

Call for Papers

The 7th World Business Ethics Forum

2 – 4 December 2018

Venue: Banyan Tree Macau, Macau and Hang Seng Management College, Hong Kong

The World Business Ethics Forum (WBEF) was co-founded by the University of Macau (UM) and the Hong Kong Baptist University (HKBU) in 2006 and runs every two years on a rotational basis. WBEF provides an open platform for academics and practitioners from around the world to share and discuss ideas and issues related to new thinking and research findings in the broad area of business ethics.

The 7th WBEF will be held from 2 December to 4 December 2018 at the Banyan Tree Macau (Day 1 and Day 2) and Hang Seng Management College (Day 3). Registration and welcome reception will be held on Day 1, regular sessions will be held on Day 2 and PhD symposium, poster and additional regular sessions will be held on Day 3.

The theme for the 2018 forum is “Business Ethics, Leadership and the New Economy”. We invite the submission of research papers that advance our understanding of this broad theme for presentation at this Forum. Theoretical, empirical, and clinical approaches are all welcome. Suggested topics include, but are not limited to the following:

1. Ethical decision making in business and its impact on firm performance
2. Business ethics, corporate social responsibility, and sustainability
3. Influence of business ethics on corporate and consumers’ behavior
4. Business ethics, organizational structure, and corporate governance
5. Ethical leadership and executive compensation
6. Education of business ethics in schools and companies
7. Regulation, rule of law, and business ethics
8. Compliance of business ethics
9. Cross-cultural comparison of business ethics
10. Social culture, gender, religion, and economic crimes in business
11. Business ethics issues in the gaming industry.
12. Business ethics issues in the hospitality industry.
13. Business ethics issues in the financial services industry.
14. Case studies in business ethics.

Keynote Speakers:

Professor William Mobley
President Emeritus, Texas A & M University, USA
Professor Emeritus, China Europe International Business School
Adjunct Chair Professor of Management, University of Macau

Dr. Jonathan CHOI Koon-shum GBS, BBS, JP
Chairman, Sunwah Group
Permanent Honorary President, The Chinese General Chamber of Commerce

Prof. Robin Snell
Director of Service-Learning and Professor Management
Lingnan University

Submission Guidelines:

1. The full paper, work-in-progress paper, or extended abstract of about five pages (covering objective, methodology, major findings and conclusions) should be submitted to the Conference Secretariat via email wbef@umac.mo. Papers will be selected for presentation on a competitive basis with a double-blind review process.
2. Each submission should consist of two files: the blind copy of the paper and the cover page providing full contact details, including the author’s name, institution affiliation, mailing address, telephone number, e-mail address, and topic areas (up to 3 topic areas listed above).
3. Please indicate if your submission is for the PhD symposium.
4. For any question related to your submission, you can contact wbef@umac.mo

Selection for Best Conference Papers & Special Issue of the Asian Journal of Business Ethics:

1. Quality papers will be selected for the three best paper awards.
2. For those who would like to have their paper considered for publication in the special issue of the *Asian Journal of Business Ethics* (AJBE), please indicate “Concurrent Submission to the AJBE” on the cover page. Only full paper would be eligible. The full paper should not be more than 40 pages in double spacing (all inclusive) and must follow the style guidelines of AJBE (website: <https://link.springer.com/journal/13520>).
3. All submissions will go through separate blind review processes for the special issue.

Important dates:

Submission deadline of papers and extended abstracts: July 31, 2018
Notification of acceptance: August 31, 2018

Registration fee:

Early-Bird Registration (by October 31, 2018)	US\$ 350
Regular Registration (November 1 to 30, 2018)	US\$ 400
On-Site Registration (December 2 and 3, 2018)	US\$ 450
PhD students (flat rate):	US\$100

Hotel Information:

MACAO
Banyan Tree Macau Hotel is part of Galaxy Macau. Several other hotels are also located within the same mega-complex such as Galaxy Hotel, Hotel Okura, J W Marriott, and Ritz-Carlton. A special hotel rate will be available to conference participants at Galaxy Hotel and the nearby Broadway Hotel.

HONG KONG

Participants can benefit from staying at a choice of local hotels to suit their own budget that HSMC has special corporate rates with. These include the Royal Park, the Regal Riverside and the Marriott. They are all located close by in Shatin.

About Macao and Hong Kong:

Macao is one of the two special administrative regions of the People's Republic of China. It lies on the western side of the Pearl River Delta, bordering Zhuhai and is only one-hour away from Hong Kong and Shenzhen by ferry.

Macao was both the oldest and the last European colony in China. Portuguese traders first settled in Macao in the 16th century and subsequently administered the region for more than 400 years until the handover on December 20, 1999. Macao preserves many historical buildings in the urban area. The Historic Centre of Macau, which includes some 25 historic monuments and public squares, was officially listed as a World Heritage Site by UNESCO on July 15, 2005.

Known as the Las Vegas of the East, the city boasts a wide range of hotels, resorts, stadiums, restaurants and casinos. Macao has grown rapidly after the liberalization of gaming industry in 2002, many new hotels, casinos, resorts, restaurants, and shops have opened especially in the Cotai Strip area. Besides the resorts and world heritage sites, other hot tourist spots include Macau Tower, Macau Fisherman's Wharf, Macau Science Center, Mandarin's House, etc. (<http://en.macaotourism.gov.mo/index.php>).

For more information, please refer to [Top ten reasons to visit Macau Tourism information](#).

Hong Kong is the other special administrative region of the People's Republic of China. Positioned to the South East of the Pearl River Delta on the coast of South China, Hong Kong has been well recognized as a gateway between East and West. The city comprises of Hong Kong Island, the Kowloon Peninsula, the New Territories and more than 200 outlying islands including Lantau.

With a history of Chinese immigration, former colonization by the British and subsequent handover, Hong Kong is a melting pot with Eastern and Western characteristics. This is particularly evident in the city's culture, architecture, food and ambiance. Hong Kong boasts a wide variety of shopping experience, from giant designer malls and packed street markets, to bargain outlets. The city has a variety of food options, from local dishes to cosmopolitan international cuisine. There is an array of preserved and historical buildings with a fusion of Chinese and British influence. Moreover, there is a mixture of traditional and modern culture. For more information, please refer to "Discover Hong Kong" (<http://www.discoverhongkong.com/eng/index.jsp>)

About the Founders and the Organizers:

The University of Macau (UM) was founded in 1981. It is a leading higher educational institution in Macao and is making strides towards becoming internationally recognized for its excellence in teaching, research and service to the community. UM now offers over 130 bachelor, master's, PhD and other programs, conducted mainly in English, through its Faculty of Arts and Humanities, Faculty of Business Administration, Faculty of Education, Faculty of Health Sciences, Faculty of Law, Faculty of Social Sciences, Faculty of Science and Technology, and Institute of Chinese Medical Sciences, to more than 8,600 students. The University is growing rapidly with a number of new strategic initiatives including the relocation to a new campus and the establishment of the largest Residential College system in Asia. The new campus is 20 times larger than the present one with a projected fast growth of student intake and faculty size. Please refer to http://www.umac.mo/about_UM.html for more information.

In 1956, Hong Kong Baptist College was founded by the Baptist Convention of Hong Kong as a post-secondary college committed to the provision of whole person education. In 1983, Hong Kong Baptist College became a fully-funded public tertiary institution. It gained university status in 1994 and was renamed Hong Kong Baptist University (HKBU).

Today HKBU encompasses eight Faculties/Schools offering a range of undergraduate programs, associate degree and higher diploma programs as well as taught postgraduate programs and research postgraduate programs leading to the award of master and doctoral degrees. It prides itself on its dual focus on teaching and research and encourages service to society among its staff and students. Over the years, HKBU has remained committed to academic excellence and the development of the whole person, and has gained a reputation as one of Asia's finest institutions of higher learning.

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce that was founded in 1980, to become a non-profit, self-financed university-level institution in 2010. HSMC consists of five schools i.e., Business, Communication, Decision Sciences, Humanities & Social Sciences and Translation. Around 5,000 students study on campus for a range of under and postgraduate awards. HSMC adopts the unique "Liberal + Professional" education model that puts quality teaching and students' all-round development as its highest priority. With concerted efforts, HSMC has recently made some important achievements including obtaining the ISO 9001 Certification in Quality Management for its degree programs. HSMC also received a full score of 5.0 in the CSR Index assessment, issued by the Hong Kong Quality Assurance Agency and also received the highest recognition from the Hong Kong Green Building Council for promoting green initiatives. The College also received the highest amount of four-year cumulative funding and the most awarded research projects among all the local self-financing degree-granting institutions from the Research Grants Council of the University Grants Committee of Hong Kong. Please refer to <http://www.hsmc.edu.hk/en/about-hsmc/> for more information.

Conference Chair:

Prof. Jacky So
BNU Chair Professor of Finance
Dean, Faculty of Business Administration
University of Macau
Macao SAR, China

Program Committee Chair:

Prof. Minghua Liu
Faculty of Business Administration
University of Macau
Macao SAR, China

Conference Website:

<http://www.umac.mo/fba/wbef2018>

Email: wbef@umac.mo