**ANNOUNCEMENT**

**THE 23rd ANNUAL CONFERENCE ON**

**PACIFIC BASIN FINANCE, ECONOMICS,**

**ACCOUNTING AND MANAGEMENT**

**Theme of the Conference:**

**Impacts of Trans-Pacific Strategic Economic Partnership Agreement (TPP) on the financial and banking services in Asian and other Pacific basin regions and countries will be discussed. Corporate Social Responsibility, Corporate Governance, Privatization and Risk Management will also be covered**

**Overview:**

On July 16th and 17th, 2015, in Hochiminh City, Vietnam, The Saigon Technology University and The State University of New Jersey Rutgers will jointly welcome over 200 enthusiastic participants to the International Conference about “Impacts of Trans-Pacific Strategic Economic Partnership Agreement (TPP) on financial and banking services and management in Asian and other pacific basin regions and countries”.

**Conference Organizers:**

* Rutgers - The State University of New Jersey, USA
* Saigon Technology University, Ho Chi Minh City, Vietnam
* Foundation of Pacific Basin Financial Research and Development, Taiwan

**Partner Institutions:**

* Ho Chi Minh City Institute for Development Studies
* University of Technology - Vietnam National University - Ho Chi Minh City
* Ho Chi Minh City University of Economics
* University of Economics and Law - Vietnam National University - Ho Chi Minh City

**Sponsors:**

* Rutgers - The State University of New Jersey, USA
* Saigon Technology University, Ho Chi Minh City, Vietnam
* Foundation of Pacific Basin Financial Research and Development, Taiwan

**Program Co-Directors:**

Cheng-Few Lee, Rutgers University, USA

Cao Hao Thi, Saigon Technology University, Vietnam

**Program Committee Members:**

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Marc Bremer, Nanzan University, Japan

Ivan Brick, Rutgers Business School, USA

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Sheng-Syan Chen, National Taiwan University, Taiwan

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Dao Van Luong, Saigon Technology University, Vietnam

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Vuong Duc Hoang Quan, HCMC Institute for Development Studies, Vietnam

Chien-chung Nieh, Tamkang University, Taiwan

Nurul Zarirah Nizam, Aichi University and University of Technical Malaysia, Malaysia

Dan Palmon, Rutgers University, USA

Pham Phu, HCM City University of Technology, Vietnam

Yong Shi, Chinese Academy of Sciences, China

Tran Dac Sinh, Ho Chi Minh City Stock Exchange (HOSE), Vietnam

Ralph E. Steuer, University of Georgia, USA and HCM City University of Technology, Vietnam

Hans Stoessel, Asian Institute of Technology Vietnam, Vietnam

Frederic William Swierczek, Asian Institute of Technology Vietnam, Vietnam

Farhad Taghizadeh, Keio University, Japan

Khee Giap Tan, National University of Singapore, Singapore

John KC Wei, Hong Kong University of Science &Technology, Hong Kong

Chunchi Wu, University of Buffalo, USA

Tsung-ming Yeh, Akita International University, Japan

Gillian Yeo, Nanyang Technological University, Singapore

**Conference Objectives:**

Vietnam is currently in negotiations to to join in Trans-Pacific Strategic Economic Partnership Agreement (TPP). This event opens many opportunities and challenges to Vietnamese businesses in expanding their relationship to the world market, and also puts challenges for their sustainability. In more general sense, these challenges come to all Asian Countries and other Pacific basin regions as these countries integrate into open market. Businesses in these countries as well as financing, banking institutions must change their structure, corporate management, product/service quality, competitive positions to work effectively in a network of world businesses and to grow with the growths of economies. Lessons, thoughts or researches in these fields from the countries and businesses in this region are valuable and need to be shared for the development of all.

Hence, The State University of New Jersey Rutgers (USA) and The Saigon Technology University of Technology (Vietnam) have joined together to hold the International Conference on “Impacts of Trans-Pacific Strategic Economic Partnership Agreement (TPP) on financial and banking services and management in Asian and other pacific basin regions and countries” on July 16th and 17th, 2015 at Saigon Technology University, Hochiminh City, Vietnam.

The objectives of the Conference are:

* To bring to Vietnam professors, experts in economic, financing, banking, and management fields, leaders in businesses who have deep understandings, experiences, thoughts, or researches on the impacts of TPP to the countries, businesses to organize a Conference to share with each other the knowledge, experiences, particularly, in the fields of financing, banking services, corporate management, privatization, risk management.
* To offer an opportunity to establish a network of professors, experts to share knowledge, research/ thought results and/or to perform joined researches.
* To provide businesses/institutions chances to meet and discuss with professors, experts for solutions/suggestions to their own matters. This will initiate links between academic institutions and businesses.
* To give Vietnamese Universities and Businesses/institutions more understandings each other and jointly prepare to overcome challenges when participation TPP.

**Conference Scope:**

The Conference will feature conceptual and empirical papers that examine the opportunities, challenges, and frontiers facing businesses/institutions in integration into TPP as well as manuscripts on experiences, thoughts in these matters. Subject areas might include, but are not limited so, the followings:

* The impacts of TPP to businesses/institutions in term of competition, products/service quality, knowledge, information, organizational structure, human resources, technologies, operational management, customer satisfactions, supply chains, logistics to name just a few.
* Advantages to businesses when operated in open markets, case studies on successful businesses when expanding from local market to world market.
* The criteria for a product/service to be of world market and requirements, especially, structure/performance of world class businesses.
* Lessons from businesses having operated in TPP with respect to competition, disputes, financing, banking, risk management, corporate governance…
* Changes needed to work in open market: financing, banking services, corporate governance, information/knowledge management, decision support systems…Scope and depth of changes of businesses/institutions, change practicability.
* Directions, suggestions for change process in businesses/institutions: Change models, change process management, objectives, and strategies…
* Financing and banking services: Debt & equity market, restructure, policies, venture capital, real estate finance, auditing, banking risk management…
* Practical situations facing Vietnamese businesses: Recognition of the situations, alternative solutions, and business improvements.
* Network of Asian pacific region businesses: Possibilities, advantages, challenges.
* Network of professors, experts: Possibilities, objectives, and roles in separate/jointly research as well as in supporting business development.

Some specific topics of interest are presented in following table.

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| --- | --- | --- |
| Issue of TPP | Corporate Governance | Financing engineering |
| Executive Compensation Schemes. | Venture Capital | Market Microstructure |
| Financial Reform after Financial Crisis | Derivative Securities. | Debt & Equity Markets |
| Managed Funds | Bank Risk Management | New Basel Capital Accord |
| Marketing | Production | Business Policies |
| Management Information Systems | Accounting | Auditing & Taxation |
| Contract Design & Financial Intermediation | Actuarial Science and Insurance | Lessons Learned from Bank Failure Management. |
| Financial Market & Economic Development | Real Estate Finance & Mortgaged – Backed Securities | Corporate Finance and Restructuring. |

Stylemay include**:**

* Conceptual papers (for instance, reviewing trends or positioning new issues and models for financing, banking service, reform/restructuring, corporate governance, risk management, knowledge/information management, economic development…)
* Case studies (for examples, reporting best practices in corporate governance, financial/banking service provision, business/market restructuring, successful businesses in integration into open market, successful practices in Vietnam…).
* Original research (for instance, marketing, distribution channel, logistics, knowledge acquisition, information management, customer service, world class manufacturing, banking/financing services for SMEs in open market…)

**Conference Registration Fee:**

* US$ 300 Early bird Registration due: 01 April 2015
* US$ 400 Final Registration Due: 01 May 2015
* Please send conference registration fee pay to order of Saigon Technology University, Ho Chi Minh City, Vietnam to following address:

Account Name: **TRUONG DAI HOC CONG NGHE SAI GON**

Account Number: **23232469**

Swift Code: **ASCBVNVX**

At Bank: **Asia Commercial Bank (ACB),**

**Branch Ho Chi Minh City, Vietnam**

**Important Notes for Publications:**

In order to be considered for publication, the author should formally submit her/his paper to Professor Cheng Few Lee, along with a submission fee of US$ 150 (check to be made payable to RQFA). Professor Lee will decide which paper is going to publish in RQFA, RPBFMP, or AQAFA in accordance with the reviewer’s comments. This fee should be sent to the following address:

Professor Cheng-Few Lee

73 Hidden lake drive,

North Brunswick, New Jersey 08902

USA

The paper submission should be sent in a Word or PDF file in English before March 01, 2015 to the following addresses: lee@rbsmail.rutgers.edu or cflee@mail.nctu.edu.tw for Prof. Dr. Cheng F. Lee and thi.caohao@stu.edu.vn for Dr. Cao Hao Thi. Please be noted that only electronic submissions will be accepted.

We would like to invite you to attend the 23th Conference on PBFEAM which
will be held in Vietnam on July 16th - 17th, 2015.  Please see the website at <http://centerforpbbefr.rutgers.edu/> and <http://www.stu.edu.vn> for further information.

**Key Conference due dates**

* Submissions Due: 01 March 2015
* Acceptance notification: 8 March 2015
* US$ 300 Early bird Registration due: 01 April 2015
* US$ 400 Final Registration Due: 01 May 2015
* Conference: 16 - 17 July 2015

**Conference Information:**

***Dates and Times:*** Thursday July 16th, 2015 9:00 – 17:00

Friday July 17th, 2015 9:00 – 17:00

***Venue:*** Saigon Technology University, Hochiminh City, Vietnam

***Participants:*** We are targeting, at the minimum, 200 participants over the two-day Conference. Among the participants, more than 100 foreign professors and businessmen are expected to come from overseas institutions, 50 representatives of well known groups, businesses in the Asian, pacific regions will be invited. The invitation will also include 50 Vietnamese professors/researchers and Vietnamese financing/ banking institutions, businesses.

***Cultural visits:*** Tours to Mekong Delta, or Hoi An (a well reserved ancient town established since the 16th century) will be arranged with local tour operators as per requested.

***Industrial tours:*** Visits some professional societies, industrial zones and/or some companies located nearby will be arranged on request.

***Academic tours:*** Visits to business schools located in Hochiminh City and neighboring provinces will be arranged on request.

**History of the Conference:**

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| **Year** | **Venue/Country** | **Host Organizer** |
| 1993 | U.S.A.  | Rutgers University, New Jersey  |
| 1994 | Hong Kong  | Hong Kong Chinese University, Hong Kong  |
| 1995 | Taipei, Taiwan  | Taiwan Institute of Economic Research, Taipei  |
| 1996 | U.S.A.  | Rutgers University, New Jersey  |
| 1997 | Singapore  | Nanyang Technological University, Singapore  |
| 1998 | Hong Kong  | Hong Kong Polytechnic University, Hong Kong  |
| 1999 | Taipei, Taiwan  | National Taiwan University, Taipei  |
| 2000 | Thailand  | Chulalongkorn University, Bangkok  |
| 2001 | U.S.A.  | Rutgers University, New Jersey  |
| 2002 | Singapore  | Nanyang Technological University, Singapore  |
| 2003 | Taipei, Taiwan  | National Chiao Tung University, Hsinchu  |
| 2004 | Thailand  | The Consortium of Thai Universities, Bangkok  |
| 2005 | U.S.A.  | Rutgers University , New Jersey  |
| 2006 | Taipei, Taiwan  | Foundation of Pacific Basin Financial Research and  Development, Taipei  |
| 2007 | Vietnam  | Ho Chi Minh City University of Technology, Vietnam |
| 2008 | Australia | Queensland University of Technology, Brisbane, Queensland, Australia  |
| 2009 | Thailand | University of the Thai Chamber of Commerce, Bangkok, Thailand  |
| 2010 | China | Graduate University of Chinese Academy of Sciences, Beijing, China  |
| 2011 | Taiwan | Foundation of Pacific Basin Financial Research and Development, Taiwan & National Chiao Tung University, Taiwan  |
| 2012 | U.S.A.  | Rutgers University, New Jersey |
| 2013 | Australia | Deakin University, Melbourne, Victoria, Australia  |
| 2014 | Japan | Aichi University, Nagoya, Japan |