

**INVITATION AND CALL FOR PAPERS**  
**The 18th International Conference on Innovation and**  
**Management (ICIM2021)**

**Organizers:**

Wuhan University of Technology (China)  
Chengdu University of Information Technology (China)  
Tilburg University (The Netherlands)  
Yamaguchi University (Japan)  
Pontifical Catholic University of Sao Paulo (Brazil)  
UTM-Technological University of Malaysia (Malaysia)  
University of Vaasa and Vaasa University of Applied Sciences (Finland)  
University of Wales Three Saint Great David (England)  
University of Jaen (Spain)

**Host:**

Chengdu University of Information Technology (China)

**Date:**

Oct. 28th, 2021 – Oct. 30th, 2021

**Venue:**

Chengdu University of Information Technology, Chengdu, China

**Main Topics:**

1. Technological innovation and business ethics
2. Innovation and Strategy Management
3. Risk Management and Decision Analysis
4. Organization Behavior and Human Resource Management
5. Marketing Engineering and Service Science
6. Big Data and Business Intelligence
7. Systemic Engineering and Knowledge Management
8. Supply Chain and Operation Management
9. Social Governance and Sustainable Development
10. Miscellaneous

**Conference Language Requirement**

English

**Conference Publications**

All accepted papers will be included in the Proceedings of ICIM 2021 published *by a known publishing house* and submitted to CPCI for index. Exceptional papers will be recommended for publication in SCI/EI journals.

Note: In principle, there should be no more than two first-author papers of the same author.



# Paper Format and Sample for the Proceedings

## Paper Format

1. The paper should consist of the following parts in the right order:

Title → author's name → author's affiliations → abstract → key words →  
introduction → main text → conclusion → references

2. All figures and tables must be included in-line with the text. Words in figures and tables must be printed in required typeface and font size.

3. Table headers should be above the tables and centered. Figure captions should be below the figures and centered. Serial numbers of these figures, tables and formulas should be placed in order.

4. References must be more than ten entries and the information should be listed in strict conformity with the required sequence:

[Serial number] Author's name. Title of the Book/Article [Literature type]. Publishing House/Journal Name, the year of publication: page numbers

Note:

① It needs to be indicated in brackets when the reference is in Chinese.

② As for literature types, [J] is for journal, [M] for monograph or book, [N] for newspaper, [D] for academic dissertation, [R] for report, [P] for patent documentation.

For example:

[1] Aluminum. A Market Approach to Energy Conservation[J]. Journal of Consumer Affairs, 2002,16(3):300-317

[2] Hooper, J. Nielsen, Andrew Whinston. Recycling as Altruistic Behavior: Normative and Behavioral Strategies to Expand Participation in a Community Recycling Programmer[J]. Environment and Behavior, 2002,(23):195-201

[3] Xie Kefan, Cheng Guoqing. A Model of Receding Behavior, with Evidence from Danish Source Separation Programmers[M]. Wuhan: Press of Wuhan University of Technology, 2003:78-90 (In Chinese)

5. The references should be marked in the form of (author, year) in the text of paper.

6. The sponsorship or support for the paper should be included in Acknowledgement, which is placed before the Reference, after the Conclusion.

7. Each paper should be of at least 4 pages.

8. The email of each author should be provided and listed at the right place.

9. Abstract should be more than six lines, which introduces the research methods, opinions, conclusions and creative ideas, not just a guidance introduction of background. The following sentence patterns can be taken as reference: "The paper employs.....(approach), presents....., implies....., set up....., draw a conclusion.....". At least 4 key words should be attached.

10. The first part of the main text must be "Introduction", which introduces overseas and domestic research status. The final part of the paper is "Conclusion", which summarizes the paper and proposes suggestions and expectations for the future research.

## Font Rules

11. Font: Times New Roman for the whole paper

12. Size: 14-point font, bold and centered for paper title; 12-point font, bold for the first-class titles; 10-point font, bold for the second-class titles; 10-point font for the third titles and main text; 9-point font, bold and centered for titles of figures and tables; 9-point font for words and notes in figures and tables.

13. *Italicize* the variables in English and Greek in mathematical formulas. Leave the rations in normal font.

## **Printing Requirement**

14. Do not print page numbers.
15. Prepare your paper using a A4 page with the size of 210mm×297mm
16. Open the page-setting window, and choose “no grid” in the “document grid” option.  
Set top margin to 30mm; Set bottom margin to 35mm;  
Set left margin to 31mm; Set right margin to 31mm.
17. Open the “Format” window, and in the “paragraph” option, choose 0cm in “indent”, choose 0 pound in “space between”, choose mono-row in “row spacing”, and choose none in “special format”.
18. Software requirements: Microsoft 97 and the above versions. (Check the Sample Paper for Conference Proceedings).

## **Sample of Conference Paper**

### **Measuring the Impact of Customer Satisfaction on Profitability**

*(The title should be bold in 14 point font, centered on the top of the paper)*

*(Leave one line)*

*(the authors' names, city, and their emails should be 10 point font, and placed in the middle)*

Wang Aimin Xie Kefan

School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

(E-mail: xiekefan@163.com, chengguoping@yahoo.com)

## **(Format for several authors and organizations)**

### **BPR Based on Risk Management**

*(Leave one line)*

Mao Jiewen<sup>1,2</sup>, Zhang Waoyue<sup>1</sup>, Zheng Panli<sup>2</sup>

1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074

*(“Abstract” and “Key words” should be bold in 10 point font)*

(E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

*(Leave one line)*

**Abstract:** Customer satisfaction is probably one of the most frequently measured……

**Key words:** keyword1, keyword2, keyword3, keyword4

*(The content of Abstract and Key words should be 10 point font, and at least 4 key words)*

*(Leave one line)*

#### **1 Introduction** *(12 point font, capitalized, bold for the first-class titles)*

We know that Customer satisfaction is probably one of the most frequently measured marketing constructs……

*(10 point font for main text)*

*(Leave one line above each first-class titles)*

#### **2 An Example**

Customer satisfaction and its impact on profitability……

*(9 point font, capitalized, bold for the captions of tables, and flush centered above the table body)*

**Table 1 An Customer Satisfaction**

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

*(Leave one line under each table)*

*(Table contents should be 9 point font, and initially capitalize only the first word of each caption)*

Customer satisfaction is……

*(Leave one line above each first-class titles)*

### **3 Data and Methodology**

**3.1 Method one** —— (10 point font, bold, no capitalized for the second-class titles)

.....

(Figure contents should be 9 point font,  
Times New Roman)

**Figure 1 Data** ..... (9 point font, capitalized, bold for  
the captions of figures, and centered  
below the figures)

(Leave one line under each figure)

3.1.1 Discussing about method one —— (10 point font, no capitalized for the third-class titles)

.....

#### **3.2 Method two**

.....

(Leave one line above each first-class titles)

### **4 Results** (12 point font, capitalized, bold for the first-class titles)

.....

(Leave one line above each first-class titles)

### **5 Conclusion** (12 point font, capitalized, bold for the first-class titles)

.....

(Information about sponsorship or support if you have)

### **Acknowledgement** (12 point font, capitalized, bold, and centered)

This paper is supported by ..... (10 point font)

### **References** (12 point font, capitalized, bold, and centered)

[1] Narver, J.C. & Sleiter, S.F. The Effect of a Marker Orientation on Business Profitability[J]. Journal of Marketing, 2002,10(2):20-35

[2] Sharp W.F. Portfolio Theory and Capital Markets[M], New York: McGraw-Hill Inc, 1995:

[3] Zou Tao, Zhang Jun. Macro-economics[M]. Wuhan University Press, 1989:428 (In Chinese)

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