



Call for Papers

Submission Deadline: Mar. 15, 2010



2010 Global Marketing Conference at Tokyo



September 9 - 12, 2010



Ryutsu Keizai University
Chiba, Japan

Hosted by
Korean Academy of Marketing Science
Ryutsu Keizai University
Society for Marketing Advances

CONFERENCE CO-CHAIRS

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CONFERENCE OBJECTIVES

Dynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year's conference is, "**Marketing in the Turbulent Environment**". This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2010 Global Marketing Conference at Tokyo offers outstanding opportunities for business leaders and academics to share their insights and learn from the research findings and experiences of others. The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISSN number.

Venue

Tokyo, officially Tokyo Metropolis is the center of the Greater Tokyo Area, the world's most populous metropolitan area with 35 million people. Tokyo is the seat of the Japanese government and *the Imperial Palace*, and the home of the Japanese Imperial Family. Tokyo is one of the three world finance "command centers", along with New York City and London. Tokyo has the largest metropolitan economy in the world. Tokyo had a total GDP of US\$1,191 billion in 2005 (at purchasing power parity), ranking as the largest urban agglomeration GDP in the world. As of 2008, 47 of the companies listed on the Global 500 are based in Tokyo, almost twice that of the second-placed city. Tokyo has many commercial centers for shopping, eating and simply wandering around for experiencing the modern Japanese urban phenomenon, such as dazzling *Shinjuku*, youthful *Shibuya* and upmarket *Ginza*. Other tourist attractions are *the Tokyo Tower*, *the Tokyo Metropolitan Government building*, *the World Trade Center Building*, *Roppongi Hills* and *the Rainbow Bridge*. Of course you can enjoy watching a gigantic shape of *Mt. Fuji* from Tokyo. It takes less than 20

To submit a paper, special session proposal or to participate otherwise, contact the appropriate symposium chairs or program track chair listed below:

I. SPECIAL JOINT SEMINAR & SYMPOSIUMS

1. 2010 ROYAL BANK/KAMS INTERNATIONAL RESEARCH SEMINAR

The 2010 Royal Bank/KAMS International Research Seminar will be held jointly in '2010 Global Marketing Conference at Tokyo'. A special issue of Journal of Business Research on 'Global Consumer Behavior and Marketing Strategy' will be published with top papers presented in this seminar. **Seminar Co-Chairs: Prof. Michel Laroche**, Dept. of Marketing, John Molson School of Business, Concordia University, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada, laroche@jmsb.concordia.ca, Tel: +1 514 848 2424 ext.2942, Fax: +1 514 848 4576. **Prof. Seong-Yeon Park**, Ewha School of Business, Ewha Womans University, 11-1 Daehyun-dong, Seodaemun-gu, Seoul, Republic of Korea, sypark@ewha.ac.kr, Tel: +82 2 3277 2798, Fax: +82 2 3277 2835.

2. 2010 ITAA-KAMS JOINT SYMPOSIUM

International Textile and Apparel Association and Korean Academy of Marketing Science jointly hold 'the 2010 ITAA-KAMS Joint Symposium' on '**Global Perspectives of Clothing and Textile**' in 'the 2010 Global Marketing Conference at Tokyo'. Please submit your paper to following **symposium co-chairs: Prof. Sunghee Lee**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109, Fax: +82-2-312-8554. **Prof. Leslie Davis Burns**, Dept. of Design and Human Environment, Oregon State University, Corvallis, Oregon 97331 USA, Leslie.Burns@oregonstate.edu, Tel: 541-737-0983, Fax: 541-737-0993.

3. 2010 HIT-KAMS JOINT SYMPOSIUM

Harbin Institute of Technology and Korean Academy of Marketing Science jointly hold 'the 2010 HIT-KAMS Joint Symposium' on '**Marketing in China and Marketing Made-in-China**' in 'the 2010 Global Marketing Conference at Tokyo'. Please submit your paper to following **the symposium chair: Prof. Guofeng Li**, Dept. of Business Administration, School of Management, Harbin Institute of Technology, No. 92, West Da-Zhi Street, Harbin, Heilongjiang, P.R. China, 600726@sina.com, Tel: +86-451-8641-4042, Fax: +86-451-8641-4024.

II. SPONSORING JOURNALS

Journal of Business Research

Journal of Business Research will publish special issues on following subjects with top papers presented in proper tracks of this conference.

1. **Fashion Marketing of Luxury Brands:** Guest Co-Editors, **Eunju Ko** (Yonsei University) and **Prof. Carol Megehee** (Coastal Carolina University)
2. **Consumer Behavior of International Tourism:** Guest Editors, **Prof. Wonae Cho** (Seoul Women's University) and **Prof. Ecran Sirakaya-Turk** (University of South Carolina), **Prof. Drew Martin** (University of Hawaii at Hilo)
3. **Advancing Research Methods in Marketing :** Guest Editor, **Prof. Donghoon Kim** (Yonsei University), **Prof. Xiang (Robert) Li** (University of South Carolina)
4. **Mapping Strategic Thinking in Marketing :** Guest Editors, **Prof. Junyeon Moon** (Hanyang University, Ansan) and **Prof. Roger Marshall** (Auckland University of Technology)
5. **Innovation, Diffusion, Adoption of High Technology:** Guest Editors, **Prof. Sang Hoon Kim** (Seoul National University) and **Prof. K.H. Huarng** (Feng Chia University)
6. **Global Consumer Behavior and Marketing Strategy:** Guest Editors, **Prof. Michel Laroche** (Concordia University) and **Prof. Seong-Yeon Park** (Ewha Womans University)

Journal of Product Innovation Management

Journal of Product Innovation Management will publish a special issue with best papers submitted to this conference in the field of Product Innovation Management. (*Guest Editors: Prof. Seigyoung Auh*, Yonsei University, **Prof. Kyung Hoon Kim**, Changwon National University)

Journal of Strategic Marketing

Journal of Strategic Marketing will publish a special issue with best papers submitted to this conference in the field of strategic marketing. (*Guest Editors: Prof. Robert E. Morgan*, Cardiff University, **Prof. Graham Hooley**, Deputy Vice-Chancellor and professor of marketing, Aston University, **Prof. Eleri Rosier**, Cardiff University)

Journal of Global Academy of Marketing Science

All papers submitted to this conference are eligible for review toward inclusion in the special issue of JGAMS. If you want your paper to be considered for possible publication in JGAMS, then please inform your intention to **Prof. Yung Kyun Choi** (*Guest Editor of Special Issue of JGAMS*, Dongguk University, choiyung@dgu.edu).

III. PROGRAM TRACKS & TRACK CHAIRS

Sales Management : Prof. Bulent Menguc, Dept. of Marketing, Brock University, St. Catharines, ON Canada L2S 3A1, bmenguc@brocku.ca, Tel: +1-905-688-5550 x5074, Fax: +1-905-984-4188.

Marketing Strategy : Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Column Drive, Cardiff, UK, morganre@cardiff.ac.uk, Tel: +44-(0)29-2087-0001, Fax: +44-(0)29-2087-4419; **Professor Eleri Rosier**, Cardiff Business School, Cardiff University, Column Drive, Cardiff, UK, rosiere@cardiff.ac.uk, Tel: +44-(0)29-2087-6479, Fax: +44-(0)29-2087 4419.

Interactive Advertising : Prof. Shintaro Okazaki, Dept. of Finance and Marketing Research, College of Economics and Business Administration, Universidad Autónoma de Madrid, C/ Francisco Tomas y Valiente, 5, Campus Universitario de Cantoblanco, 28049 – Madrid, Spain, obarquitec@coac.net, Tel: +34-91-497-3552, Fax: +34-91-497-8725.

Global Marketing-Challenges in the Face of Economic Uncertainty : Prof. Tanuja Singh, Dept. of Marketing, College of Business, Northern Illinois University, Barsema Hall, DeKalb, IL 60115-2897 USA, tanuja@niu.edu, Tel: : +1-815-753-7967, Fax: +1-815-753-6014.

Fashion Marketing of Luxury Brands : Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109, Fax : +82-2-312-8554. **Prof. Carol Megehee**, Coastal Carolina University, Prof. Carol Megehee, Dept. of Management, Marketing & Law, E. Craig Wall, Sr., College of Business Administration, Coastal Carolina University, P.O. Box 261954, Conway, SC 29528-6054 USA, c_megehee@yahoo.com, Tel: +1 985 859 3438, Fax: +1 843 349 2455.

Corporate Branding: Prof. Manfred Schwaiger / Dr. Marko Sarstedt, Institute for Market-based Management, Munich School of Management, Ludwig-Maximilians-University of Munich, Kaulbachstr. 45, D-80539 München, Germany, schwaiger@lmu.de, sarstedt@bwl.lmu.de, Tel.+49-(0)89- 2180-5640, Fax:+49-(0)89-2180-5651.

Market Orientation in Emerging Economies: Prof. József Berács, Department of Marketing, Corvinus University of Budapest, Budapest - 1093, Fővám tér 8. Hungary, jozsef.beracs@uni-corvinus.hu, Tel: +36-1-482 5062, Fax: +36-1-482 5236.

Retail Management: Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahashi@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462-3652.

Corporate Marketing-Corporate Reputation and Corporate Social Responsibility: Prof. Klaus-Peter Wiedmann, the Institute of Marketing and Management, Leibniz University of Hannover, wiedmann@m2.uni-hannover.de, Königsworther Platz 1, D-30167 Hannover, Germany Tel: +49-511-762-4862, Fax: +49-511-762-3142

Global Product Innovation Management : Prof. Seigyoung Auh, School of Business, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea 120-749, sauh@yonsei.ac.kr, +82 -2-2123-5486, Fax: +82-2-364-7828.

Intercultural Communication: Prof. Wolfgang Fritz, Institute of Marketing, University of Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-bs.de, Tel: +49-(0)531-391-3202, Fax: +49-(0)531-391-8202.

Innovation, Diffusion and Adoption of High Technology: Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University, San 56-1, Sillim-dong, Gwanak-gu, Seoul, Republic of Korea, profkim@snu.ac.kr, Tel : +82-2-880-6934, Fax : +82-2-878-3154. **Prof. K.H. Huarng**, Dept. of International Trade, Feng Chia University, 100 Wenhua Rd., Seatwen, Taichung 40724, Taiwan, khhuarng@fcu.edu.tw, Tel : +886 4 24517250 ext. 2600, Fax : +886 4 24516453.

Challenges to Global Marketing Strategy in Asia : Prof. David A. Griffith, Dept. Of Marketing, the Eli Broad Graduate School of Management, Michigan State University, N370 North Business Complex, East Lansing, MI 48824-1122, USA, griffith@bus.msu.edu, Tel : +1 517 432 6429, Fax : +1 517 432 1112.

Luxury Marketing: Prof. Michel Phan, Marketing Department, ESSEC Business School Paris ~ Singapore, National Library Building #13-02, 100 Victoria Street, SINGAPORE 188064, phan@essec.fr, Tel: +65-6884-9780, Fax: +65-6884-9781.

Service Marketing: Professor Yong-Ki Lee, Department of Business Administration, Sejong University, 98 Gunja-dong, Gwanggin-gu, Seoul, Republic of Korea 143-747, yongki2@sejong.ac.kr, Tel: +82 -2-3408-3158, Fax: +82-2-3408-3311

WOM, Consumer-Generated-Contents, and User-Centric Innovation: Prof. Yutaka Hamaoka, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, hamaoka@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462- 3652.

Marketing in Asia : Prof. Kim-Shyan Fam, School of Marketing, Victoria University of Wellington, 11/F Rutherford, Wellington, New Zealand, kim.fam@vuw.ac.nz, Tel:+ 64-4-463-6459; Fax +64-4-463-5231.

Eco-Marketing: Prof. Jeehyun Lee, Dept. of Human Environment & Design, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, ez2@yonsei.ac.kr, Tel : +82-2-2123-3159, Fax : +82-2-364-2466.

Marketing Education : Prof. Ralf Schellhase, Faculty of Economics and Business Administration, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, ralf.schellhase@h-da.de, Tel: +49-6201-876474, Fax: +49-6201-876475.

Negotiation, Relationship Selling and Global Account Management: Prof. Joël Le Bon, ESSEC Business School Paris ~ Singapore, 100 Victoria Street, National Library #13-02 – 188064, SINGAPORE, lebon@essec.fr, Tel: +65-6835-7769, Fax: +65-6884-9781.

Advertising and Integrated Marketing Communication : Prof. Hyokjin Kwak, Dept. of Marketing, LeBow College of Business, Drexel University, Matheson Hall 502B, 32nd and Market Street, Philadelphia, PA 19104, USA, hkwak@drexel.edu, Tel: +1-215-895-6006, Fax: +1-215-895-6975.

Customer Relationship Management : Professor Eric Chuan-Fong Shih, Graduate School of Business, Sungkyunkwan University, 53, Myeongnyung-dong 3-ga, Jongno-gu, Seoul 110-745, Republic of Korea, e_shih@yahoo.com, Tel: 82-2-740-1505, Fax: 82-2-740-1503

Consumer Psychology : Prof. Dong-Mo Koo, School of Business, Kyungpook National University, 1370 Sankyuk-Dong, Buk-Gu, Daegu 702-701, Republic of Korea, unlimited@knu.ac.kr, Tel: +82 53 950 7412, Fax: +82 53 950 6247.

Consumer Behavior of International Tourism : Prof. Wonae Cho, Dept. of Business Administration, Seoul Women's University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, wcho@swu.ac.kr, Tel: +82-2-970-5792, Fax: +82-2-970-5961. **Prof. Ecran Sirakaya-Turk**, School of Hotel, Restaurant and Tourism Management, University of South Carolina, Carolina Coliseum, Room 108-C, Columbia, SC 29208, USA, ecran@sc.edu, Tel: +1 803 777 3327. **Prof. Drew Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720-4091, USA, drmartin@hawaii.edu, Tel: +1 808 974 7553, Fax: +1 808 974 7685.

Global Consumer Behavior and Marketing Strategy: Prof. Michel Laroche, Dept. of Marketing, John Molson School of Business, Concordia University, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada, laroche@jmsb.concordia.ca, Tel: +1 514 848 2424 ext.2942, Fax: +1 514 848 4576, **Prof. Seong-Yeon Park**, Dept. of Business Administration, Ewha School of Business, Ewha Womans University, 11-1 Daehyun-dong, Seodaemun-gu, Seoul, Republic of Korea, sypark@ewha.ac.kr, Tel: +82 2 3277 2798, Fax: +82 2 3277 2835.

Consumer Behavior in the Service Industry: Prof. Sunmee Choi, School of Business, Yonsei University, 134 Sinchondong, Seodaemun-Gu, Seoul, Republic of Korea 120-749, sc128@yonsei.ac.kr, Tel: +82 2 2123 5479, Fax: +82 2 364 7828.

Marketing and Public Policy: Prof. Michael L. Capella, Dept. of Marketing, Villanova School of Business, Villanova University, 800 East Lancaster Ave., Villanova, PA 19085-1678 USA, michael.l.capella@villanova.edu, Tel: +1-610-519-6624, Fax: +1-610-519-5364

Marketing and Innovation in International Markets: Prof. Luis Filipe Lages, school of Economics and Management, Nova University of Lisbon 1099-032 Lisboa, Portugal, lflages@fe.unl.pt, Tel: +351 21 380 1601, Fax: +351 21 387 0933.

Marketing Model-Consumer Choice Model and Demand Forecasting: Prof. Jaihak Chung, Business School, Sogang University, Matheo Hall 503, Shin Soo Dong, Mapo Gu, Republic of Korea, jaihak@sogang.ac.kr, Tel: +82 2 705 8859, Fax: +82 2 705 8519.

Mobile Marketing: Prof. Morikazu Hirose, Faculty of Business Administration, Tokyo Fuji University, Takadanobaba 3-8-1, Shinjuku-ku, Tokyo, 169-0075, Japan, morikazu.187@mba.nifty.ne.jp, Tel: +81 3 3368 2154, Fax: +81 3 5386 3456.

Marketing Channels and Relationship Marketing: Prof. Guijin Zhuang, School of Management, Xi'an Jiaotong University, Xi'an, Shaanxi, 710049, People's Republic of China, zhgj@mail.xjtu.edu.cn, Tel: +86 29 82665046.

B-to-B and Industrial Marketing: Prof. Sang-Lin Han, School of Business, Hanyang University, Seoul 133-791, Republic of Korea, slhan@hanyang.ac.kr, Tel: +82 2 2220 1071, Fax: +82 2 2220 1169.

Marketing Dynamic Capabilities: Prof. Luigi Mario De Luca, Marketing Group, Aston Business School, Aston University, Aston Triangle, Birmingham B4 7ET, UK, l.deluca2@aston.ac.uk, Tel: +44 (0)121 204 3730, Fax: +44 (0)121 204 4917.

Fashion Merchandizing: Prof. Yoon-Jung Lee, Dept. of Home Economics Education, College of Education, Korea University, Anam-dong Seongbuk-Gu, Seoul, 136-701, Republic of Korea, yleeche@korea.ac.kr, Tel: +82-2-3290-2326, Fax: +82-2-927-7934.

Mapping Strategic Thinking in Marketing: Prof. Junyeon Moon, Professor, Dept. of Business Administration, Hanyang University at Ansan, 1271 Sa-Dong, Sangnok-Gu, Ansan, Gyeonggi-Do, 426-791, Korea, jmoon@hanyang.ac.kr, Tel: +82 31-400-5653, Fax: +82 31-400-5591. **Prof. Roger Marshall**, Business School, Auckland University of Technology, 46 Wakefield St. Private Bag 92006, Auckland 1142, New Zealand, roger.marshall@aut.ac.nz, Tel: +64 9 921 999, Fax: +64 9 921 9990.

Design and Color Marketing: Prof. Eui-Chul Jung, Dept. of Human Environment & Design, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, jech@yonsei.ac.kr, Tel : +82-2-2123-3112, Fax : +82-2-364-2466.

Consumer Behavior in Chinese Context: Prof. Siqing Peng, Dept. of Marketing, Guanghua School of Management, Peking University, Beijing 100871, People's Republic of China, pengsq@gsm.pku.edu.cn, Tel: +86 10 62759063, Fax: +86 10 6275 3836.

Advancing Research Methods in Marketing: Prof. Donghoon Kim, School of Business, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea 120-749, dhkim@yonsei.ac.kr, +82 -2-2123-2526, Fax: +82-2-364-7828. **Prof. Xiang (Robert) Li**, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, SC 29208, USA, robertli@mailbox.sc.edu, Tel: +1 803 777 2764.

Cultural Marketing: Prof. Hwa Suk Lee, Dept. of Dance, the Division of Arts, Chonbuk National University, 664-14, 1 Ga, Deokjin-Dong, Jeonju-City, Jeonbuk, 561-756, Republic of Korea, sedona98@hanmail.net, Tel: +82 10 2535 6373, Fax: +82 63 270 3747.

Advertising and Children: Professor Ralf Terlutter, Dept. of Marketing and International Management, University of Klagenfurt, Universitätsstraße 65-67, 9020 Klagenfurt, Austria, Ralf.Terlutter@uni-klu.ac.at, Tel: +43 (0)463 2700 4004, Fax: +43 (0)463 2700 4094

Cross Media Marketing-Cross Media Management: Professor Sandra Diehl, Dept. of Media and Communication Studies, Alpen-Adria University of Klagenfurt, Universitätsstraße 65-67, 9020 Klagenfurt, Austria, Sandra.diehl@uni-klu.ac.at, Tel: +43 (0)463 2700 1822, Fax: +43 (0)463 2700 991822

Beauty Business and Medical Tourism Management: Prof. Ki Nam Jin, Dept. of Health Administration, College of Health Sciences, Yonsei University, 234 Maeji-ri, Heungup-myun, Wounju-si, Gangwon-do 220-710, Republic of Korea, jinkn@yonsei.ac.kr, Tel: +82 33 760 2439.

Marketing in General: Prof. Jong-Kuk Shin, Division of Business Administration, Pusan National University, 30 Jangjeon-Dong, Geumjeong-Gu, Busan 609-735, Republic of Korea, shinjk@pusan.ac.kr, Tel: +82 51 510 2576, Fax: +82 51 581 3144.

IV. FOR MORE INFORMATION

General Secretary

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Associate General Secretary for Administration

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Conference Websites

www.kamsconference.org

www.kams.org

V. SUBMISSION GUIDELINES

The 2010 Global Marketing Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow the style guideline of the Journal of Global Academy of Marketing Science (www.kams.org). Manuscripts should not exceed 5 pages for abstracts or 20 pages for full papers. One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of the Korean Academy of Marketing Science or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Korean Academy of Marketing Science unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail or diskette) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

VI. TRAVEL TO JAPAN

Any foreign visitor who wishes to enter Japan must have a passport, which will remain valid during the period of stay. Nationals of many countries are eligible to enter Japan without a visa unless the purpose of the visit is to reside in Japan, to obtain employment or to otherwise engage in remunerative activities. Please check with the Ministry of Foreign Affairs of Japan (<http://www.mofa.go.jp/index.html>).

