

MAG Scholar®
Marketing in Asia Group

MAG Scholar Conference – Now I am *making* friends

2011 MAG Scholar Conference
Christchurch, New Zealand
May 29 – 31, 2011

Conference Objectives

The MAG Scholar Conference is intended to bring scholars from all walks of academia to come together and share their knowledge and experiences, and foster research cooperation. Members are encouraged to attend this inaugural conference to network and interact with fellow researchers who share a similar interest in learning the business of Asian business.

Call for Papers

Submission Deadline: Oct 15, 2010

The Organizing Team of the MAG Scholar Conference at Christchurch, New Zealand would like to invite you to attend this meeting of minds on *Riding the Asian Wave*.

All accepted papers will be published in the proceedings CD with an ISBN number. A selection of the best conference papers will also be considered for publication in the following journals:
TBA

Whilst the Organizing Team is finalizing the conference programme, we would like to give you a head start on “**How to Submit a Paper?**” All manuscripts must follow the style guideline of the Asian Journal of Business Research (<http://www.magscholar.com/ajbr.htm>). Manuscripts should not exceed 5 pages for long abstracts or 20 pages for full papers. One-page special session and panel proposals should be sent directly to Dr Ernest de Run (dre Ernest@feb.unimas.my). Submissions will be double-blind reviewed. Before sending your manuscript directly to the appropriate track chairs, please remove any author’s name 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. A manuscript should be submitted to ONLY one track. The name/s of track chair and email address is enclosed. 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 MAG Scholar unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via email) to the Conference Director, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication.

Conference Team Director

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Venue

Christchurch is the international gateway to the South Island of New Zealand. It has a heritage-packed city centre with neo-gothic stone buildings, quaint trams, and punts plying the River Avon. It is home to some of the finest parks and gardens in New Zealand, earning it the title of the 'Garden City'. Enjoy excellent shopping and dining as well as the nightlife in a number of distinct precincts around the city. Christchurch offers easy access to a myriad of NZ outdoor adventures being close to beaches, hills, rivers and mountains such as New Zealand's Southern Alps. www.christchurchnz.com

Track Chairs

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