

**The Eighth International Symposium on Multinational Business Management
——The Impact of Global Economic Integration and Information Networking on Sustainable
Corporate Development**

June 12-13, 2014

Nanjing, China

**第八届企业跨国经营国际研讨会
— 全球经济一体化与信息网络化对企业可持续发展的影响**

2014年6月12日-13日

中国 南京

**Organized and Sponsored by
School of Business, Nanjing University,
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Corporations

企业

DAQO Group, Jiangsu Province

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Jiangsu Lianfa Textile Co., LTD

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Jiangsu Yanghe Brewery Joint-Stock Co., LTD

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NU Skin (China) Co., LTD

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Media and Journals

媒体与杂志

Journal of Reform, P. R. China

《改革》杂志社

Journal of Training, P. R. China

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Jiangsu Radio and Television Station

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Draft Schedule for The Eighth International Symposium on Multinational Business Management
——The Impact of Global Economic Integration and Information Networking on Sustainable Corporate Development
第八届企业跨国经营国际研讨会日程初稿
—— 全球经济一体化与信息网络化对企业可持续发展的影响

June 11, 2014 6月11日 9:00-22:00	Registration 报到注册 Venue: B Floor Hall, Anzhong Building, School of Business, Nanjing University 地点: 南京大学商学院, 安中大楼 B 层大厅					
2014年6月 12日 9:00-10:00	Opening Ceremony 开幕式 Venue: 2 nd Floor Conference Hall, Anzhong Building, School of Business, Nanjing University 地点: 南京大学商学院, 安中大楼 2 层报告大厅					
10:00-10:30	Group Photo 照相		Venue: B Floor of Anzhong Building		地点: 安中大楼大门前	
10:30-10:50	Coffee Break 茶歇		Venue: Outside 2 nd Floor Conference Hall		地点: 安中大楼 2 层报告大厅门厅	
10:50-12:30	Plenary Session: Keynote Speeches 大会主题报告 Venue: 2 nd Floor Conference Hall, Anzhong Building 地点: 安中大楼 2 层报告大厅					
12:30-13:30	Lunch 午餐 Venue: 2F Baihe Room, Xiyuan Restaurant, Nanjing University 地点: 南京大学, 西苑宾馆 2 楼百合厅					
13:30-17:00	Special Forum on Cross-border • Subversion-- Enterprise Innovation Development under Internet Thinking, A Dialogue between Entrepreneurs and Scholars 专场论坛: 跨界 • 颠覆—互联网思维下的企业创新发展; 企业家与学者的对话 Venue: 2 nd Floor Conference Hall, Anzhong Building, School of Business, Nanjing University 地点: 南京大学商学院, 安中大楼 2 层报告大厅					
13:30-15:10	Parallel Sessions 分组论文报告与研讨					
	Session 1A₁: Leadership and Organizational Behavior for Sustainable Corporate Development Venue: Room 201, Anzhong Building 分组研讨 1A ₁ : 领导、组织行为与企业的可持续发展	Session 1B₁: Strategic and Entrepreneurship Management under Global Economic Integration Venue: Room 202, Anzhong Building 分组研讨 1B ₁ : 全球经济一体化下的战略与创业管理	Session 1C₁: International Business Management in the Era of Information Networking Venue: Room 101, Anzhong Building 分组研讨 1C ₁ : 信息网络时代的国际企业管理	Session 1D₁: Human Resource Management for Sustainable Corporate Development Venue: Room 102, Anzhong Building 分组研讨 1D ₁ : 企业可持续发展的人力资源管理	Special Session on Sino-American Women Entrepreneurs Venue: Room 301, Anzhong Building 14:30-16:30 专场会议: 中美女企业家国际研讨会	Special Session on Entrepreneurs and Philanthropic Behavior Venue: Room 302, Anzhong Building 15:00-17:00

	地点：安中大楼 201	地点：安中大楼 202	地点：安中大楼 101	地点：安中大楼 102	2:30—4:30 地点：安中大楼 301	专场会议： 企业家与慈善行为国际研讨会 3:00—5:00 地点：安中大楼 302
15:10-15:30	Coffee Break 茶歇 Venue: Outside Parallel Session Rooms 地点：安中大楼各分组报告厅门前					
	Parallel Sessions 分组论文报告与研讨					
15:30-17:00	Session 1A₂: Leadership and Organizational Behavior for Sustainable Corporate Development Venue: Room 201	Session 1B₂: Strategic and Entrepreneurship Management under Global Economic Integration Venue: Room 202,	Session 1C₂: International Business Management in the Era of Information Networking Venue: Room 101, Anzhong Building	Session 1D₂: Human Resource Management for Sustainable Corporate Development Venue: Room 102		
	Anzhong Building 分组研讨 1A₁ : 领导、组织行为与企业的可持续发展 地点：安中大楼 201	Anzhong Building 分组研讨 1B₂ : 全球经济一体化下的战略与创业管理 地点：安中大楼 202	Anzhong Building 分组研讨 1C₂ : 信息网络时代的国际企业管理 地点：安中大楼 101	Anzhong Building 分组研讨 1D₂ : 企业可持续发展的人力 资源管理 地点：安中大楼 102		
18:30-20:00	Welcome Dinner 欢迎晚宴 Venue: 2F Baihua Room, Nanjing Central Hotel 地点：南京中心大酒店 2 楼百花厅，南京中山路 75 号					

<p>June 13,</p> <p>2014 年 6 月 13 日</p> <p>8:30-10:10</p>	<p>Parallel Sessions 分组论文报告与研讨</p>				
<p>Session 2A₁: Leadership and Organizational Behavior for Sustainable Corporate Development Venue: Room 201, Anzhong Building 分组研讨 2A₁: 领导、组织行为与企业的可持续发展 地点: 安中大楼 201</p>	<p>Session 2B₁: Strategic and Entrepreneurship Management under Global Economic Integration Venue: Room 202, Anzhong Building 分组研讨 2B₁: 全球经济一体化下的战略与创业管理 地点: 安中大楼 202</p>	<p>Session 2C₁: International Business Management in the Era of Information Networking Venue: Room 101, Anzhong Building 分组研讨 2C₁: 信息网络时代的国际企业管理 地点: 安中大楼 101</p>	<p>Session 2D₁: Human Resource Management for Sustainable Corporate Development Venue: Room 102, Anzhong Building 分组研讨 2D₁:企业可持续发展的人力资源管理 地点: 安中大楼 102</p>	<p>Special Session on 9th International Conference by Nanjing University, China, Kyushu University, Japan, and Renmin University, China 8:30—12:00 专场会议: 第九届南京大学、日本九州大学、中国人民大学国际会议 地点: 安中楼 302</p>	
<p>10:10-10:30</p>	<p>Coffee Break 茶歇 Venue: Outside Parallel Session Rooms 地点: 安中大楼各分组报告厅门前</p>				
<p>10:30-12:00</p>	<p>Parallel Sessions 分组论文报告与研讨</p>				
<p>Session 2A₂: E-commerce, Service and Corporate Finance in the Era of Information Networking Venue: Room 201, Anzhong Building 分组研讨 2A₂: 信息网络时代的电子商务、服务和公司财务 地点: 安中大楼 201</p>	<p>Session 2B₂: Session 2A₂: E-commerce, Service and Corporate Finance in the Era of Information Networking Venue: Room 202, Anzhong Building 分组研讨 2B₂: 信息网络时代的电子商务、服务和公司财务 地点: 安中大楼 202</p>	<p>Session 2C₂: Session 2A₂: E-commerce, Service and Corporate Finance in the Era of Information Networking Venue: Room 101, Anzhong Building 分组研讨 2C₂: 信息网络时代的电子商务、服务和公司财务 地点: 安中大楼 101</p>	<p>Session 2D₂: Session 2A₂: E-commerce, Service and Corporate Finance in the Era of Information Networking Venue: Room 102, Anzhong Building 分组研讨 2D₂:信息网络时代的电子商务、服务和公司财务 地点: 安中大楼 102</p>	<p>Special Session on 9th International Conference by Nanjing University, China, Kyushu University, Japan, and Renmin University, China 8:30—12:00 专场会议: 第九届南京大学、</p>	

				日本九州大学、中国人民大学国际会议 地点：安中楼 302
12:00-13:30	Lunch 午餐	Venue: 2F Baihe Room, Xiyuan Restaurant, Nanjing University	地点：南京大学，西苑宾馆 2 楼百合厅	
13:30-15:10	Plenary Session: Keynote Speeches 大会主题报告	Venue: 2 nd Floor Conference Hall, Anzhong Building	地点：安中大楼 2 层报告大厅	
15:10-15:30	Coffee Break 茶歇	Venue: Outside 2 nd Floor Conference Hall	地点：2 层报告大厅门厅	
15:30-16:20	Closing Ceremony 闭幕式	Venue: 2 nd Floor Conference Hall, Anzhong Building	地点：安中大楼 2 层报告大厅	
18:00-20:00	Farewell Dinner 欢送晚宴	Venue: 8F Zijin Room, Nanjing Central Hotel	地点：南京中心大酒店 8 楼紫金厅，南京中山路 75 号	

顾问 (Advisors)

- | | |
|------------------------------|---|
| Dr. Yinxing HONG
洪银兴博士 | Party Secretary of CPC, Nanjing University and Professor of Economics, School of Business, Nanjing University, China
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| Dr. Jun CHEN
陈 骏博士 | President and Professor, Nanjing University and Academician of the Chinese Academy of Sciences, China
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| Dr. Zhong YANG
杨 忠博士 | Vice President of Nanjing University and Professor of Management, Nanjing University, China
南京大学副校长、管理学教授 |

大会主席 (Organizing Committee Chairperson)

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| Dr. Shuming ZHAO
赵曙明博士 | Honorary Dean and Chair Professor of Management, School of Business, Nanjing University, China
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|---------------------------|---|

大会副主席 (Organizing Committee Vice-Chairpersons)

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| Dr. Ya-Ru CHEN
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- Mr. Weizheng ZHU Editor in Chief of Journal of *Training*
朱伟正先生 《培训》杂志社主编

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大会秘书处 (Secretariat)

Mr. Changsheng XIE 谢长生先生	Vice Director, Administrative Office, School of Business, Nanjing University 南京大学商学院办公室副主任
Mr. Yuanben LI 李远本先生	Director, Administrative Office, School of Management, Nanjing University 南京大学商学院管理学院办公室主任
Ms. Qian HAN 韩茜女士	Secretary to the Dean, School of Business, Nanjing University 南京大学商学院院长秘书
Ms. Ru LI 李茹女士	Secretary, School of Management, Nanjing University 南京大学商学院管理学院秘书
Ms. Fangquan LI 李芳泉女士	Accountant, Office of Finance and Accounting 南京大学商学院财务办公室会计

Registration Day:

9:00-22:00

Wednesday, June 11, 2014

Venue: B Floor Hall, Anzhong Building, School of Business,
Nanjing University, 22 Hankou Road, Nanjing, P.R. China

报到注册:

9:00-22:00

2014年6月11日, 星期三

地点: 南京市汉口路22号南京大学商学院安中大楼B层大厅

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Conference Resitration:

- Early bird registration fee: RMB1600 yuan for participants from Mainland China and RMB800 yuan for student attendees from Mainland China before May 1, 2014.
- Regular registration Fee: RMB2400 yuan for participants from Mainland China and RMB1200 yuan for student attendees from Mainland China.
- US\$350 for early bird overseas participants and US\$180 for overseas students before May 1, 2014. Regular registration fee for overseas participants: US\$400 and US\$200 for overseas students.

You may pay registration fees by cashier's check or remittance (For RMB--Account Number: Nanjing University 4301011309001041656 ICBC Hankou Road sub-branch Nanjing, For US Dollar-- Account Name: Nanjing University, Account Number: 524858209957, Swift No: BKCHCNBJ940, Bank of China Nanjing Center Branch, Address: No.29 Hongwu Road Nanjing Jiangsu).

Please specify that the payment is for the Eighth International Conference registration fees and your name. The fee includes welcoming reception, all meals during the symposium, and symposium proceedings. The fee does not include transportation for participants from his/her location to the symposium, accommodations, insurance and medical fees, etc.

会议注册费

- 2014年5月1日前注册：中国大陆地区与会者注册费为人民币1600元，学生人民币800元
- 2014年5月1日后注册：中国大陆地区与会者注册费为人民币2400元，学生人民币1200元
- 2014年5月1日前注册：港澳台及外国与会者注册费为美元350元，学生美元180元
- 2014年5月1日后注册：港澳台及外国与会者注册费为美元400元，学生美元200元

人民币汇款

收款单位：南京大学

账号：4301011309001041656

银行名称：中国工商银行汉口路支行

美元汇款：

收款单位：南京大学

账号：524858209957

Swift No: BKCHCNBJ940

银行名称：中国银行南京分行

银行地址：南京市洪武路29号

汇款请注明“第八届企业跨国经营国际研讨会”注册费和您的姓名

Accommodations:

The organizer will assist participants to reserve hotel accommodations at the conference rate.

	Hotel Name	Address	Room	Room Rate	Telephone	Distance to Symposium Venue
1	Nanjing Central Hotel	No. 75 Zhongshan Road	Single Bed	500-550 Yuan/Night	Mr. Wang 13675103673	2 km
2	Nanjing Central Hotel	No. 75 Zhongshan Road	Twin Bed	550 Yuan/Night		
3	Jingli Hotel	No. 7 West Beijing Road	Single Bed	450 Yuan/Night	Ms.Chen 13770597379	200m
4	Jingli Hotel	No. 7 West Beijing Road	Twin Bed	518-568 Yuan/Night		
5	Training Center of Business School	Anzhong Building, Nanjing University	Standard	248-338 Yuan/Night	Ms. Yan 025-83621955	In Campus
6	You can choose other hotels you like					

Transportation to Hotels :

- (1) From Lukou Airport : Take No. 2 Airline shuttle bus to Nanjing South Train station and then take Subway No. 1 to Xinjiekou Station (Nanjing Central Hotel); to Gulou Station(Jingli Hotel and Training Center of Business School).
- (2) From Nanjing Train Station: Take Subway No. 1 to Xinjiekou Station (Nanjing Central Hotel); to Gulou Station(Jingli Hotel and Training Center of Business School).
- (3) By Taxi

住宿

	宾馆名称	宾馆地址	房间类型	参考价格	宾馆电话	距会场距离
1	中心大酒店	南京中山路 75 号	单人间	500-550 元/晚	王磊: 13675103673	1.5-2 公里
2	中心大酒店	南京中山路 75 号	标准间	550 元/晚		
3	晶丽酒店	北京西路 7 号	单人间	450 元/晚	陈娟	200 米

4	晶丽酒店	北京西路7号	标准间	518(单早)/晚 568(双早)/晚	13770597379 邮:494159385@qq .com	
5	南京大学 商学院培训中心	北京西路 南京大学西门	单人间 双人间	248-338 元/晚	闫芳: 025- 83621955	校内
6	可以自行预订其他酒店					

(注: 酒店预订, 报会议名称即可)

交通线路:

机场、火车站、火车南站至南京大学鼓楼校区安中楼的路线:

- (1) 禄口国际机场: 机场班车2号线, 前往南京南火车站、换乘地铁1号线到新街口站下(住中心酒店); 鼓楼站下(住晶丽酒店、商学院培训中心)。
- (2) 南京火车站: 乘地铁1号线到新街口站下(住中心酒店); 鼓楼站下(住晶丽酒店、商学院培训中心)或乘公交车到以上地点站。
- (3) 乘出租车直接到酒店。