

WCBM 2015

World Conference on Business and Management
& Global Great Debate 2015

Call for Papers – *Seoul, South Korea*

Organized by

WCBM Organizing Committee

28th June – 2nd July 2015

Venue:

Courtyard by Marriott Seoul Time Square & Kyung Hee University

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WCBM 2015

The WCBM 2015 is an international interdisciplinary joint conference, focusing on both theory and practice of new ideas and perspectives on interdisciplinary global business prosperity. Over 500 delegates from 40 countries will participate in the conference for an opportunity to hear and discuss fresh ideas about a new business paradigm, to share the latest knowledge, and to learn a view of the business of the future. The conference invites original contributions including research papers and posters on all topics related to global business and management. The submitted paper must be camera-ready and other submission instructions are available at: [Conference Main Page](#)

Title: **Understanding of People-oriented Business and Interdisciplinary Global Business Strategies in a New Era of Smart Technology**

Important Dates

- Abstract Submission Deadline: **March 1st, 2015**
- Notification of Acceptance Deadline: **April 20th, 2015**
- Final Paper Submission Deadline: **May 10th, 2015**
- Conference Dates: **June 28th – July 2nd, 2015**

Academic Awards

- **Outstanding Paper Award:** 1,500 USD
- **Best Paper Awards:** 500 USD
- **Poster Session Awards:** from 100 USD up to 300 USD
- **The Lamp of Knowledge** (Honorable Awards)

The Global Great Debate

It is a unique platform that seeks to build a bridge of understanding and discussion between Eastern (includes Oriental) and Western thinkers. The platform is open to everyone who would like to discuss a new paradigm, **people-oriented management for enhancing an intact life & global medical tourism.**

Global Medical Tourism Summit

The Summit is a special event of the WCBM, which is the world-class program covering all parts of medical tourism and healthcare economy in both the academy and industry. The program includes Exhibition, CEO Symposium, and Presentations.

Why Attend?

- Academic Diversity & the Unity of Knowledge
- Opportunity to Join the Great Debate a New Paradigm of Business
- Creating a Powerful Personal Network
- Sharing the Latest Knowledge and Learning Business Skills

Submission

- Abstracts should be no more than 500 words.
- Abstracts should be [submitted by online](#) or by email (pngba@pngba.org) – rolling acceptances, so you can receive notification of acceptance/rejection no later than April 20, 2015.
- If selected, authors will be asked to submit final version of papers (up to 10 pages, font 10, Times New Roman, single space)
- Read the [Manuscript Submission Guidelines](#) for the submission (includes poster session submission guideline)
- After 1 March 2015, abstract will be accepted when all submission requirements are satisfied, thus do not hesitate to contact us.
- After 10 May 2015, papers will not be included in Conference Proceedings.

Accepted and presented papers at the conference will be recommended for following journals:

- Global Business and Finance Review (GBFR) (ISSN 1088-6931)
- Global Journal of Marketing Management and Research (GJMMR) (ISSN:2250-3242)
- International Journal of Business Management & Research (IJBMR) (ISSN:2249-6920 (Print) 2249-8036 (Online))
- International Journal of Tourism & Hospitality Review (IJTHR)
- International Journal of Social Work and Human Services Practice (ISSN: 2332-6832 (Print) 2332-6840 (Online))
- International Review of Social Sciences (IRSS) (ISSN:2309-0081)
- International Journal of Humanities and Social Sciences (IJHSS) (ISSN: 2250-3226)
- Global Journal of Finance and Management (GJFM) (ISSN: 0975-6477)
- International Journal of Economic and Management Strategy (JEMS) (ISSN:2278-3636)
- Asian Journal of Business and Management
- Universal Journal of Industrial and Business Management (ISSN:2332-3310 (Print) 2332-3329 (Online))

**Selected papers will only be recommended, not guaranteed to be published in Journals.

Topics of Interest

Authors are invited to submit papers that fall into or are related to one or multiple topic areas listed below (but not limited to):

- Accounting
- Economics
- Finance
- Health Care Management
- Information and Technology Management
- Interdisciplinary Studies
- Marketing and Consumer Behaviors
- Operation Management and Research
- Service Science and Others
- Strategic and Change Management
- Tourism and Hospitality Management
- Special Issues

Keynote Speakers and Eminent Guests

Speakers and guests representing various ministries and its agencies, inter-governmental organizations, practicing consultants, and commercial corporations will speak on a range of topical issues and future prospects at the WCBM special programs: the Global Great Debate, the CEO Symposium, and the Medical Tourism & Global Wellness Summit.

Lists of Eminent Guests

- Choong-Young Ahn (Chairman, Korean Commission for Corporate Partnership)
- Heung-Bong Cha (President, International Association of Gerontology and Geriatric)
- Peter Cashel-Cordo (Professor, University of Southern Indiana)
- Daniel Cormany (Associate Professor, International Florida University)
- Fred DeMicco (Professor & ARAMARK Chair, University of Delaware)
- Suk-Jean Kang (President, CEO Consulting Group)
- Cheon-Seo Koo (President, Korea China Economy Association)
- Francis Kwansa (Associate Professor, University of Delaware)
- Jin Park (Executive President, Asia Future Institute)
- Moreira Paulo (Chief-in-Editor, International Journal of Healthcare Management)
- Ali Poorani (Associate Professor & Director of HART, University of Delaware)
- Jong-Chul Rhim (Co-chief-in-Editor, Global Business and Finance Review)
- Amit Sharma (Associate Professor, Pennsylvania State University)
- Byung-Doo Sohn (Chairman, Samsung Ho-Am Foundation)
- Renée-Marie Stephano (President, Medical Tourism Association)



Myung Oh
Chairman of
Donbu Group



Yeong-Hun Baik
President of
KID Institute



Inwon Choue
President of
Kyung Hee University



Sang-Duk Kim
Chairman of
WFKB

WCBM Joint Conferences

- [P&GBA Annual International Conference & Global Great Debate](#) (P&GBA 2015, Host: People and Global Business Association)
- [3rd Asia Pacific Conference on Management and Business](#) (APCMB, Host: Higher Education Forum)
- [3rd Annual Global Medical Tourism Summit](#) (MTRS, Host: International Healthcare Research Center)
- [GMTUN Global Medical Tourism Forum](#) (GMTF, Host: Global Medical Tourism Users Network)

For Details

- [Travel Information](#)
 1. UNESCO World Cultural Heritage in Old Town, Seoul
 2. DMZ & JSA Tour in South Korea and North Korea
 3. UNESCO World Natural Heritage in Jeju
- [Hotel Information](#): Courtyard by Marriot Seoul Times Square
15, Yeongjung-ro, Yeongdeungpo-gu, Seoul, Korea
- [Registration](#): Online Registration Only (Free Membership Request)
- [Contact](#): pngba@pngba.org

WCBM Organizing Committee

The Committee is organized by Kyung Hee University, P&GBA (People and Global Business Association), WFKB (World Federation of Korean Business Administration), GMTUN (Global Medical Tourism Users Network), and HATIS International. KID (Korea Industrial Development Institute), AFI (Asia Future Institute), KCEA (Korea China Economy Association), MTA (Medical Tourism Association), IHRC (International Healthcare Research Center), HEF (Higher Education Forum), and IAGG (International Association of Gerontology and Geriatrics) are also partners for co-operation.

- **Managing Director**: Jeong-Gil Choi (Professor of Kyung Hee University, Email. jechoi@khu.ac.kr)
President of P&GBA, Co-Editor of Global Business and Finance Review

Organized by



In Collaboration with



WCBM

World's Leading International Interdisciplinary Conference & Global Great Debate
on a *New Paradigm of Business and Management*