

The Conference theme

Diversity, technology, and innovation for operational competitiveness

The participants can exchange new ideas, grounds, premises, and findings in the fields of engineering management and business administrations. The focus is on both private firms and public agencies.

Conference Proceedings

Full papers will be published in TIIM 2009 Conference Proceedings. The authors of the best papers presented at the conference will be invited to submit their contributions to a number of relevant referred international journals (to be announced on the TIIM website).

Conference Officers

Conference Chair : Vudtechai Kapilakanchana, KU President
Program Chair : Dr. Binshan Lin
(Louisiana State University in Shreveport, USA)
Conference Director : Dr. Thiparat Laohavichian (KU, Thailand)
International Coordinator : Dr. Pekka Kess (University of Oulu, Finland)
Conference Coordinator : Dr. Kongkiti Phusavat (KU, Thailand)

Important Dates

Abstract/Paper submission : January 15, 2009
Notification of acceptance : February 15, 2009
Final Paper submission : March 31, 2009
Doctoral student workshop : June 16 - 17, 2009
Conference duration : June 18 - 20, 2009

Registration Deadlines

Early registration : May 15, 2009 Fees: US\$ 250
Late registration : May 31, 2009 Fees: US\$ 300
Student and
Accompanying Person: US\$ 125

Contact

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Diversity, technology, and innovation for operational competitiveness

An International Conference Organized by Faculty
of Business Administration and Faculty of Industrial
Engineering, the University of Kasetsart, Bangkok,
Thailand

18-20 June 2009
The Westin Grande Sukhumvit,
Bangkok, Thailand

Call for Papers



www.tiimconference.org

Conference Aims

The conference aims to promote exchanges, discussion, and dialogues on how to manage industrial operations and organizations in more innovative, effective, and productive manners. The roles of technology as well as an integration of human capital and organizational cultures will be underlined so that possible adaptations, learning, and improvement of research, practical examples, and excellent practices can be made. The sustainable development and continuous improvement as a result of technological applications and organizational innovation (i.e., products/ services, and processes management) will be the focal point.

Venue & Accommodation

The Westin Grande Sukhumvit, Bangkok (5 Stars Hotel)
Special TIIM rate: US\$ 180 per night



Conference Subjects

Contribution from various areas of management are welcome, and scholars in other disciplines offering new perspectives on the Conference theme are encouraged to participate. Conference sessions will focus on variety of approaches to the Conference theme:

- Technologies in operational and industrial management
- Innovation management
- e-Learning and human capital
- Knowledge management
- Cultural diversity
- Change management
- Organizational psychology
- Motivation and emotional intelligence
- Internationalization of operations and markets
- Brand value and management
- Marketing strategies and management
- Promotional media
- Corporate finance
- Enterprise and operational risk
- Mergers and acquisitions
- Investment
- Corporate, operational, and manufacturing strategies
- New product and service development
- Customer psychology
- One-stop services
- Production technology
- Green technology and productivity
- Productivity management and improvement
- Performance measurement and management
- Quality improvement and management
- Supplier partnership and supply-chain management
- Customer relation management
- Value-added management
- Public value
- Electronic and mobile government
- Networked government
- Social marketing