



oxford
SAID BUSINESS SCHOOL

**5th Conference on Retailing in Asia Pacific
Hong Kong, 25-27 Aug 2009**

FIRST CALL FOR PAPERS

The Oxford Institute of Retail Management at Saïd Business School, University of Oxford, in collaboration with the Hong Kong Retail Technology Industry Association will hold the Fifth Conference on Retailing in Asia Pacific in Hong Kong, 25-27 Aug, 2009.

This is the Fifth in the conference series on retailing in the Asia Pacific region which aims to bring together academics and practitioners, expanding relationships and the development and sharing of knowledge. Previous conference venues were: Tokyo (March 2000), Beijing (October 2002), Seoul (March 2005), Bangkok (September 2007).

Papers are invited for the conference. The theme will be: **“How will retail transformation in the countries of Asia Pacific achieve the full potential benefits and efficiencies?”** Our aim is to bring together industry, academic and government representatives to discuss the theme. There will be invited speakers plus academic paper presentation tracks. The focus will be on strategies for change and the costs and benefits of change.

Topics may include:

- Retail development
- Productivity in retailing
- The social and economic implications of retailing
- Consumer attitudes to retail change
- Manufacturing and supply chain relationships
- National competition policies
- Environmental policies and retail change
- The role of small and medium sized enterprises
- The role of technology, including payment and transaction automation
- Multi-channel retail strategy

Papers on other areas related to retail change will also be considered.

Papers should be submitted to apretail@sbs.ox.ac.uk **no later than 1 March 2009**. All papers will be refereed.

Further details and the Conference schedule will be announced as soon as possible (see www.sbs.ox.ac.uk/oxirm/conference).

Submission of Papers

Full papers should be submitted by 1 March 2009. Submissions should be in English, in Microsoft Word format.

Papers should be a maximum of 10,000 words including notes and references. Shorter papers are welcome. They should be 12 point font, single spaced with wide margins. They should be as concise as possible.

A cover page should give full details of the author/s including details of the author's institutional affiliation, full address and contact information, exact length of the article and any acknowledgements.

The paper should begin on the next page and contain no author information. It should begin with a short abstract or summary.

Tables and Figures should be included in the text and numbered with Arabic numerals (1,2,3 etc).

References should be listed at the end, and simple references inserted in the text as, for example (Howard, 2008).

Authors will be notified of acceptance as soon as possible after submission.

Work in Progress

There will be a 'Work in Progress' track at the conference. Abstracts only need to be submitted in advance for this track.

For further information see: www.sbs.ox.ac.uk/oxirm or www.hkrtia.org