



The 18th Conference of International Federation of East Asian Management Associations

Nanjing, 17-19 October, 2025

百年变局下的亚洲管理创新

Asian Management Innovation in the Changing Century

CALL FOR PAPERS

No.2

It is our pleasure to inform you that The **IFEAMA 2025** conference will be held at **Hohai University** in **Nanjing, China** on **17-19 October, 2025**. The main topic of the conference is “***Asian Management Innovation In the Changing Century***”.

Today's world is entering an era of profound changes unseen in a century. Many new technologies, represented by artificial intelligence and green energy technology, are reshaping the face of various industries. Issues such as climate change, large-scale infectious diseases, and trade protectionism have brought new challenges to the cooperation and competition of global enterprises. The power of global economic growth is changing, and the market pattern is changing, which has a profound impact on the survival and development of enterprises. Thus, Asian management needs to rethink how to harness new technology for innovation, efficiency, and sustainable development, and how to respond all kinds of challenges in the new time.

International Federation of East Asian Management Associations (IFEAMA) is the management research federation of difference management associations of Asia, especially from east Asia country and the region. The Federation aims to promote the research and the application of business administration in East Asia, and to contribute to industrial development in East Asia and the advancement of the management practice. IFEAMA conference is held in difference Asia area every two years, focusing on the development of management research and practices in Asia. The 18th IFEAMA conference will be held in Nanjing, China on **17-19 October, 2025**.

IFEAMA 2025 Nanjing -the 18th Annual Conference of the International Federation of East Asian Management Association (IFEAMA) – is dedicated to exploring the new theoretical challenges faced by the changing economic and business environment in Asia. Special



attention is being paid to explore the topic “*Asian Management Innovation In the Changing Century*”.

We cordially invite you to submit papers for IFEAMA 2025 conference tracks listed below.

1. Technology Innovation and New Quality Productive Forces;
2. Strategic Management and Organization for Asian Enterprise
3. Digital Business and Innovation in SMEs;
4. Information Technology Management & Business Innovation;
5. Human Resource Management (HRM) and Leadership;
6. Corporate Governance and Financial Management;
7. Eco-Business and Management;
8. Entrepreneurship and Small Business;
9. AI, Business Ethics and Corporate Social Responsibility (CSR);
10. R&D Strategy, AI and Innovation;
11. The East Asian Regional Cooperation;
12. Industrial Policy and Development;
13. Sustainable Development Strategy for enterprises;
14. The Integration of Eastern and Western Management Thinking;
15. Supply Chain Transformation Faced by Asian Enterprises;
16. Others;

For more information, please visit the IFEAMA 2025 Nanjing conference website:

<https://www.ifeama.org/conferences-e.html>

● Review of Call for Papers and Publication:

All papers received by the submission deadline will be evaluated in a multi-blind review process. Excellent papers will also be organized in a conference book, titled “*Asian Management Innovation In the Changing Century*”.



● **Guideline for submissions:**

Authors are invited to submit abstracts and completed manuscripts. Both abstracts and complete papers accepted are invited to make presentation on conference. Papers will be selected by the Program Committee consisting of a panel of international scholars. Please submit the paper in electronic format (Word file only) to the Conference Secretariat to the address below. Authors are requested to submit full papers in English. Papers should be no more than 15 pages or 6,000 words in length, with an abstract of no more than 200 words. Abstracts are suggested with 800-1000 words. Author numbers of each paper should be no more than 5 people, each person as the first author can submit paper only one.

Publication opportunity:

Excellent papers will be selected to be published in a book, titled "*Asian Management Innovation In the Changing Century*", by Springer Japan.

Outstanding papers may be recommended for expansion and submission to partner journals including:

International Journal of Electronic Business (IJEB) indexed in EI Compendex/Scopus

International Journal of Internet Marketing and Advertising (IJIMA) indexed in ESCI/Scopus

International Journal of Internet and Enterprise Management (IJIEM) indexed in EBSCO

Abstracts and the completed papers will also be collected into an electrical proceeding.

Paper Lay-out:

Margins and format

The margins must be 3 cm on both the top and the bottom and 2 cm on both left and right side. The paper format must be A4 (21 x 29.7 cm).

Title

Please start the first page with a horizontal line and leave one line blank before typing the title at the centre of the page with the following font: Times New Roman, size 20. Sub-titles should be in Times New Roman, size 16. Below the title/sub-title you should write the author's name and affiliations, university and country only. Use Times New Roman, size 12,



in italics. Leave one line blank before inserting another horizontal line and after this, please leave 3 blank lines before typing the abstract.

Abstract

The abstract should be written in Times New Roman, size 12, in italics. It will begin with a first level heading (Abstract). The abstract for the full paper must not exceed 200 words.

If you only submit abstract, the abstract is 800-1000 words.

Headings

Leave one blank line before each heading.

- First level headings should be written in Times New Roman, size 16.
- Second level headings should be written in Times New Roman, size 14.
- Third level headings should be written in Times New Roman, size 12, in italics.

All headings must be aligned to the left.

Body

The body of the paper should have a line spacing of 16 pkt. and written in Times New Roman, size 12. Begin each paragraph (except those following a heading, a bullet list, a table or a figure) with one tab indent set to 1.5 cm. Use justified margins on both sides. Be sure to begin with a first level heading. If you wish to accentuate single words within the text, do not use bold, but italics.

Tables and Figures

The table title should be written in Times New Roman, size 12. Please number the tables as follows: Table 1, Table 2, Table 3, etc. Please insert the figures into the text, please number the figures as follows: Figure 1, Figure 2, Figure 3, etc.

Notes

Please use endnotes instead of footnotes. Endnotes should be inserted after the text and before the references. The notes should be written in Times New Roman, size 10.

References

The references must be placed at the end of the document. In the text, please state only the last name of the author and the year in parenthesis and separated by a comma (Kotler and Armstrong, 2017). In the reference list, please write all the names fully. Please write the book, journal or paper series names in italics.

Example:

Book:



Kotler, P. and Armstrong, G. (2017) *Principles of Marketing*. Pearson Education, London, United Kingdom.

Journal article:

Fama, E. and French, K. (2002) Testing trade-off and pecking order predictions about dividends and debt. *The Review of Financial Studies*, 15(1), 1-33.

● **Important dates and Deadline:**

August 31st, 2025 - Deadline of Abstract/Full Paper

September 15th, 2025 - Notification of Acceptance

All deadlines are based on UTC+8 (Beijing Time).

Please confirm your attendance by filling the form below before **September 30th, 2025**.

Email: hhbswt@hhu.edu.cn

Attendance Confirmation Form

Country	Organization	Name	Gender	Date of Birth	Telephone	Email	Whether to give a presentation

● **Contact information:**

Please send your abstract or paper to Dr. Wangteng – Business School of Hohai University, China by email: hhbswt@hhu.edu.cn

● **Conference Venue:**

China • Nanjing

Boxue Building, Business School, Jiangning Campus, Hohai University

Address: No.8 Focheng West Road, Jiangning District, Nanjing, Jiangsu Province, China

Postcode: 211100

● **Conference Language:**

Papers and Presentations must be in English.

● **Registration Fees:**

For foreign attendants, the registration fee is shown as follows,



Attendee Type	Early-bird Rate Payment by Oct 1, 2025	Regular Rate
Non-students	US\$ 250	US\$ 300
Students	US\$ 125	US\$ 150

For domestic attendants, the registration fee is shown as follows

Attendee Type	Early-bird price Payment by Oct 1, 2025	Regular Rate
Non-students	CNY 1,500	CNY 2,000
Students	CNY 750	CNY 1,000

*Proof of student status must be submitted during registration. Valid student ID must show:

① Full-time enrollment status ② Expiry date after conference end date

*All deadlines are based on UTC+8 (Beijing Time). All payments must be completed in full by the deadline. No refunds for missed early-bird deadlines.

● Registration Fee Payment

Registration fees can be paid either online or on-site at the conference venue.

(1) Payment Option 1: On-site Registration

Cash payments accepted (only in CNY).

Please prepare exact amount as change may be limited.

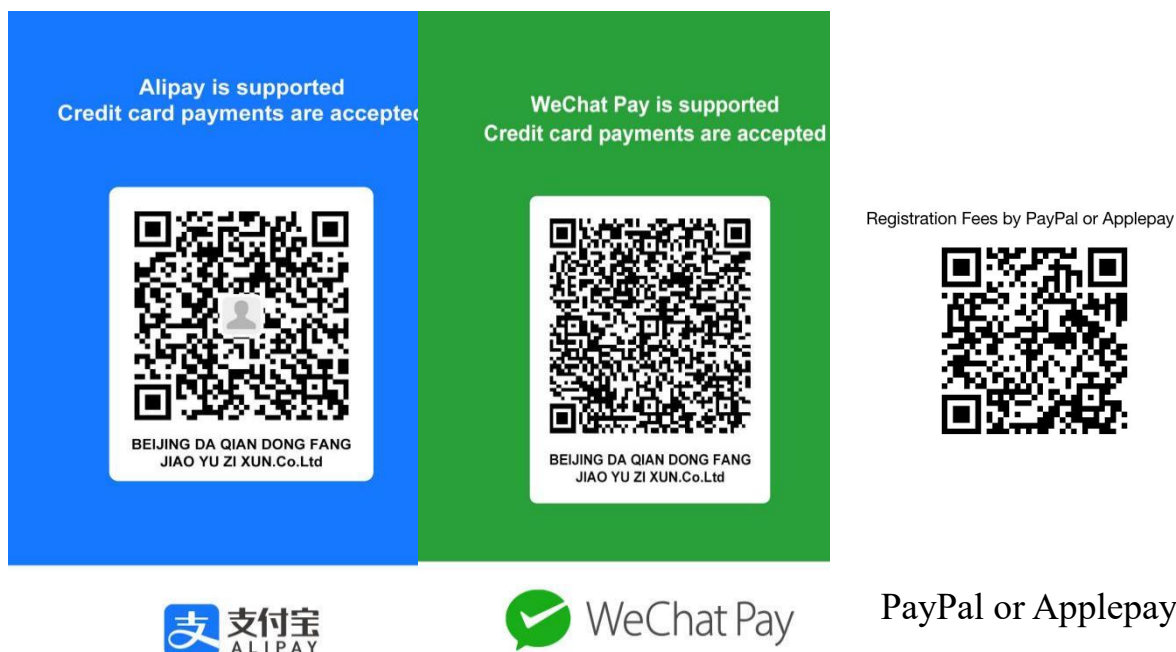
(2) Payment Option 2: Online Payment by Alipay or WeChat Pay (Recommended)

(3) Payment Option 3: Online Payment by Paypal .

● Required preparation:



- (1) Download and install WeChat Pay or Alipay mobile apps prior to registration for convenient payment.
- (2) Please scan the QR code of Alipay or Wechat pay to pay online.
- (3) Please scan the QR code of PayPal or Applepay to pay online.



Important notice:

Must include the reference: "[Your Institution] + [Full Name]+[IFEAMA]" in payment notes

Example: "Hohai University + John Smith+IFEAMA"

After completing the payment, please take a screenshot of the successful payment page and email it to: hhbswt@hhu.edu.cn to confirm with us about your payment receipt.

Payment Inquiries:

For any payment-related issues, please contact: Ms. Yang

Email: ifeama@sinowbs.org

Telephone: +86-10-85764155; +86-10-85765450.

About organizer – Business School of Hohai University

About the organizer – Business School of Hohai University

Hohai University, established in 1915 and located in Nanjing, is a public research university in China. It is recognized internationally, particularly for its academic standing in the areas of water-related engineering and sciences, and is regarded as the leading university in these areas in China. With 31 colleges and schools on 3 campuses and a student population of 55,000, Hohai University is on the State “211 Project” directly governed by the Ministry of Education of China. The disciplines of Water Engineering and Environmental Science and Engineering at Hohai University are admitted to the Double First-Class Program of China.



Hohai University is one of the earliest higher education institutions in China to establish a business discipline. It can be traced back to the establishment of the Hohai Engineering Specialized School in 1915. The school's mission is to seek global knowledge and become a business elite. The school's vision is to follow the characteristics of Hohai and become a world-renowned business school.

Business School of Hohai University currently has 6 departments, two vocational education and social service institutions, 14 research institutes, and 15 provincial and ministerial-level scientific research platforms. The school comprises 168 faculty members and 146 full-time teachers, including 32 professors, 57 associate professors, 26 doctoral supervisors, and 77 master's supervisors. Doctoral degree holders account for 85.6%, and overseas experienced teachers account for 58.9%. The school has over 3,900 students, including over 1,700 graduate students, over 110 international students, and over 2,100 undergraduate students.

The school has doctoral degree-granting points in 2 first-level disciplines: Business Administration, Management Science and Engineering; 3 first-level discipline master's degree programs; and 4 professional master's degree programs. There are 5 national first-class undergraduate majors, 3 provincial-level first-class undergraduate majors, as well as 8 undergraduate majors.



About place – Nanjing, China

Nanjing, the capital of Jiangsu Province, boasts rich historical and cultural heritage and is one of China's most popular tourist destinations. It is known as the "Ancient Capital of Six Dynasties." In ancient China, Nanjing served as the capital of the Wu, Eastern Jin, and Southern Dynasties (Song, Qi, Liang, Chen) for over 500 years. As one of the Four Great Ancient Capitals of China, it has a 6,000-year history that has left abundant historical heritage, making it comparable to Beijing, Luoyang, and Xi'an. As a "Cultural City", Nanjing has always been a melting pot of Eastern and Western cultures through both glory and adversity. It is also the central hub of Buddhist culture in eastern China. Buddhism began to spread here long ago, and many Buddhist temples are well-preserved in this historic city. As a "Green City", Nanjing is endowed with rich natural resources, and its pleasant climate enables numerous plants to thrive. As an important hub in eastern China, located near Shanghai along the lower reaches of the Yangtze River, Nanjing benefits from the golden waterway of China's longest river. Last but not least, Nanjing offers numerous attractions worth visiting: the must-go Confucius Temple – Qinhuai River Scenic Belt, where a night



cruise reveals the dazzling lights and ancient charm of Jinling; the Sun Yat-sen Mausoleum, a grand and solemn mausoleum where strolling evokes historical remembrance; the Nanjing Museum, one of China's three major museums, showcases the profoundness of Chinese culture; Xuanwu Lake Park, one of China's largest imperial garden lakes, is ideal for leisurely walks amid beautiful landscapes; and Niushoushan, a top choice for Buddhist culture, where the spectacular Buddha Top Palace leaves visitors in awe.



Recommended Hotels

1. Hilton Nanjing Niushan

Address: No. 8 Ningdan Avenue, Jiangning District, Nanjing (4 km from Jiangning Campus, 10-minute drive)

Room Types Available:

Superior Room

Deluxe Room

Zen Retreat Room

Executive Room

Deluxe Suite

Contact: Li Xiaohui-187 5518 7508



2. Cuiping Mountain Hotel

Address: No. 168 Tianyuan West Road, Jiangning District, Nanjing (1.8 km from Jiangning Campus, 5-minute drive)

Room Types Available:

Standard King Room / Standard Twin Room

Deluxe King Room / Deluxe Twin Room

Superior Suite

Contact: Manager Wu-139 1448 7707

3. Atour Hotel Nanjing South Station (NUAA Branch) (Budget Hotel)

Address: 1st Floor, Xiyue Plaza, No. 160 Tianyuan West Road, Jiangning District, Nanjing

Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Elegant King Room

Superior King Room

Superior Twin Room

Timber King Room

Timber Twin Room

Timber Suite

Contact: Wang Lei – 130 6257 7860

Email: 649270772@qq.com

4. Vienna International Hotel (Hohai University Metro Station Branch)

Address: No. 109, Jiangjun Avenue, Moling Sub-district, Jiangning District, Nanjing. It is 550 meters on foot from Focheng West Road Metro Station of Hohai University.

Available room types for booking:

Deluxe King Room

Business King Room

Contact number: 025-87179188

Transportation Guide

Nanjing Lukou International Airport–Hohai University (Jiangning Campus)



1. Taxi: Approximately 35 kilometers, with a travel time of about 40 minutes and an estimated fare of around CNY 80.
2. Airport Bus: Take Nanjing Urban Line 1 from Terminal T1 of Lukou International Airport to Cuipingshan Hotel (bus stop), then take a taxi (fare about 10 yuan) to Jiangning Campus. The whole journey takes about 60 minutes.
3. Metro: Take Metro Line S1 (Airport Line) from Lukou Airport to Hohai University Focheng West Road Station, then walk for about 15 minutes to Jiangning Campus.

Nanjing South Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 11 kilometers, with a travel time of about 20 minutes, and an estimated fare of around CNY35.
2. Metro: Take Metro Line S1 (Airport Line) to Hohai University·Focheng West Road Station, then walk to Jiangning Campus. The whole journey takes about 30 minutes.

Nanjing Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 23 kilometers, with a travel time of about 30 minutes, and an estimated fare of around 50 yuan.
2. Metro: Take Line 1 (in the direction of China Pharmaceutical University) to Nanjing South Railway Station, transfer to Line S1 (in the direction of Jiangning New City of Airport) within the station to Hohai University·Focheng West Road Station, then walk 1.3 kilometers to Hohai University. The whole journey takes about 1 hour and 20 minutes.

The 2025 Asia Organization Development International Symposium and the 18th Asia OD Forum

Nanjing, 17-19 October 2025

Strategy, Sustainability, and Organization Development

CALL FOR PAPERS

No.2

It is our pleasure to inform you that the 2025 Asia Organization Development International Symposium and the 18th Asia OD Forum will be held at Hohai University in Nanjing, China, on October 17-19, 2025 (Friday, Saturday, and Sunday). The main topic of the conference is “***Strategy, Sustainability, and Organization Development***. ” The 2025 Asia Organization Development International Symposium and the 18th Asia OD Forum will be held concurrently with the IFEAMA 2025 Conference at the same venue as the 28th World Management Forum and Oriental Management Forum 2025.

Organization Development (OD) is now a key area of focus in management research. It emphasizes organizational change management, requiring knowledge of cross-disciplinary leadership, organizational behavior, strategic management, human resource management, and other related fields. Influenced by globalization, cross-cultural perspectives, policy, and technological advancements, organizations are facing challenges from both internal and external environments. China has been, and continues to be, propelled through a phase of rapid development and change. An enterprise's swift growth relies on its ability to manage organizational change effectively. Currently, organization development research predominantly draws from Western theories and practical experiments. In recent decades, increasing attention has been paid by scholars and practitioners to the distinctive historical and socio-cultural contexts of Asia, leading to the incorporation of indigenous Asian theories into the field of Organization Development (OD). This marks the emergence of a new paradigm in OD. Within this context and at the current stage of development, deeper interactions between scholars and practitioners hold significant potential to advance the knowledge base of both communities. Since 2006, the Asia Organization Development Network (AODN) has hosted nine Summits in collaboration with prestigious local universities across Asia, including in India (2006, 2009, 2012), China (2007, 2011, 2016, 2018, 2019), Thailand (2008, 2020, 2021, 2022), the Philippines (2010), Singapore (2013), and

Japan (2014). The Summits have attracted scholars and practitioners from around the globe to the field of OD research in Asia. The 18th AODN Summit in 2025 invites those interested in “*Strategy, Sustainability, and Organization Development*” to join us at Hohai University in Nanjing, China, on 17-19 October **2025**.

We cordially invite you to submit papers for the conference tracks listed below.

1. Strategy Management and Organization Development
2. Human Resource Management and Organization Development
3. Organization Development Comparison in Different Cultures
4. International Challenges for Enterprise Organizations in Developing Countries
5. Experience of Asian Organization Development
6. Enterprise Organization Development and Change in the Post-Crisis Era
7. The Transformation of Family Enterprises
8. Government Organization Change under Social and Economic Transformation
9. Organization Development and Sustainable Growth
10. Change and Growth of Small and Medium-Sized Enterprises
11. Organization Design and Organization Development
12. Others.

Review of Call for Papers and Publication:

1. Important dates and deadlines:

August 31st, 2025—Deadline of Abstract Submission or Paper Submission

September 15th, 2025—Notification of Acceptance

September 30th, 2025—Deadline of Registration

Note: All abstracts or papers received by the submission deadline will be evaluated in a multi-blind review process. Excellent abstracts or paper will be organized in the conference proceedings.

2. Contact information:

Please send your abstract or paper in English to Dr. Lina Zhang – Business School of Hohai University, Email: 20191001@hhu.edu.cn

3. Conference Venue:

Business School (Boxue Building), Hohai University, No. 8 Focheng West Road, Jiangning District, Nanjing City, Jiangsu Province, China

4. Registration Fees:

Registration Fees for International Attendees

Attendee Type	Early-bird Rate (Payment by Oct 1, 2025)	Regular Rate
Non-students	US\$ 250	US\$ 300
Students	US\$ 125	US\$ 150

Registration Fees for Domestic Attendees

Attendee Type	Early-bird Rate (Payment by Oct 1, 2025)	Regular Rate
Non-students	CNY 1,500	CNY 2,000
Students	CNY 750	CNY 1,000

Notes: Proof of student status must be provided at the time of registration. All deadlines follow UTC+8 (Beijing Time). Payment must be completed in full by the stated deadlines. Early-bird discounts are only available before the specified deadline. Discounts cannot be granted after the deadline, even if eligibility was met earlier. Group registrations are eligible for the early-bird discount.

5. Registration Fee Payment

Registration fees can be paid either online or on-site at the conference venue.

Payment Option 1: On-site Registration

Cash payments accepted (in CNY or USD). Please prepare the exact amount, as change may be limited.

Payment Option 2: Online Payment (Recommended)

Payment Option 3: Online Payment by Paypal. (The update for PayPal payment is still in preparation. We will update the notice once it's ready.)

Required Preparation:

A. Download and install WeChat Pay or Alipay mobile apps prior to registration for convenient payment.

B. Please scan the QR code of Alipay or Wechat pay to pay online.

Important Notice:

When making the payment, please include the following information in the payment notes:

[Your Institution] + [Full Name]+AODN

Example: Hohai University + John Smith+AODN

Payments without this reference may not be properly verified.

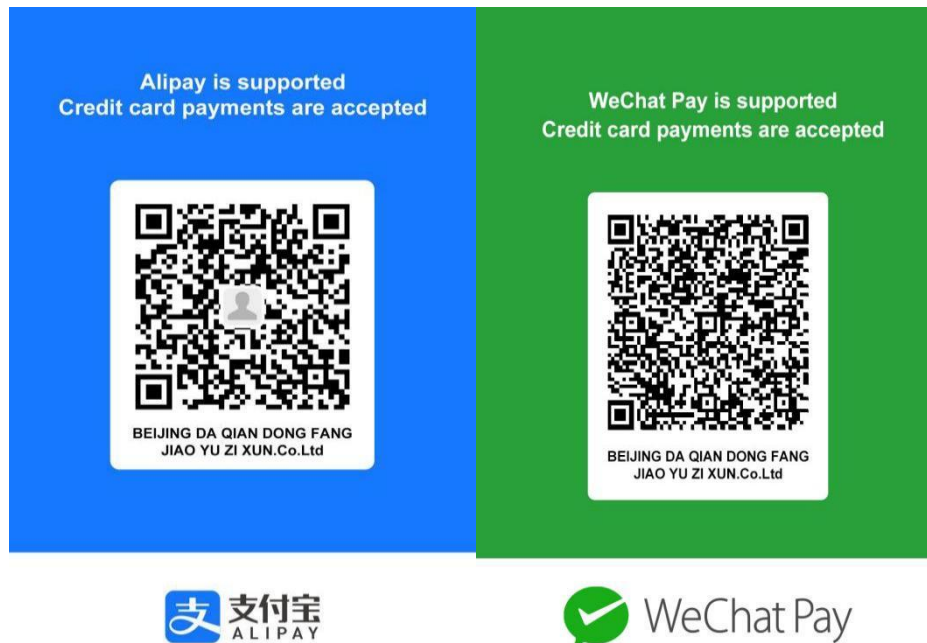
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For any payment-related issues, please contact: Ms. Yang

Email: ifeama@sinowbs.org

Telephone: +86-10-85764155; +86-10-85765450.



6. Attendance Confirmation Form

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Email

Attendance Confirmation Form

Country	Organization	Name	Gender	Date of Birth	Telephone	Email	Whether to give a presentation

About the organizer – Business School of Hohai University

Hohai University, established in 1915 and located in Nanjing, is a public research university in China. It is recognized internationally, particularly for its academic standing in the areas of water-related engineering and sciences, and is regarded as the leading university in these areas in China. With 31 colleges and schools on 3 campuses and a student population of 55,000, Hohai University is on the State “211 Project” directly governed by the Ministry of Education of China. The disciplines of Water Engineering and Environmental Science and Engineering at Hohai University are admitted to the Double First-Class Program of China.

Hohai University is one of the earliest higher education institutions in China to establish a business discipline. It can be traced back to the establishment of the Hohai Engineering Specialized School in 1915. The school’s mission is to seek global knowledge and become a business elite. The school’s vision is to follow the characteristics of Hohai and become a world-renowned business school.

Business School of Hohai University currently has 6 departments, two vocational education and social service institutions, 14 research institutes, and 15 provincial and ministerial-level scientific research platforms. The school comprises 168 faculty members and 146 full-time teachers, including 32 professors, 57 associate professors, 26 doctoral supervisors, and 77 master’s supervisors. Doctoral degree holders account for 85.6%, and overseas experienced teachers account for 58.9%. The school has over 3,900 students, including over 1,700 graduate students, over 110 international students, and over 2,100 undergraduate students.

The school has doctoral degree-granting points in 2 first-level disciplines: Business Administration, Management Science and Engineering; 3 first-level discipline master's degree programs; and 4 professional master's degree programs. There are 5 national first-class undergraduate majors, 3 provincial-level first-class undergraduate majors, as well as 8 undergraduate majors.

About the location – Nanjing, China

Nanjing, the capital of Jiangsu Province, boasts rich historical and cultural heritage and is one of China’s most popular tourist destinations. It is known as the “Ancient Capital of Six Dynasties.” In ancient China, Nanjing served as the capital of the Wu, Eastern Jin, and Southern Dynasties (Song, Qi, Liang, Chen) for over 500 years. As one of the Four Great Ancient Capitals of China, it has a 6,000-year history that has left abundant historical heritage, making it comparable to Beijing, Luoyang, and Xi’an. As a “Cultural City”, Nanjing has always been a melting pot of Eastern and Western cultures through both glory and adversity. It is also the central hub of Buddhist culture in eastern China. As a “Green City”, Nanjing is endowed with rich natural resources, and its pleasant climate enables numerous plants to thrive. As an important hub in eastern China, located near Shanghai along the lower reaches of the Yangtze River, Nanjing benefits from the golden waterway of China’s longest river. Last but not least, Nanjing offers numerous attractions worth visiting: the must-go Confucius Temple—Qinhuai River Scenic Belt, where a night cruise reveals the dazzling lights and ancient charm of Jinling; the Sun Yat-sen Mausoleum, a grand and solemn mausoleum where strolling evokes historical remembrance; the Nanjing Museum, one of China’s three major museums, showcases the profoundness of Chinese culture; Xuanwu Lake Park, one of China’s largest imperial garden lakes, is ideal for leisurely walks

amid beautiful landscapes; and Niushoushan, a top choice for Buddhist culture, where the spectacular Buddha Top Palace leaves visitors in awe.

Recommended Hotels

1. UrCove Hotel Nanjing South Station Baijia Lake (4-star)

Address: No. 7 Linhuai Street, Building 01-B-1, Jiangning District, Nanjing (4 km from Jiangning Campus, 10-minute drive). Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Superior King Room/ Superior Twin Room
 Deluxe King Room / Deluxe Twin Room
 Executive King Room / Executive Twin Room
 Yifei Executive Suite
 Contact: Yu Huiping – 158 5052 4986

2. Atour Hotel Nanjing South Station (NUAA Branch) (Budget Hotel)

Address: 1st Floor, Xiyue Plaza, No. 160 Tianyuan West Road, Jiangning District, Nanjing (2 km from Jiangning Campus, 5-minute drive). Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Elegant King Room
 Superior King Room/ Superior Twin Room
 Timber King Room/ Timber Twin Room
 Timber Suite
 Contact: Wang Lei–130 6257 7860

3. Cuiping Mountain Hotel(4-star)

Address: No. 168 Tianyuan West Road, Jiangning District, Nanjing (1.8 km from Jiangning Campus, 5-minute drive). Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Standard King Room / Standard Twin Room
 Deluxe King Room / Deluxe Twin Room
 Senior Suite
 Deluxe Suite
 Contact: Manager Wu–139 1448 7707
 Email: 649270772@qq.com

4. Vienna International Hotel (Hohai University Metro Station Branch)

Address: No. 109, Jiangjun Avenue, Moling Sub-district, Jiangning District, Nanjing. It is 550 meters on foot from Focheng West Road Metro Station to Hohai University. Room Types & Rates (Includes up to 2 breakfasts per room/day, free Wi-Fi):

Deluxe King Room

Business King Room

Contact number: 025-87179188

Transportation Guide

Nanjing Lukou International Airport–Hohai University (Jiangning Campus)

1. Taxi: Approximately 35 kilometers, with a travel time of about 40 minutes and an estimated fare of around 80 yuan.
2. Airport Bus: Take Nanjing Urban Line 1 from Terminal T1 of Lukou International Airport to Cuipingshan Hotel (bus stop), then take a taxi (fare about 10 yuan) to Jiangning Campus. The whole journey takes about 60 minutes.
3. Metro: Take Metro Line S1 (Airport Line) from Lukou Airport to Hohai University·Focheng West Road Station, then walk for about 15 minutes to Jiangning Campus.

Nanjing South Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 11 kilometers, with a travel time of about 20 minutes, and an estimated fare of around 35 yuan.
2. Metro: Take Metro Line S1 (Airport Line) to Hohai University·Focheng West Road Station, then walk to Jiangning Campus. The whole journey takes about 30 minutes.

Nanjing Railway Station–Hohai University (Jiangning Campus)

1. Taxi: Approximately 23 kilometers, with a travel time of about 30 minutes, and an estimated fare of around 50 yuan.
2. Metro: Take Line 1 (in the direction of China Pharmaceutical University) to Nanjing South Railway Station, transfer to Line S1 (in the direction of Jiangning New City of Airport) within the station to Hohai University·Focheng West Road Station, then walk 1.3 kilometers to Hohai University. The whole journey takes about 1 hour and 20 minutes.

2025 年第二十八届世界管理论坛暨东方管理论坛 会议通知（第二号）

（河海大学·2025）

为深入贯彻落实习近平总书记关于发展新质生产力的重要论述，系统把握其理论创新与实践要求，推动东方管理理论的学术交流与融合创新，赋能企业管理转型与高质量发展，第二十八届世界管理论坛暨东方管理论坛将于 **2025 年 10 月 17 日至 19 日** 在南京·河海大学江宁校区隆重举行。

本届论坛高举习近平新时代中国特色社会主义思想伟大旗帜，聚焦世界百年未有之大变局背景下东方管理理论的创新发展，探讨其在企业管理、产业升级、区域协调、管理教育等方面的理论深化与实践路径。论坛同期恰逢河海大学建校 110 周年和第 18 届东亚管理学会国际联盟（IFEAMA）国际学术会议的隆重召开，届时中外学者将齐聚一堂，围绕“百年变局与中国式现代化”的时代命题，凝聚共识、汇聚智慧、共谋发展，为中国高质量发展贡献新理论、新思想、新方



案，助力构建具有中国特色的现代管理体系。

一、论坛主题和征文选题

1.论坛主题

百年变局下的东方管理

本届论坛聚焦世界百年未有之大变局背景下东方管理理论的传承、创新与实践应用，探讨其在推动中国式现代化和高质量发展中的独特价值与路径。

2.征文选题

本次会议欢迎来自学术界、企业界及相关领域的研究者和实践者围绕以下主题提交论文、摘要或案例，选题包括但不限于：

- (1) 新质生产力背景下的东方管理理论创新
- (2) 百年未有之大变局与东方管理理论新发展
- (3) 数字化时代下的东方管理理论转型与升级

- (4) 东方管理理论与人力资源管理、领导力
- (5) 东方管理理论与研发创新
- (6) 东方管理理论与战略创新
- (7) 东方管理理论与产业发展、绿色发展
- (8) 东方管理理论与区域发展、协调发展
- (9) 东方管理理论与跨文化管理
- (10) 东方管理理论与供应链管理
- (11) 东方管理理论与创新创业管理
- (12) 东方管理理论与国内外管理教育发展

二、主办、承办和协办单位

1.主办单位

河海大学

世界管理协会联盟（IFSAM）中国委员会

上海管理教育学会

2.承办单位

河海大学商学院

3.协办单位

上海外国语大学东方管理研究中心

上海交通大学东方管理研究中心

复旦大学东方管理研究院

上海工程技术大学东方管理研究中心

江西财经大学中国管理思想研究院

中国企业管理研究会组织文化专委会

东方管理机构联盟

北京大乾东方教育咨询有限公司

4.论坛地址

江苏省南京市江宁区佛城西路 8 号河海大学商学院（博学楼）

三、会议组织

本次论坛将全程线下举行,采用大会报告 + 分论坛研讨的形式,具体活动包括:

1.大会嘉宾演讲

邀请国内外知名专家学者和杰出企业家围绕会议主题发表主旨演讲,分享前沿观点与最新研究成果。

2.学术论文分论坛

根据参会代表提交的论文设立若干主题分论坛,论文作者将进行交流与探讨,论坛将邀请领域专家担任点评嘉宾。

3.管理案例与最佳实践分论坛

特别设立管理案例与最佳实践分享分论坛,欢迎企业界与学界代

表围绕东方管理创新、实践经验、经典案例发表真知灼见。

4.人才培养与职业发展专场

邀请职业教育专家、MBA 项目负责人、企业家等分享在人才培养与职业发展方面的经验与趋势。

5.企业参观交流

组织参会代表赴南京本地具有代表性的企业进行实地考察,深入了解企业在东方管理理念指导下的管理创新实践与发展模式,促进理论与实践的深度融合与交流。

四、会议关键时间节点

1. 论文、摘要、管理案例与最佳实践报告提交截止时间:

2025 年 8 月 31 日

2. 录用通知及会议邀请函发送时间:

2025 年 9 月 15 日

3. 会议召开时间:

2025 年 10 月 17 日-19 日

五、评奖与颁奖

大会将评选“优秀论文奖”与“优秀管理案例与最佳实践报告奖”,并在会议期间颁发获奖证书,以表彰在东方管理理论研究与实践探索方面具有突出贡献的成果。

六、论文提交要求

接受**全文**或**摘要**投稿。

1.论文要求

(1) 首页信息：请在论文首页注明以下信息：题目、作者姓名、出生年月、性别、民族、籍贯、工作/学习单位、通讯地址、邮政编码、职务/职称、研究方向、电子邮箱与联系电话，以及 300-400 字的中文摘要，3-5 个关键词。

(2) 论文内容，包括：中文标题、作者姓名、作者单位（全称、所在地、邮政编码）、中文提要及关键词（3-5 个）、正文（含图件、表格）、参考文献。论文总字数 10000 字左右。

(3) 论文格式：全文一律采用宋体格式、标题三号、小标题小三号，正文小四号、单倍行距。

(4) 论文末页包含以下信息：英文题目、作者汉语拼音姓名、作者所在单位英文全称、英文摘要和关键词。

(5) 如获基金资助，请注明基金名称及批准号。

(6) 所有注释和参考文献均请列在文章末尾；注释的序号为连续编号，参考文献按作者的汉语拼音或英文名字顺序排列。参考文献应只包括正文（含脚注）中所引用的文献，并请核对正文（含脚注）中引用的文献是否都已列示在参考文献里。参考文献著录格式采用国

标 GB/T 7714-2015 规则。

(7) 论文须符合知识产权等相关国家法律要求，恪守学术道德，遵守学术规范。

(8) 每篇论文至少有一位作者参会。

2.摘要要求

摘要要求 300-500 字，可为中、英文，须包括：研究问题、研究目的、研究方法、主要结果与结论。请作者自留底稿，文责自负。

3.论文或摘要提交

提交日期：截止 2025 年 8 月 31 日

请使用 Word 格式上传，否则不予受理。

投稿邮箱：20070007@hhu.edu.cn

4.论文或摘要报告

入选论文或摘要作者在会议期间可有大约 8 分钟讲演和 5 分钟的交流（Q&A）时间。

5.会议论文集

会议将汇编收录参会论文与摘要，制作成会议论文集，供代表交流参考。

七、管理案例与最佳实践报告提交要求

1. 内容与格式要求

案例字数 8000 字以上。最佳管理实践不少于 3000 字，所含数据须获得企业授权，或已脱敏处理，确保不涉密。具体参考论文要求。

2. 提交说明

提交截止日期：2025 年 8 月 31 日

投稿邮箱：20070007@hhu.edu.cn

3. 会议汇报安排

入选作者在会议期间可有大约 8 分钟讲演和 5 分钟交流 (Q&A) 时间。

八、参会要求

1. 注册方式与费用

注册费：1500 元/人；在校学生 750 元/人

2025 年 8 月 31 日前提交论文至邮箱即视为完成初步报名，组委会完成论文评审工作后，被向收录的论文作者发送会议邀请函。

本通知最后附参会回执，请参会人员缴费后填写会议回执，并发送至邮箱：20070007@hhu.edu.cn，作为参会资格确认、会议资料准备、席位预留及通讯录制作的重要依据。

不提交论文仅参会者，请联系会务组登记。

根据国家勤俭节约办会要求，交通与住宿费用自理，不安排接送站服务。

2. 汇款信息

(1) 银行转账

单位名称：北京大乾东方教育咨询有限公司

开户银行：招商银行股份有限公司北京大望路支行

银行账号：110930723610802

(2) 微信付款



联系电话：010-85764155

010-85765450

联系邮箱：ifeama@sinowbs.org 杨老师

汇款请备注参会人员单位、姓名、手机号

3.所有论文将由学术委员会组织专家评审，入选作者将获得会议正式录用函。

4.有关会议的其它具体安排，另行通知。

九、酒店信息

为方便参会代表，会务组推荐以下会议合作酒店，请提前预订：

1. 南京牛首山希尔顿酒店（五星级）

联系人：王羊

手机：199 4152 2310

交通情况：距南京南站约 13 公里（车程 25 分钟），距南京禄口机场约 33 公里（车程 35 分钟），距河海大学车程约 5 分钟。

2. 南京翠屏山宾馆（四星级）

联系人：吴经理

手机：139 1448 7707

交通情况：距南京南站车程约 10 分钟，距南京禄口机场车程约 25 分钟，距河海大学会议举办地）车程约 5 分钟。

3. 南京南站航空航天大学亚朵酒店（快捷酒店）

地址：南京市江宁区天元西路 160 号禧樾广场 1 楼亚朵酒店

联系人：王磊

手机：130 6257 7860

邮箱：649270772@qq.com

交通情况：距南京南站车程约 10 分钟，距南京禄口机场车程约 25 分钟，距河海大学江宁校区（会议举办地）车程约 5 分钟。

4. 南京维也纳国际酒店（河海大学店）

地址：南京市江宁区天元西路 160 号禧樾广场 1 楼亚朵酒店

联系人：包经理

手机：025-87179188

交通情况：从机场到酒店约 30 公里（车程约 25 分钟），从南京南站到酒店约 9 公里（车程约 15 分钟），距河海大学江宁校区（会议举办地）车程约 3 分钟。

十、联系人和地址

会务组联系人：杨恺钧

手机：138 5167 3192

通讯地址：江苏省南京市江宁区佛城西路 8 号

会务联系邮箱：20070007@hhu.edu.cn



热忱欢迎专家学者踊跃投稿、积极参会、共襄盛会！

附

参会回执

单位名称：			
姓名	职务	手机	邮箱
发票抬头			