**2014 INTERNATIONAL CONFERENCE**
**on Technology Innovation and Industrial Management (TIIM 2014 )**
*"Moving forward with integration, harmony, diversity, and sustainability"*
**28-30 May 2014, Seoul, Korea**
**www.tiimconference.org**

# AUTHOR GUIDELINES

**Conference Aims**

The conference aims to promote exchanges, discussion, and dialogues on how to manage industrial operations and organizations in more innovate, effective, and productive manners. The roles of technology as well as integration and synergy of human capital and organizational cultures will be underlined so that possible adaptations, learning, and improvement of research, practical examples, and excellent practices can be made. The sustainable development and continuous improvement as a result of technological applications and organizational innovation (i.e. products/services, and processes management) will be focal point.

**Focused subjects**

- Brand value and management
- Change management
- Corporate finance
- Corporate, operational, and manufacturing strategies
- Cultural diversity
- Customer psychology
- Customer relation management
- e-Commerce and e-Business
- e-Learning and human capital
- Electronic and mobile government
- Enterprise and operational risk
- Green technology and productivity
- Information Management & Computer Security
- Innovation management
- Internationalization of operations and markets
- Knowledge management
- Management & Enterprise Development
- Management Information Systems
- Marketing strategies and management
- Mergers and acquisitions

- Motivation and emotional intelligence
- Networked government
- New product and service development
- One-stop services
- Organizational psychology
- Performance measurement and management
- Privacy and security issues in E-Commerce
- Production technology
- Productivity management and improvement
- Promotional media
- Public value
- Quality improvement and management
- Social marketing
- Supplier partnership and supply-chain management
- Sustainable Economy
- Technologies in operational and industrial management
- Value-added management
- Intellectual capital synergy
- Corporate synergy
- Service quality synergy issues

**Conference Proceedings**
Full papers will be published in TIIM 2014 Conference Proceedings with the ISBN. The authors of the best papers presented at the conference will be invited to submit their contributions to a number of relevant referred journals (announced on the TIIM website: www.tiimconference.org).

## THE REVIEW PROCESS

Each paper is reviewed using the following procedure:
1. Review by the TIIM 2014 Program Chair; if it is judged suitable for the publication, then:
2. It is sent to two reviewers for double blind peer review,
3. Based on their recommendations, the TIIM 2014 Program Chair then decides whether the paper should be accepted as is, revised or rejected,
4. The TIIM 2014 Program Chair may vary this process in some circumstances.

## SUBMISSION OF PAPERS

1. **A Structured Abstract** of approximately 250-300 words has to be supplied. Please login to the TIIM 2014 registration website and next go to the Publication section and fill-in the abstracts webpage.
2. Next, **the Final Papers** have to be submitted via the TIIM 2014 website as an attachment in MS Word format **(Final Papers deadline: 1 March 2014)**. Please login to the TIIM 2014 registration website and follow the final papers uploading procedure.
3. Abstracts (and next Manuscripts) could be original papers, empirical studies, literature and research reviews providing new perspectives, studies based on a synergy of sustainable economy, enterprise development, comparative studies, or case studies.
4. With a brief biosketch including: Full name, Affiliation, E-mail address, Full international contact details, Brief professional biography (no more than 100 words in length).
5. And 1-10 keywords.
6. Each abstract/paper submitted will be subjected to the double-blind review procedures of TIIM 2014 conference.

*Manuscript requirements*

1. All authors should be shown. Author details must be uploaded in a separate page (No 1) and the author should not be identified anywhere else in the article.
2. Copyright: Articles submitted to the TIIM 2014 should not have been published before in their current form, or be under consideration for publication with another journal. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such

warranty. For ease of dissemination and to ensure proper policing of use, papers and contributions become the legal copyright of the publisher unless otherwise agreed.

3. As a guide, articles should be between 3000 and 6000 words in **length**; Double-spaced throughout.
4. A **title** of not more than eight words should be provided.
5. Authors must supply a **structured abstract** set out under 4-7 sub-headings (Maximum is 300 words in total):
   a. Purpose (mandatory)
   b. Design/methodology/approach (mandatory)
   c. Findings (mandatory)
   d. Research limitations/implications (if applicable)
   e. Practical implications (if applicable)
   f. Social implications (if applicable)
   g. Originality/value (mandatory).

6. Please provide up to six **keywords** which encapsulate the principal topics of the paper.
7. Categorize your paper under one of these **classifications**:
   a. Research paper
   b. Viewpoint
   c. Technical paper
   d. Conceptual paper
   e. Case study
   f. Literature review
   g. General review.

8. **Headings** must be short, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for headings to be presented in bold format, with consecutive numbering.
9. **Notes** or **Endnotes** should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.
10. **Tables and figures must be placed** within the text of the paper. All **Figures** (charts, diagrams and line drawings) and photographic images should be of clear quality, in black and white and numbered consecutively with arabic numerals. Figures created in **MS Word**, **MS PowerPoint**, **MS Excel**, etc. should be saved in their native formats. Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS Word document or saved and imported into a MS Word document by choosing "Insert" from the menu bar, "Picture" from the drop-down menu and selecting "From File..." to select the graphic to be imported. For figures which cannot be supplied in MS Word, acceptable standard image formats is: **.pdf**. If you are unable to supply graphics in these formats then please ensure they are **.tif**, **.jpeg** (**.jpg**) , or **.bmp** at a resolution of at least 300dpi and at least 10cm wide. To prepare

screenshots, simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".) Photographic images should be saved as **.tif** or **.jpeg** (**.jpg**) files at a resolution of at least 300dpi and at least 10cm wide. In the text of the paper the preferred position of all tables, and figures should be indicated by typing on a separate line the words "Take in Figure (No.)" or "Take in Table (No.)".

11. **Tables** should be typed and included as part of the manuscript. They should not be submitted as graphic elements.

12. **References** to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. Authors should cite publications in the text: (Cobain, 2010) using the first named author name or (Cobain and Malakian, 2009) citing both names of two, or (Cobain *et al.*, 2008), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

   o *For books*: Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Tapscott, D. (2009), *Grown Up Digital. How the Net Generation is Changing Your World*, The McGraw-Hill Companies, New York, NY.

   o *For book chapters*: Surname, Initials (year), "Chapter title", Editor's Surname, Initials (Ed.), *Title of Book*, Publisher, Place of publication, pages. e.g. King, B.C. (2005), "Supply Chain Management", in Roonth, R. (Ed.), *Management*, Beck, New York, NY, pp. 230-290.

   o *For journals*: Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Phusavat, K., and Kanchana, R. (2008), "Competitive priorities for service providers: perspectives from Thailand", *Industrial Management & Data Systems*, Vol. 108 No. 1, pp. 5-21.

   o *For published conference proceedings*: Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers. eg Rodak, C., and Borlant, E. (2010), "Management Information Systems Effectiveness", in *Technology Innovation and Industrial Management 2010 Proceedings of the International Conference in Pattaya, Thailand, 2010*, Kasetsart University, Bangkok, pp. 670-695.

   o *For working papers:* Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.

   o *For newspaper articles (authored):* Surname, Initials (year), "Article title", *Newspaper*, date, pages. e.g. Smith, A. (2008), "Money for old rope", *Daily News*, 21 January, pp. 1, 3-4.

- *For newspaper articles (non-authored): Newspaper* (year), "Article title", date, pages. e.g. *Daily News* (2008), "Small change", 2 February, p. 7.
- *For electronic sources*: if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed. e.g. Kolleage, D. (2010), "Web-based industrial services", available at: http://www.synergy-research-site.org/ (accessed 4 February 2011). Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).