



2017 Pan-Pacific Business Research Conference (PPBRC)

February 23 – February 25, 2017

at

**Kellogg West Conference Center and Hotel
Cal Poly Pomona, Pomona, California, USA**

by

Pan Pacific Business Research Institute

Pan-Pacific Business Research Institute

2017 Pan-Pacific Business Research Conference

February 23– February 25, 2017
(www.ppbri.org)

On-Site Conference; Kellogg West Conference Center and Hotel, Cal Poly Pomona, Pomona, California, USA

Conference Schedule:

Program schedule on February 23, 2017:

Registration:	5:00 pm – 8:00 pm
Review board meeting:	6:00 pm – 8:00 pm

Program Schedule on February 24, 2017

Registration	8:30 am – 4:00 pm
Coffee Break	8:30 am – 9:00 am
The 1st Paper Presentation Session	9:00 am – 10: 20 am
The 2nd Paper Presentation Session	10:30 pm – 11:50 am
Lunch	12:00 pm – 1:40 pm
The 3rd Paper Presentation Session	1:50 pm – 3:20 pm
The 4th Paper Presentation Session	3:30 pm – 4:50 pm
Cocktail party	5:30 pm -6:00 pm at The Restaurant at Kellogg Ranch
Dinner and Award Receptions:	6:00 pm – 8:00 pm at The Restaurant at Kellogg Ranch

Program Schedule on February 25, 2016

Research Interaction Forum	10:00 am – 12:00 pm
Executive committee meeting	6:00 pm – 8:00 pm

Executive committee of the conference: The conference chair & PPBRI representatives.

Area committees:

Area committees:

- **Accounting:** Ilwoon Kim*, Sungkyoo Huh, K. J. Lee, John Jin, Byunghwan Lee, Steve Lim, Daniel Paik
- **Finance:** Liang Guo*, Hadley Brandy, Heungjoo Cha, Jim Estes, Liang Guo, Yu Liu, Taewon Yang
- **Hospitality/Tourism Management:** Myong Jae Lee*, Joong-won Lee
- **Marketing:** Haakon Brown*, Hongbum Kim, ChanHo Song, HongBum (Anthony) Kim
- **Management:** Yongseok Jang*, Joon Son

*Area chairs.

The Aim and Scope of the Conference

The PPBRC is a highly interactive business conference that provides the opportunity for participants to share their research in an interdisciplinary setting and to disseminate research findings with others in the academic and business community. The conference will consider both conceptual and empirical papers in all areas of business and economics, including Accounting, Economics, Finance, Hospitality Management, Marketing, Management, Operation Management, and Information Systems:

- New theories, paradigmatic design and applications.
- New regulations and policies.
- Application of Accounting, Economics, Finance, Hospitality Management, Marketing, Management, Operation Management, and Information Systems in industrial or international settings.
- Case studies exploring current issues.
- Pedagogical issues in business education

The conference considers all topical areas but papers that focus on business issues in pan-pacific countries are particularly encouraged and welcomed.

Guideline for Paper Preparation and Style

Before submission, the paper should not have been published in any other journals. The paper should be in MS Office Word format. It should be written in a double space, one inch margin in all sides, and 12 font size with times new roman font. The cover page should include the title of the paper and author information—the name(s), affiliation(s), address(es), phone number(s), and email(s) as well as contact author of the paper. On the second page, the paper title should repeat along with an abstract, and key words. The title should appear in the center of the first line. Next provide two blank lines by hitting enter three times right after the end of the title. The abstract should be no more than 250 words. Give another blank line and then provide key words up to six words. PPJBR generally follows the American Psychological Association (APA) guidelines. Reference should be presented in a separate sheet at the end of the paper. Tables and figures and their numbering should appear on the appropriate page within the text. Please do not use footnotes; instead explain it within the text or use appendix. The appendix should be located between the end of the text and reference.

Publication Opportunities in Proceedings

All the papers accepted for presentation will appear in the conference proceedings. Authors should indicate if they want the full or extended abstract (no more than 1,000 words) to be printed in the conference proceedings. PPBRI has a copyright for all the printed articles and manuscripts that appear in the proceedings.

Distinguished Paper Awards and Publication Opportunities PPJBR

All complete full papers submitted and presented at the Conference will be considered for a Distinguished Paper Award on a competitive basis. Distinguished paper winners will receive a certificate of recognition at the conferences closing dinner. Further, the authors of all the distinguished papers will be further invited to revise and resubmit their papers for potential publication in the *Pan-Pacific Journal of Business Research* (PPJBR), which has a plan in place to be a premier multi-disciplinary journal aiming to be indexed in the Web of Knowledge's SSCI (Social Science Citation Index) in the next 10 years.

Paper Submission and Registration

All papers need to submit to jjin@csusb.edu. Participants need to register at <http://www.ppbri.org/payment-fee>

