



วิทยาลัยการจัดการ มหาวิทยาลัยพะเยา
เลขที่ 1051
วันที่ 22 ก.ค. 2557
เวลา 10.04 น.

School of Management and Information Sciences,
 University of Phayao, Thailand
 19 Moo 2, Tambon Maeka,
 Amphour Muang Phayao 56000, Thailand
<http://mis-iccm.up.ac.th>

July 10, 2014

Invitation (Call for papers) to the 1st International Conference on Creative Management 2014 (1st – ICCM)

งานวิชาการ ว.การโรงแรมและการท่องเที่ยว
รับที่ 146
วันที่ ๒๒ ก.ค. ๒๕๕๗
เวลา 15.00 น.

Dear Dean, College of Hospitality and Tourism

It is with great pleasure that I am writing to invite you to participate in our 1st International Conference on Creative Management 2014 (1st – ICCM) on September 17-19, 2014. The launch will be marked by our keynote speaker Dr. Surin Pitsuwan, former ASEAN General Secretariate.

Our first international conference aims to bring together leading academics, active researchers, and inspiring practitioners, from various specialties involving business and media management to tackle the problems that would arise in managing today’s business organizations. This conference will be our first international platform for communication and exchanging ideas about recent research advances and innovative practice regarding creative management.

The Program Committee is now issuing a call for papers with the focus on researches, academic contributions, and practices in the following 5 tracks including;

- Business Management,
- Tourism Management,
- Accounting and Economics,
- Finance and Banking, and
- Media and Communication Management.

Additional information about the conference, together with details about how to register and get to the venue at ICT building on campus of the University of Phayao, is enclosed. Should there be any further inquiries or concerns regarding the conference, please email to mis-iccm@up.ac.th or +66 (54) 466 666 ext. 1509 or 3632. Please also advise us of any special mobility or dietary requirements you may have.

I hope you are able to accept this invitation and I look forward to hearing from you.

Yours sincerely,

Dr. Anusorn Kuananusorn,
 Dean of School of Management and Information Sciences,
 University of Phayao, Thailand

Encl. Conference Details

The 1st International Conference on Creative Management 2014 (1st – ICCM)

17-19 September 2014

School of Management and Information Sciences

University of Phayao, Phayao Thailand

Conference Focus

This first international conference aims to bring together leading academics, active researchers, and inspiring practitioners, from various specialties involving business and media management to tackle the problems that would arise in managing today's business organizations. The conference will present the latest ideas and directions on creative management in order to cope with such complex challenges. Also, the conference will provide opportunity to gain insight into the emerging global business trends and to engage with research on the works of business practitioners around the world.

The world is now keeping its eye on an upcoming integration of economic region among Southeast Asian nations, known as ASEAN Economic Community (AEC). This includes the ways non-profit and for-profit organizations manage their businesses under the new free trade region. Philip Kotler (2013), the world renowned professor in marketing, mentioned that such economic integration is seen as a new powerful economic market in the world. This integration does not only cover the cooperation between neighboring countries, but also the way the world sees The Association of Southeast Asian Nations (ASEAN) as a single market.

On the other hand, the ASEAN market poses tremendous threat to business owners. Such challenge leads to difficulties in managing organizations and in gaining competitive advantages over competitors, both locally and internationally, under the new free trade economic region. The drive for competition comes from the desire to enter in the highly attractive (huge single) market and local (national) market at the same time.

Furthermore, the shift is even more prominent when it comes to new technology innovations. Digitization and interactive media communication has greatly influenced the way business organizations work. Likewise, this change has immensely affected the growth of the business. The entrance of digital media and interactive form of communication (internet network) has not only impacted on management and communication of business organizations, but also has impacted on the way people live. Most importantly, it has

4. To build academic network for leading academics, active researchers and inspiring practitioners.

Key Dates

Participants are required to submit paper on related researches and academic articles.*

- July 31, 2014: Closing date for abstract submissions (less than 300 words)
- August 30, 2014: Closing date for full paper uploads

Academic Reviews

Research papers and articles in both academic and practice will be rigorously reviewed by 2 experts in each field. The conference committees will send the review results to participants within 2 weeks.

Conference Publications

1. The conference booklet which includes abstracts and conference's details.
2. The 1st International Conference on Creative Management 2014 proceedings, which include full papers, will be published in both print and online versions within 2 months after the conference sessions.

Language

All articles must be written in English. If English is not your first language, please ask an English speaking colleague to proofread your article. The conference will be conducted in English as well as presentation of articles.

Registration

Conference participants and authors are required to register in order to be able to submit abstracts. The registration fee for each participant will be USD 100 or THB 3,200. Details about the conference and registration information can be found at <http://mis-iccm.up.ac.th>.

Conference Venue

The conference will be held at the ICT building on campus of University of Phayao.

Accommodation

University of Phayao's hotel will be secured for participants on Wednesday, September 17th and Thursday, September 18th, 2014.

Contact

Questions and correspondences regarding the conference should be e-mailed, mailed, telephoned, or faxed, to 2014 ICCM committees at the address below;

2014 Creative Management International Conference (ICCM) Committees

School of Management and Information Sciences, University of Phayao,

19 Moo 2 Tambon Maeka, Amphur Muang, Phayao 56000 Thailand

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