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FINAL PAPER FORMAT

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The final version should be submitted electronically via conference submissions system. Manuscripts must be prepared using Microsoft Word. The conference follows the format of Academy of Management Journal. This format is available at the AMJ’s website http://aom.pace.edu/amjnew/style_guide.html. Guidelines and sample pages will be e-mailed with the letter of acceptance and are available at http://atisr.org/conference/Format.doc. In general, the paper must be prepared the way you want it to appear in the proceedings. Authors could choose to publish their full papers or one page abstracts in the conference proceedings (ISSN 1729-9322). All papers must be original and not published anywhere. However, the authors do not need to transfer copyright of papers or abstracts included in the proceedings. This means authors could submit their articles for journals or books after the BAI2005 conference. If the authors decide to submit their articles to International Journal of Business and Information (IJBI) or Contemporary Management Research (CMR), they have to transfer copyright upon accepted.

BEST PAPERS AND PUBLICATION OPPORTUNITIES

Best papers will be considered for publication in the International Journal of Business and Information. It is a new journal sponsored by the Academy of Taiwan Information Systems Research. The inaugural issue will be published in December 2005.
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論文徵稿 Call for Papers

會議地點：台北。劍潭青年活動中心

研討會網址：http://marketing2005.atisr.org

研討會日期：2005年4月16-17日(星期六、日)
徵文截稿日：2005年1月10日(星期一)

本研討會涵蓋領域包括所有行銷相關領域，無論是實務導向、理論發展、實證研究、個案等行銷相關論文，皆在本次研討會徵選之列。進行研究之研究，也可針對目前研究現況整理成論文，在研討會中發表，以供來自於學術界與實務界與會者討論。本研討會採分組徵稿方式，論文徵選但不侷限於下列主題：

- 消費者行為(Consumer Behavior)
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格式與投遞方式

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為維持研討會的財務健全，依照國際慣例，所有論文均需於註冊缴费，註冊費為每篇論文5元。於2005年2月28日前註冊，以於2月28日後繳交者，註冊費為2000元。註冊費用包含參與

最佳佳作論文獎

本研討會將分組選出佳作論文，各組投稿論文在1-10篇者，選出佳作論文0-2篇，各組投稿論文在11-20篇者，選出佳作論文1-3篇，各組投稿論文在21-30篇者，選出佳作論文2-4篇，各組投稿論文在31篇以上者，選出佳作論文3-5篇。研

討會並將從各組佳作論文中，選取若干篇最佳論文，佳作論文與最佳

論文，均會發送獎狀，並公佈於議事手冊。

屬消費者行為方面的論文佳作，將採択推薦給「行銷論文」的消費者

行為專刊，消費者行為專刊將由台大商研所張重陽教授與中央企管系
林建煌教授擔任客座總編輯。

屬供應鍊管理方面的論文佳作，將採択推薦給「行銷論文」的供應鍊

管理專刊，供應鍊管理專刊將由交通大學黎漢林院長與企業管理所余
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屬行銷、電子商務、科技行銷方面的論文佳作，將採択推薦到台北大學發行之「電子商務研究」。

電子商務研究的網址為http://ecsstudies.thesis.com.tw。

本研討會所徵募之其他論文佳作(全球行銷、行銷與社會、品牌行銷、廣告與傳播、跨組織行銷課題、

行銷研究、行銷策略、銷售管理、行銷教育、藝術、運動與非營利行銷、服務與關係行銷、其他)，將

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重要時程
2005/01/10 論文截稿
2005/01/31 通知錄取名單
2005/02/28 作者註冊報名截止
2005/03/15 初步議程確定
2005/04/16 研討會召開

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