



Faculty of Economics  
**THAMMASAT UNIVERSITY**



**The 2012 International Conference on  
Asia Pacific Business Innovation & Technology Management**  
Elsevier Procedia - Social and Behavioral Sciences (ScienceDirect & Scopus indexes)  
January 13-15, 2012, Pattaya, Thailand  
**Announcement and Call for Papers**

<http://apbitm.org>

Conference Venue: **JomTien Palm Beach (Hotel & Resort), Pattaya, Thailand**

The conference aims to provide a forum for the exchange of ideas on the latest business innovation developments in the field of management among researchers and practitioners in universities and industries and to seek opportunities for collaboration among the participants. Especially, the idea of "Creativity, Innovation, technology management and green design" is most welcome. The APBITM conferences had been very successful in attracting participations from all over the world.

The main conference theme is "Creativity, Innovation, Technology Management and Green Design"

**Conference Chairs**

**Anthony SF Chiu**

De La Salle University  
President, APBITM Society

**Kitikorn Charmondusit**

Faculty of Environment and Resources,  
Mahidol University, Thailand

**Tatre Jantarakolica**

Faculty of Economics, Thammasat  
University, Thailand

**Korkkul Jantarakolica**

College of Innovation Management,  
Rajamangala University of Technology  
Rattanakosi (RMUTR), Thailand

**Organizing Chair**

Ming-Lang Tseng, Yuan-Ho Chen &  
Rong-Hui Chen, Lunghwa University of  
Science and Technology, Taiwan

**Programme Chair**

Jerry CH Liao, Adam Y.H. Lin & Thomas CC  
Chen

**Publication Chair**

Anthony SF Chiu & Ming-Lang Tseng **Guest  
Editor, Elsevier Procedia - Social and  
Behavioral Sciences**

**International Advisory Team**

**Australia:** David Ness, Univ. of South  
Australia

**Organizers**

Asia Pacific Business Innovation and Technology Management Society  
Faculty of Environment and Resources, Mahidol University, Thailand  
Faculty of Economics, Thammasat University, Thailand  
College of Innovation Management, RMUTR, Thailand  
Chinese Institute of Business Innovation & Development, Taiwan  
Philippine Institute of Industrial Engineers, Philippines

**Topic of Interests**

Business operations	Management science
Innovative e-commerce	Innovation management
Technology management	Green management
Sustainability management	Responsible management

**Importance Dates :**

- Abstract or Full paper submission: July 01- Sept 25 (Full paper must submit before Sept. 25)
- Notification of Acceptance: July 05 - Oct 1
- Early Bird Registration: August 01 - August 31
- Regular Registration: September 01-October 01
- Conference Date: January 13-15, 2012  
(Friday Welcome Dinner, Saturday-Sunday Paper Presentation)

**Registration Fee:**

- Early bird fee: USD 500; Regular fee: USD 550
- Early bird student fee: USD 400; Regular Student fee: USD 450

**Publishers**

Excellent papers accepted and presented in this conference will be reviewed and published in the following journals: Journal of Philippine Institute of Industrial Engineers; Journal of Asia Pacific Business Innovation and Technology

**China:** Geng Yong, Chinese Academy of Science; Shi Lei, Tsinghua Univ.; Wen CG, Tsinghua Univ.; Zhu QH, Dalian Univ. Tech; Xiangdong Chen Beihang Univ, Beijing

**H.K.:** Richard Fung, City University of HK , Paul Forster, HKUST; Mike KH Lai, HKPOLYTECH

**Indonesia:** John Batubara, Louie Divinagracia, Univ Pelita Harapan Pujawan Nyoman, Sepuluh Nopember Surabaya University

**Japan:** Tsuyosi Fujita, Nagoya Univ.

**Korea:** Hung Suck Park, Ulsan University

**Malaysia:** Zulnaidi Yaacob, Universiti Sains Malaysia

**Philippines:** Purba Rao, Asian Inst of Management; Eppie Clark, De La Salle University

**Singapore:** Harn Wei Kua, National University of Singapore

**Sri Lanka:** Peiris, Vidya Rupage Sena, NCPC

**Sweden:** Tomohiko Sakao, Linköping University

**Switzerland:** Suren Erkman, University of Lausanne

**Taiwan:** Remen Lin & Bob Yang, Yunlin Univ. of Tech; Lawrence Lan, Tahwa Inst. Of Tech.

**The Netherlands:** Frank Boons, Erasmus University

**Thailand:** Korbkul Jantarakolica; Prasert Kanthamanon; Bundit Thipakorn

**Vietnam:** Nguyen Hai Thanh, ISVNU

Management; Progress in Business Innovation and Technology Management(an International Journal), Journal of cleaner production (SCI) and Other journals.

### Regular Papers Submission

Authors should electronically submit full paper in MS WORD document, 8 pages maximum, and email to [apbitms@gmail.com](mailto:apbitms@gmail.com). The first page of the paper must contain the titles, names and affiliations of the authors, email address, and four keywords/phrases. Please identify the corresponding author giving full contact information including email address. Please follow the conference Elsevier FORMAT.

### Invited Sessions

The Programme Committee also solicits proposals for invited sessions within the technical scope of the conference. Each proposal for an invited session should describe the theme and scope of the proposed session and how the papers form a cohesive set that complement the session topic. One session typically contains six (6) to eight (8) papers. The proposal must contain the title and the theme of the session and a list of paper titles, names and email addresses of the corresponding authors. Session proposals must be submitted to [apbitms@gmail.com](mailto:apbitms@gmail.com). Invited sessions should be addressed to Dr. Jackie Ming-Lang Tseng

### Proceedings

All papers submitted in the conference will undergo rigid peer review process. Only papers that will pass the review process will be accepted and published in the conference proceedings - Elsevier **Procedia - Social and Behavioral Sciences** - indexed at the ScienceDirect and Scopus.

### Easy Access to the Conference Venue – Pattaya – from Bangkok Airport

Participants need only to fly into Bangkok. This international airport (Suvarnabhumi Airport) is to the east of the Bangkok City, and participants need only to take the direct airport bus at US\$4 <http://www.airportpattayabus.com/> further south-east to Pattaya in 90 minutes; and experience no traffic jam at all!

### Conference venue pictures

