

# The 35<sup>th</sup> Annual Pan-Pacific Conference

Innovation for Value Creation and Beyond  
May 28-30, 2018  
Seoul, South Korea

## Program Announcement and Call for Papers

Changes in the global geopolitics, technological advances, emerging economies have changed the landscape of the global economy. Today, countries and organizations function and compete in the increasingly complex and turbulent environment. To be successful in the networked global economy, business firms must continuously develop dynamic capabilities to create new customer value. Such efforts require human talents, application of advanced technologies, innovations, and entrepreneurship to converge creative ideas with pragmatic strategies.

The 35<sup>th</sup> Annual Pan-Pacific Conference will be held in Seoul, South Korea, a historic and ultra-digital metropolis of over 12 million people. The theme of the conference is "Innovation for Value Creation and Beyond." The theme is most appropriate in today's digital age, especially for Seoul, a hub of technology-enabled innovations. Innovation should no longer be just for creating organizational values but for the greater good. We should aspire for creating a smart future through innovation, where people are happy, organizations succeed, and the planet flourish. It is a lofty goal but we are innovation dream makers who pursue possibilities for a bright future.

Business educators, industry leaders, and government officials across the entire globe have been attending the Pan-Pacific Conferences during the past 33 years in such places as: Singapore, Taiwan, Hawaii, Australia, Canada, China, New Zealand, Japan, Malaysia, Korea, Fiji, Chile, Thailand, Alaska, Costa Rica, Indonesia, South Africa and Vietnam.

The conference will serve as an important forum for the exchange of ideas and information to promote understanding and cooperation among countries and corporation. Special plenary sessions and panel sessions featuring top executives, scholars and government officials will be held to discuss trade issues, management innovations, and technology-transfer

opportunities. Numerous paper sessions and workshops will also be organized. Plant tours are planned. The Welcome Reception and Cultural Show will be held in the evening of May 28, 2018. The special Opening Plenary Session will be held on May 29, 2018.

### CONFERENCE OBJECTIVES

- To provide scholars, executives, and government officials an opportunity to discuss the role of innovation and co-creation for building a smart society.
- To help business scholars and practitioners assess the adaptability of various new management innovations to their own business environments. Emphasis will be placed on productivity improvement, global project management, e-Business, modern technology-based management systems, and world-class knowledge management.
- To help business practitioners and scholars gain an understanding of the socio-cultural background and strategies in the various emerging economies.
- To facilitate the development of research and the exchange of ideas for promoting regional and global economic activities.
- To provide a forum for scholars, executives, and government officials in analyzing knowledge sharing, leadership development, global outsourcing, alliances, and financing.

## CALL FOR PAPERS

Competitive papers, as well as symposia, tutorials, and workshop proposals, are invited in the following areas. Related topics will also be considered.

- Innovation and co-creation for new business models
- Strategies for collaboration and collective intelligence
- Free trade agreements and their implications
- Organizational and cross-cultural behavior
- Innovations in operations and project management
- Innovations in transformational services
- Competitive strategies in developing economies
- Entrepreneurship and job creation
- New management paradigms and technologies
- Educational reforms for the 21<sup>st</sup> Century
- Technology and industry convergence
- Public sector reform and e-Government
- Tourism and hospitality
- Environment management and sustainability
- e-Business and global information systems
- International finance
- Global marketing
- International economics

## INSTRUCTIONS FOR CONTRIBUTORS

The participation and submission processes for the Pan-Pacific Conference have been fully automated on our website at:

[www.panpacificbusiness.org](http://www.panpacificbusiness.org)

- Your paper or proposal for a symposium, tutorial, or workshop must be submitted electronically for review.
- **All papers and proposals MUST be submitted for review by February 5, 2018. For those who wish to have their papers considered for the Best Paper Award and invitation to submit to the collaborative journals, they must submit complete papers.** All submissions are processed through a double-blind review. You will be notified via email of the decision regarding acceptance of your proposal when the review process is complete.
- Questions and requests for information may be sent to: [panpac@panpacificbusiness.org](mailto:panpac@panpacificbusiness.org)

### Opportunities for PPBA Members and Affiliated Journals and Collaborative Organizations

The Pan-Pacific Business Association has an affiliation relationship with *Service Business: An International Journal*, an SSCI Journal published by Springer. Up to three best service business related full papers presented at the annual Pan-Pacific Conference will be invited to submit to *Service Business* for publication consideration. Also, *International Journal of Quality Innovation* (Springer) invites PPC participants to submit quality related studies for publication consideration. In addition, PPBA has a collaborative relationship with the *International Network of Business Review*, *Human Resource Management*, *Journal of Organizational Change Management*, *Canadian Journal of Administrative Sciences*, *Cornell Hospitality Quarterly*, *International Journal of Manpower*, *Service Industries Journal*, *Project Management*, *European Journal of International Management* and others.