

# 2025 年第二十八届世界管理论坛暨东方管理论坛 征文通知（第一号）

（河海大学·2025）

为全面深刻把握习近平总书记关于发展新质生产力重要论述的理论创新与实践要求，促进东方管理理论的学术交流与创新应用，助推百年变局下的管理创新与高质量发展，定于 2025 年 10 月 17 日至 19 日在南京河海大学召开第二十八届世界管理论坛暨东方管理论坛。

本次论坛高举习近平新时代中国特色社会主义思想伟大旗帜，面对世界百年未有之大变局，积极探索百年变局下的东方管理理论创新及其在企业管理、产业发展、区域发展、管理教育中的创新实践应用，同时恰逢河海大学建校 110 周年与东亚管理学会国际联盟（IFEAMA）第 18 届国际学术会议隆重召开，中外学者群贤毕至共同为促进百年变局下的中国高质量发展贡献新理论、新智慧、新方案、新思路，为推进中国式现代化作出新贡献。



## **一、会议主题和选题**

### **1.会议主题**

百年变局下的东方管理

### **2.征文选题**

会议征文包括但不限于以下选题：

- (1) 新质生产力背景下的东方管理理论创新
- (2) 百年未有之大变局与东方管理理论新发展
- (3) 数字化时代下的东方管理理论转型与升级
- (4) 东方管理理论与人力资源管理、领导力
- (5) 东方管理理论与研发创新
- (6) 东方管理理论与战略创新
- (7) 东方管理理论与产业发展、绿色发展
- (8) 东方管理理论与区域发展、协调发展
- (9) 东方管理理论与跨文化管理
- (10) 东方管理理论与供应链管理
- (11) 东方管理理论与创新创业管理
- (13) 国内外管理教育发展
- (14) 其它相关问题研究

## **二、主办、承办和协办单位**

### **1.主办单位**

河海大学

世界管理协会联盟（IFSAM）中国委员会

上海管理教育研究会

### **2.承办单位**

河海大学商学院

### **3.协办单位**

上海外国语大学东方管理研究中心

上海交通大学东方管理研究中心

复旦大学东方管理研究院

上海工程技术大学东方管理研究中心

江西财经大学中国管理思想研究院

东方管理机构联盟

欢迎各单位积极协办

## **三、会议组织**

本次大会所有活动采取线下举行，大会报告与分论坛研讨相结合。

### **1.大会嘉宾演讲**

邀请著名专家学者、企业家发表主旨演讲

## **2.学术论文分论坛**

根据参会代表提交的论文，设立主题分论坛。相关论文作者发言与讨论，邀请知名专家担任点评嘉宾。

## **3.管理案例与最佳实践交流分论坛**

本次论坛特设管理案例与最佳实践报告交流分论坛，欢迎来自学术界、企业界等专家、学者积极总结东方管理案例与最佳实践，围绕百年变局下的东方管理创新发表真知灼见。

## **4.人才培养与职业发展专场**

邀请职业教育专家和企业家，分享 MBA、职业培训经验。

## **5.企业参观交流**

组织参会代表到本地企业和实地参观交流，探索企业新质生产力发展。

## **四、会议关键时间节点**

### **1. 论文、管理案例与最佳实践报告提交截止时间**

2025 年 8 月 1 日

### **2. 论文、管理案例与最佳实践报告录用与会议邀请函发送时间**

2025 年 9 月 1 日

### **3. 会议时间**

2025 年 10 月 16 日-17 日

## **五、评奖与颁奖**

大会将评选优秀论文奖与优秀管理案例与最佳实践报告。

## **六、论文提交要求**

### **1.论文要求**

(1) 论文首页包含以下信息：文章类型，论文题目，作者姓名，出生年月，性别，民族，籍贯，作者工作（学习）单位、通讯地址、邮政编码、职务、职称、研究方向、电子信箱和联系电话，300-400 字的论文中文摘要。

(2) 论文内容包括：中文标题、作者姓名、作者单位（全称、所在地、邮政编码）、中文提要及关键词（3-5 个）、正文（含图件、表格）、参考文献。论文总字数 10000 字左右。

(3) 论文格式：全文一律采用宋体格式、标题三号、小标题小三号，正文小四号、单倍行距。

(4) 论文末页包含以下信息：英文题目、作者汉语拼音姓名、作者所在单位英文全称、英文摘要和关键词。

(5) 如获基金资助，请注明基金名称及批准号。

(6) 所有注释和参考文献均请列在文章末尾；注释的序号为连续编号，参考文献按作者的汉语拼音或英文名字顺序排列。参考文献

应只包括正文（含脚注）中所引用的文献，并请核对正文（含脚注）中引用的文献是否都已列示在参考文献里。参考文献著录格式采用国标 GB/T7714-2015 规则。

(7) 论文须符合知识产权等相关国家法律要求，恪守学术道德，遵守学术规范。

(8) 每篇论文至少有一位作者参会。

## **2.论文提交**

论文提交日期，截止 2025 年 8 月 1 日。

论文的详细格式要求可访问大会官方网站，请使用 Word 格式上传，否则不予接受。

论文投稿邮箱：20070007@hhu.edu.cn

## **3.论文报告**

入选论文作者在会议期间可有大约 8 分钟讲演和 5 分钟的回答 (Q&A) 时间。

## **4.会议论文集**

对参会代表提交的会议论文，打印成论文集，供参会代表阅读。请作者注明是否同意全文打印。不同意全文打印的论文，仅提供论文摘要。

## **七、管理案例与最佳实践报告提交要求**

### **1. 格式要求**

具体参考论文要求，案例字数 8000 字以上，最佳管理实践不少于 3000 字。最佳管理实践文稿中的数据应经过企业同意，或者已脱敏，保证不涉密。

### **2.案例及实践报告提交**

提交日期，截止 2025 年 8 月 1 日。

投稿邮箱：20070007@hhu.edu.cn

### **3.案例及实践报告汇报**

入选作者在会议期间可有大约 8 分钟讲演和 5 分钟的回答(Q&A)时间。

## **八、参会要求**

1.与会者必须按照会议要求在规定时间内进行会议注册及缴纳会务费 1500 元/人，在校学生 750 元/人。

2.根据国家勤俭节约办会政策要求，参会代表需提交会议论文。组委会将成立学术委员会对论文进行评审，确定参会人选，发送会议邀请函。

3.有关会议的其它具体安排，另行通知。



## 九、联系人和地址

会务组联系人和电话：杨恺钧 13851673192

会务组通讯地址：江苏省南京市江宁区佛城西路 8 号

会务联系电子邮箱：603682174@qq.com



**欢迎专家学者踊跃投稿、莅临指导！**





# **The 18<sup>th</sup> Conference of International Federation of East Asian Management Associations**

**Nanjing, 17-19 October, 2025**

**百年变局下的亚洲管理创新**

***Asian Management Innovation in the Changing Century***

## **CALL FOR PAPERS**

### **No.1**

It is our pleasure to inform you that The IFEAMA 2025 conference will be held at Hohai University in Nanjing, China on **17-19 October, 2025 (Fri, Sat, Sun)**. The main topic of the conference is “***Asian Management Innovation In the Changing Century***”.

Today's world is entering an era of profound changes unseen in a century. Many new technologies, represented by artificial intelligence and green energy technology, are reshaping the face of various industries; Issues such as climate change, large-scale infectious diseases, and trade protectionism have brought new challenges to the cooperation and competition of global enterprises. The power of global economic growth is changing, and the market pattern is changing, which has a profound impact on the survival and development of enterprises. Thus, Asian management needs to rethink how to harness new technology for innovation, efficiency, and sustainable development, and how to respond all kinds of challenges in the new time.

International Federation of East Asian Management Associations (IFEAMA) is the management research federation of difference management associations of Asia, especially from east Asia country and the region. The Federation aims to promote the research and the application of business administration in East Asia, and to contribute to industrial development in East Asia and the advancement of the management practice. IFEAMA conference is held in difference Asia area every two years, focus on the development of management research and practices in Asia. The 18<sup>th</sup> IFEAMA conference will be held in Nanjing, China on **17-19 October, 2025**.

IFEAMA 2025 Nanjing -the 18<sup>th</sup> Annual Conference of the International Federation of East Asian Management Association (IFEAMA) – is dedicated to exploring the new theoretical challenges faced by the changing economic and business environment in Asia. Special attention is being paid to explore the topic “***Asian Management Innovation In the Changing Century***”

We cordially invite you to submit papers for IFEAMA 2025 conference tracks listed below.

1. Technology Innovation and New Quality Productive Forces;
2. Strategic Management and Organisation for Asian Enterprise



3. Digital Business and Innovation in SMEs;
4. Information Technology Management & Business Innovation;
5. Human Resource Management (HRM) and Leadership;
6. Corporate Governance and Financial Management;
7. Eco-Business and Management;
8. Entrepreneurship and Small Business;
9. AI, Business Ethics and Corporate Social Responsibility (CSR);
10. R&D Strategy, AI and Innovation;
11. The East Asian Regional Cooperation;
12. Industrial Policy and Development;
13. Sustainable Development Strategy for enterprises;
14. The Integration of Eastern and Western Management Thinking;
15. Supply Chain Transformation Faced by Asian Enterprises
16. Others;

For more information, please visit the IFEAMA 2025 Nanjing conference website:

<http://www.ifeama.org/conference.htm>

● **Review of Call for Papers and Publication:**

All papers received by the submission deadline will be evaluated in a multi-blind review process. Excellent papers will also be organized in a conference book, titled “*Asian Management Innovation In the Changing Century*”.

● Detailed guidelines for the preparation and submission of papers are available on the conference website: <http://www.ifeama.org/conference.htm>

● **Important dates and Deadline:**

May 10, 2025 - Deadline of Abstract Submission no more 200 words

July 31, 2025 - Deadline of Full Paper Submission

August 31, 2025 - Notification of Acceptance

September 30, 2025 - Deadline of Registration

● **Conference Venue:**

Business School Hohai University, Jiangning Campus, Nanjing, China.

● **Conference Language:**

Papers and Presentations must be in English.

● **Registration Fee: 300 US\$ (Graduate Student: 150 US\$)**



### ● **Contact information:**

Please send your abstract or paper to Dr. Wangteng – Business School of Hohai University, China by email: hhbswt@hhu.edu.cn

### **About organizer – Business School of Hohai University**

Hohai University, situated in the old capital city Nanjing, Hohai University was founded as Hohai Civil Engineering School in 1915. Hohai University is a state key university under the direct administration of the Ministry of Education of China, and is on the State “211 Project” which is the Chinese government’s new endeavour aimed at strengthening about 100 institutions of higher education and key disciplinary areas as a national priority for the 21st century. It is a comprehensive university with research and study of water resources as its main focus, education of engineering subjects as its first priority, and coordinated development of a wide array of disciplines, ranking among China’s top universities in its teaching indexes and overall strength. Hohai University has 31 schools and departments in total, covering engineering, sciences, economics, management, arts and law.

Hohai University is one of the earliest higher education institutions in China to establish business discipline. It can be traced back to the establishment of the Hohai Engineering Specialized School in 1915. The school’s mission is seeking global knowledge and becoming a business elite. The school’s vision is: follow the characteristics of Hohai and become world-renowned business school.

The school currently has 7 departments, 2 vocational education and social service institutions, 17 research institutes and 16 provincial and ministerial level scientific research platforms. The school currently has 218 faculty members and 183 full-time teachers, including 38 professors, 79 associate professors, 24 doctoral supervisors, and 100 master's supervisors. Doctoral degree teachers account for 81.4%, and overseas experienced teachers account for 51%. The school has over 4700 students, including over 2000 graduate students, over 240 international students, and over 2700 undergraduate students.

The school has Doctoral degree granting points for two first level disciplines: Business Administration, Management Science and Engineering; Master's programs in five primary disciplines. There are 5 national first-class undergraduate majors, 2 provincial-level first-class undergraduate majors, as well as 10 undergraduate majors.

### **About place – Nanjing, China**

Nanjing, as the capital of Jiangsu Province, is a popular travel destination in China with abundant historical and cultural heritages. Capital of 6 dynasties — In ancient China, Nanjing served as the capital of Wu, Eastern Jin and Southern Dynasties (Song, Qi, Liang, Chen) for a total of over 500 years; one of the four ancient capitals of china — 6000 years’ history left Nanjing plenty of historical heritages and made it one of the Four Ancient Capitals of China together with Beijing, Luoyang and Xi’an. The city of humanity — No matter it is glorious or devastated, Nanjing has always been a cultural melting pot to fuse the East and the West. The center of buddhism culture in eastern china — Buddhism began to spread across Nanjing in China long ago and a number of Buddhist temples are well preserved in this historical city. A green city — Nanjing is endowed with rich natural resources and boasts a pleasant climate that enables an abundance of plants to thrive. A vital hub in Eastern China — Situated in the



lower reaches of Yangtze River near Shanghai, Nanjing enjoys a golden waterway with China's longest river flowing through it. Last but not the least, Nanjing, with various local Chinese dishes and western food.