

The 14<sup>th</sup> Euro-Asia Conference  
And  
The 3<sup>rd</sup> International Conference on Business and  
Management Research (ICBMR)

27, 28 and 29<sup>th</sup> August 2008

**Bali-Indonesia**

*Call for Paper*

‘Managing Global Business Competition’

Following a number of conferences held in France, Ireland, Norway, Japan, China, and Spain since 1994, the Fourteenth Euro-Asia Research Conference will take place in Bali (Indonesia), on August the 27, 28 and 29, 2008. Research contributions addressing any aspect of *Managing Global Business Competition* are welcome. Besides this theme, other papers in the fields of economics and management, and related to Asia, may be submitted.

Business environment has changed radically since the advent of globalization. One major consequence is the increasing need to compete globally, regionally and locally. Consequently, competition defines business practice. Doing business in the global environment necessitates sustainable competitiveness in order to outperform rivals. To be competitive, companies must be able to build and rebuild core competences, following environmental change. Balancing external pressures and internal resources is a major challenge in maintaining competition.

Global competition is an integral part of multinational strategy. Global operation brings distinctive problems and challenges. The presence of multinational corporations in domestic markets stimulates competition not only with local companies but with other multinationals. A new competitive landscape has emerged, involving multinationals and local companies, including small and medium sized enterprises. A main focus is how global competition impacts on competitive advantage. Creation and maintenance of a firm's global competitiveness is the main theme of the conference. The sources of competitive advantage lie in a wide range of activities, including value-chain, marketing, finance, human resources and operations. Participants are invited to address these diverse management issues and enhance understanding of global competitiveness.

The research seminar is a joint undertaking between the Faculty of Economics of the University of Indonesia (Indonesia), Yokohama National University (Japan), the IAE of Poitiers (Poitiers University, France), the University of Pau (*Université de Pau & des Pays de l'Adour*, France), the *Institut National des Télécommunications* (INT, France), the School of East Asian Studies, University of Sheffield (England) and the University of Limerick (Ireland).

The Conference is intended to bring together researchers engaged in Management, Economics and related fields from Europe, Asia and other parts of the World. Ph. D. candidates are also strongly encouraged to submit proposals for papers.

### **Conference Venue, Conference Fee**

Bali, Indonesia.

The conference fee is **160 €** and covers two lunches, two dinners, coffee breaks, and a copy of conference proceedings.

### **Accommodation and travel**

Available funding does not allow the organizing committee to provide financial support to participants for accommodation and travel expenses. However, special prices will be negotiated with hotels or academic accommodation facilities located in Bali, close to the conference venue.

### **Submission Rules**

Papers, in English or in French, should be original and not submitted for publication elsewhere. They may either be related to a particular country or be comparative. Papers accepted for presentation at the conference will be published as Conference Proceedings. Furthermore, a number of selected papers will be published in a scholarly journal or as a book.

**A two-page abstract** in English or French (including bibliography) should be submitted **by March 15, 2008** to Ms Barbara Merigeault, IAE of Poitiers (France) at the following e-mail address: bmerigeault@iae.univ-poitiers.fr

A title page with a complete list of authors, their academic position, addresses, phone, fax number and E-mail should be included separately. The decision of the Scientific Committee will be communicated to the authors by 15 April 2008.

**The final paper**, including an abstract of around 300 words, should be forwarded **by June 2nd, 2008**. Length should not exceed 6,000 words or 15 single-spaced pages (including tables, figures, and references). Papers should be submitted in hard copy (or by e-mail as an attachment) as well as on disc (Word 6 or a later version). Although papers in French (including an abstract in English) are accepted, all conference participants will be required to use slides in English in order to be widely understood.

### **Scientific Committee**

Bruno AMANN, *Université Toulouse III*, France

Bernadette ANDREOSSO-O'CALLAGHAN, University of Limerick, Ireland

Jean-Pascal BASSINO, *Australian National University*, Australia

Shaun BRESLIN, University of Warwick, U.K.

David E. BROOKES, The Norwegian School of Management, Norway

David BUISSON, Otago University, New Zealand

Charles CHITTLE, Bowling Green State University, U.S.A.

Sam DZEVER, *Institut National des Télécommunications*, France

FIRMANZAH, University of Indonesia, Indonesia

Xiaoqin GAN, Nanchang University, P. R. China

Bambang HERMANTO, University of Indonesia, Indonesia

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Zhengyi WANG, Nankai University, People's Republic of China  
Maria WEBER, Bocconi University, Italy  
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Jan SCHAAPER, IAE, Poitiers University, France  
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### **Secretariat of the Euro-Asia Research Seminar**

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