



澳門大學
UNIVERSIDADE DE MACAU

SECOND CALL FOR PAPERS

The 3rd World Business Ethics Forum (WBEF)

Theme: ACE — Accountability, Credibility, & Ethicality

27 – 28 October 2010
Four Seasons Hotel Macao
Cotai Strip, Taipa, Macao SAR

<http://www.wbef.umac.mo>

Extended Deadline of Abstract Submission – 15 JUNE 2010!

- CO-FOUNDERS:** University of Macau (UM) and Hong Kong Baptist University (HKBU)
- ORGANISER:** Faculty of Business Administration, University of Macau (UM)
- SUPPORTING ORGANISATIONS:** Institute for the Study of Commercial Gaming, University of Macau (ISCG)
Journal of Business Ethics (JOBE)
Chinese Businesses Case Research Centre (CBCR), School of Business, HongKong Baptist University
Wing Lung Bank International Institute for Business Development (IIBD), School of Business,
Hong Kong Baptist University

POTENTIAL PAPER TOPICS:

- Business Ethics Education
- Business Ethics, Strategy & Performance
- Corporate Governance
- Corporate Social Responsibility
- Crisis in Capitalism and the Role of Integrity
- Culture and Ethics
- Leadership and Ethics
- Legal Aspects of Business Ethics
- MNCs and Business Ethics
- Ethics in Accounting
- Ethics in Entertainment and Gaming Industries
- Ethics in Finance
- Ethics in Information & Communication Technology
- Ethics in International Business
- Ethics in Management
- Ethics in Marketing
- Ethics in Production & Logistics

Selected papers from the Conference will be published in a special issue of the *Journal of Business Ethics*.

- CONFERENCE CHAIR:** Professor Jacky Y.C. So, Dean, Faculty of Business Administration, University of Macau
- KEYNOTE SPEAKER:** **Professor Hans van Ginkel**, *Chairman of the Kofi Annan Business School Foundation, Former Under-Secretary-General of the United Nations, Former Rector of the United Nations University, Former President of the International Association of Universities, Rector Emeritus of the University of Utrecht*

SUBMISSION GUIDELINES:

Abstract should be received by the Conference Secretariat by **31 May 2010(Deadline extended to 15 June 2010)**. The conference committee will notify the author(s) by **15 July 2010**. Full paper should be submitted by **31 August 2010** if the author(s) wish(es) to have the paper included in the CD-Rom proceeding or submitted to the *Journal of Business Ethics*. Please note that only submitted full papers are eligible for consideration for the special issue of *JOBE*. If you want your paper to be considered please note "JOBE" on the cover page. Since papers will be submitted to a peer review process, please make sure that it contains a cover page with all relevant information (title, authors, contact details, etc.) and that no author identifying information is included from page 2 onwards. Start with the title, include a short abstract of 100-200 words, 3-5 keywords, and use Times Roman font, 12 pt, double spaced and follow the JBE style guide for your references (e.g. Author, 1st and 2nd Author: 2007, 'My paper', in *The Journal of Business Ethics* 99(1), 12-34.). Please submit your abstract, full paper and/or enquiries via E-mail to Miss Sandy Hoi, UM (wbef@umac.mo). For more details of the Conference, please visit our website at: <http://www.wbef.umac.mo>

REGISTRATION FEE:

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|--|---|---------|-------------|
| Early Bird Registration Fee with Payment (on or before 31 August 2010) | : | US\$250 | (HK\$2,000) |
| Regular Registration Fee with Payment (on or before 30 September 2010) | : | US\$300 | (HK\$2,400) |
| <i>(Abstracts will not be included in the conference program if author(s) does not register on or before this date.)</i> | | | |
| Registration Fee (on or after 1 October 2010) | : | US\$350 | (HK\$2,800) |
| Registration Fee for Full-time & other Approved Students (Full Participation) | : | US\$100 | (HK\$800) |
| <i>(The fee covers 2 lunches, 1 banquet and conference materials. Events tickets for spouse and other accompanying persons are available and can be purchased through the Conference Secretariat.)</i> | | | |
| Registration Fee for Full-time & other Approved Students (One Day Programme) | : | US\$50 | (HK\$400) |

POST-CONFERENCE TOUR:

Optional post-conference tour to the Macau Heritage will be provided. Details will be announced later.