6,000 words in length, with an abstract of no more than 200 words. Abstracts are suggested with 800-1000 words. Author numbers of each paper should be no more than 5 people, each person as the first author can submit paper only one.

Publication opportunity:

Excellent papers will be selected to be published in a book, titled *"Asian Management Innovation In the Changing Century"*, by Springer Japan.

Outstanding papers may be recommended for expansion and submission to partner journals including:

International Journal of Electronic Business (IJEB) indexed in EI Compendex/Scopus

International Journal of Internet Marketing and Advertising (IJIMA) indexed in ESCI/Scopus

International Journal of Internet and Enterprise Management (IJIEM) indexed in EBSCO

Abstracts and the completed papers will also be collected into an electrical proceeding.

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 for the full paper must not exceed 200 words.

If you only submit abstract, the abstract is 800-1000 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 and Figures

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. 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 (Kotler and Armstrong, 2017). In the reference list, please write all the names fully. Please write the book, journal or paper series names in italics.

Example:

Book:



Kotler, P. and Armstrong, G. (2017) *Principles of Marketing*. Pearson Education, London, United Kingdom.

Journal article:

Fama, E. and French, K. (2002) Testing trade-off and pecking order predictions about dividends and debt. *The Review of Financial Studies*, 15(1), 1-33.

● **Important dates and Deadline:**

August 31st, 2025 - Deadline of Abstract/Full Paper

September 15th, 2025 - Notification of Acceptance

All deadlines are based on UTC+8 (Beijing Time).

Please confirm your attendance by filling the form below before **September 30th, 2025**.

Email: hhbswt@hhu.edu.cn

Attendance Confirmation Form

Country	Organization	Name	Gender	Date of Birth	Telephone	Email	Whether to give a presentation

● **Contact information:**

Please send your abstract or paper to Dr. Wangteng – Business School of Hohai University, China by email: hhbswt@hhu.edu.cn

● **Conference Venue:**

China • Nanjing

Boxue Building, Business School, Jiangning Campus, Hohai University

Address: No.8 Focheng West Road, Jiangning District, Nanjing, Jiangsu Province, China

Postcode: 211100

● **Conference Language:**

Papers and Presentations must be in English.

● **Registration Fees:**

For foreign attendants, the registration fee is shown as follows,



Attendee Type	Early-bird Rate Payment by Oct 1, 2025	Regular Rate
Non-students	US\$ 250	US\$ 300
Students	US\$ 125	US\$ 150

For domestic attendants, the registration fee is shown as follows

Attendee Type	Early-bird price Payment by Oct 1, 2025	Regular Rate
Non-students	CNY 1,500	CNY 2,000
Students	CNY 750	CNY 1,000

*Proof of student status must be submitted during registration. Valid student ID must show:

① Full-time enrollment status ② Expiry date after conference end date

*All deadlines are based on UTC+8 (Beijing Time). All payments must be completed in full by the deadline. No refunds for missed early-bird deadlines.

● Registration Fee Payment

Registration fees can be paid either online or on-site at the conference venue.

(1) Payment Option 1: On-site Registration

Cash payments accepted (only in CNY).

Please prepare exact amount as change may be limited.

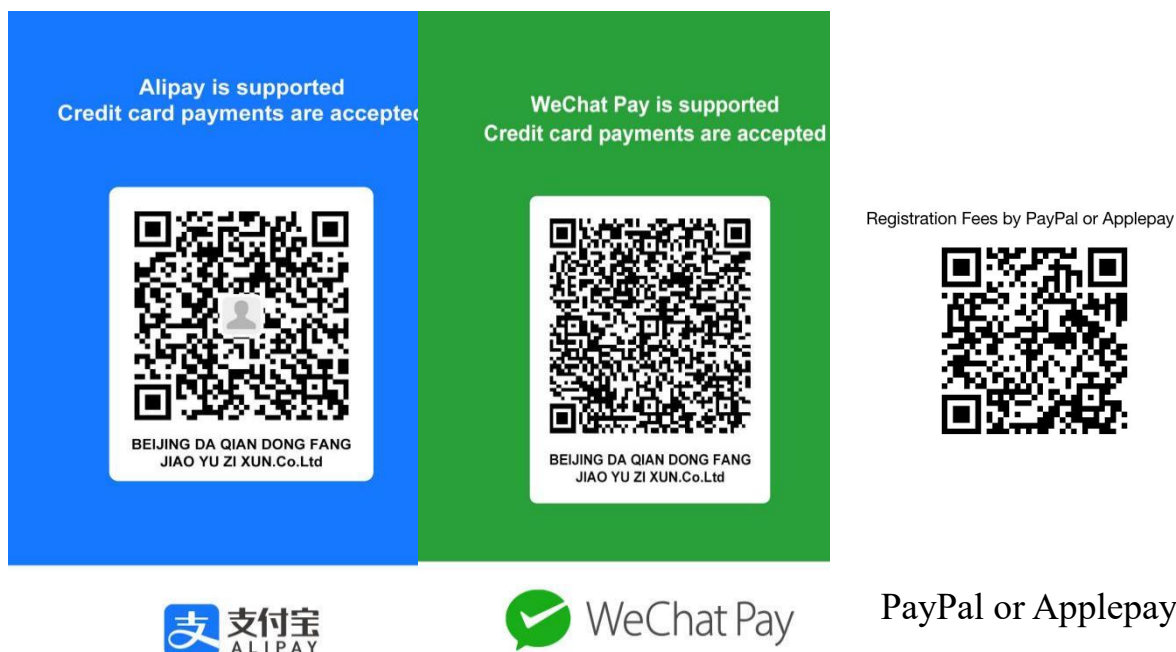
(2) Payment Option 2: Online Payment by Alipay or WeChat Pay (Recommended)

(3) Payment Option 3: Online Payment by Paypal .

● Required preparation:



- (1) Download and install WeChat Pay or Alipay mobile apps prior to registration for convenient payment.
- (2) Please scan the QR code of Alipay or Wechat pay to pay online.
- (3) Please scan the QR code of PayPal or Applepay to pay online.



Important notice:

Must include the reference: "[Your Institution] + [Full Name]+[IFEAMA]" in payment notes

Example: "Hohai University + John Smith+IFEAMA"

After completing the payment, please take a screenshot of the successful payment page and email it to: hhbswt@hhu.edu.cn to confirm with us about your payment receipt.

Payment Inquiries:

For any payment-related issues, please contact: Ms. Yang

Email: ifeama@sinowbs.org

Telephone: +86-10-85764155; +86-10-85765450.

About organizer – Business School of Hohai University

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Hohai University, established in 1915 and located in Nanjing, is a public research university in China. It is recognized internationally, particularly for its academic standing in the areas of water-related engineering and sciences, and is regarded as the leading university in these areas in China. With 31 colleges and schools on 3 campuses and a student population of 55,000, Hohai University is on the State “211 Project” directly governed by the Ministry of Education of China. The disciplines of Water Engineering and Environmental Science and Engineering at Hohai University are admitted to the Double First-Class Program of China.



Hohai University is one of the earliest higher education institutions in China to establish a business discipline. It can be traced back to the establishment of the Hohai Engineering Specialized School in 1915. The school's mission is to seek global knowledge and become a business elite. The school's vision is to follow the characteristics of Hohai and become a world-renowned business school.

Business School of Hohai University currently has 6 departments, two vocational education and social service institutions, 14 research institutes, and 15 provincial and ministerial-level scientific research platforms. The school comprises 168 faculty members and 146 full-time teachers, including 32 professors, 57 associate professors, 26 doctoral supervisors, and 77 master's supervisors. Doctoral degree holders account for 85.6%, and overseas experienced teachers account for 58.9%. The school has over 3,900 students, including over 1,700 graduate students, over 110 international students, and over 2,100 undergraduate students.

The school has doctoral degree-granting points in 2 first-level disciplines: Business Administration, Management Science and Engineering; 3 first-level discipline master's degree programs; and 4 professional master's degree programs. There are 5 national first-class undergraduate majors, 3 provincial-level first-class undergraduate majors, as well as 8 undergraduate majors.



About place – Nanjing, China

Nanjing, the capital of Jiangsu Province, boasts rich historical and cultural heritage and is one of China's most popular tourist destinations. It is known as the "Ancient Capital of Six Dynasties." In ancient China, Nanjing served as the capital of the Wu, Eastern Jin, and Southern Dynasties (Song, Qi, Liang, Chen) for over 500 years. As one of the Four Great Ancient Capitals of China, it has a 6,000-year history that has left abundant historical heritage, making it comparable to Beijing, Luoyang, and Xi'an. As a "Cultural City", Nanjing has always been a melting pot of Eastern and Western cultures through both glory and adversity. It is also the central hub of Buddhist culture in eastern China. Buddhism began to spread here long ago, and many Buddhist temples are well-preserved in this historic city. As a "Green City", Nanjing is endowed with rich natural resources, and its pleasant climate enables numerous plants to thrive. As an important hub in eastern China, located near Shanghai along the lower reaches of the Yangtze River, Nanjing benefits from the golden waterway of China's longest river. Last but not least, Nanjing offers numerous attractions worth visiting: the must-go Confucius Temple – Qinhuai River Scenic Belt, where a night



cruise reveals the dazzling lights and ancient charm of Jinling; the Sun Yat-sen Mausoleum, a grand and solemn mausoleum where strolling evokes historical remembrance; the Nanjing Museum, one of China's three major museums, showcases the profoundness of Chinese culture; Xuanwu Lake Park, one of China's largest imperial garden lakes, is ideal for leisurely walks amid beautiful landscapes; and Niushoushan, a top choice for Buddhist culture, where the spectacular Buddha Top Palace leaves visitors in awe.



Recommended Hotels

1. Hilton Nanjing Niushan

Address: No. 8 Ningdan Avenue, Jiangning District, Nanjing (4 km from Jiangning Campus, 10-minute drive)

Room Types Available:

Superior Room

Deluxe Room

Zen Retreat Room

Executive Room

Deluxe Suite

Contact: Li Xiaohui-187 5518 7508



2. Cuiping Mountain Hotel

Address: No. 168 Tianyuan West Road, Jiangning District, Nanjing (1.8 km from Jiangning Campus, 5-minute drive)

Room Types Available:

Standard King Room / Standard Twin Room

Deluxe King Room / Deluxe Twin Room

Superior Suite

Contact: Manager Wu-139 1448 7707

3. Atour Hotel Nanjing South Station (NUAA Branch) (Budget Hotel)

Address: 1st Floor, Xiyue Plaza, No. 160 Tianyuan West Road, Jiangning District, Nanjing

Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Elegant King Room

Superior King Room

Superior Twin Room

Timber King Room

Timber Twin Room

Timber Suite

Contact: Wang Lei – 130 6257 7860

Email: 649270772@qq.com

4. Vienna International Hotel (Hohai University Metro Station Branch)

Address: No. 109, Jiangjun Avenue, Moling Sub-district, Jiangning District, Nanjing. It is 550 meters on foot from Focheng West Road Metro Station of Hohai University.

Available room types for booking:

Deluxe King Room

Business King Room

Contact number: 025-87179188

Transportation Guide

Nanjing Lukou International Airport–Hohai University (Jiangning Campus)



1. Taxi: Approximately 35 kilometers, with a travel time of about 40 minutes and an estimated fare of around CNY 80.
2. Airport Bus: Take Nanjing Urban Line 1 from Terminal T1 of Lukou International Airport to Cuipingshan Hotel (bus stop), then take a taxi (fare about 10 yuan) to Jiangning Campus. The whole journey takes about 60 minutes.
3. Metro: Take Metro Line S1 (Airport Line) from Lukou Airport to Hohai University Focheng West Road Station, then walk for about 15 minutes to Jiangning Campus.

Nanjing South Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 11 kilometers, with a travel time of about 20 minutes, and an estimated fare of around CNY35.
2. Metro: Take Metro Line S1 (Airport Line) to Hohai University·Focheng West Road Station, then walk to Jiangning Campus. The whole journey takes about 30 minutes.

Nanjing Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 23 kilometers, with a travel time of about 30 minutes, and an estimated fare of around 50 yuan.
2. Metro: Take Line 1 (in the direction of China Pharmaceutical University) to Nanjing South Railway Station, transfer to Line S1 (in the direction of Jiangning New City of Airport) within the station to Hohai University·Focheng West Road Station, then walk 1.3 kilometers to Hohai University. The whole journey takes about 1 hour and 20 minutes.