

# TIIM 2010: PATTAYA THAILAND

16-18 June 2010 Pattaya, Thailand

*Diversity, technology, and innovation for operational competitiveness*



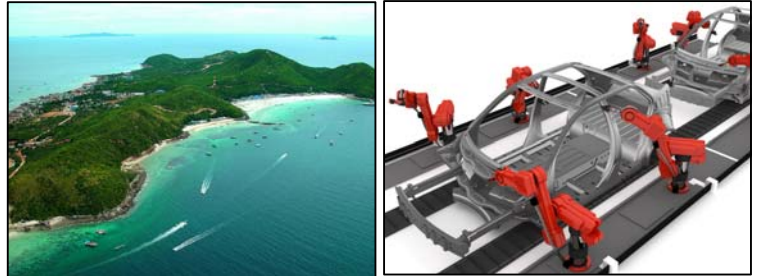
**Technology, Innovation & Industrial Management (TIIM) 2010** aims to promote constructive discussions and dialogues on how to sustain performance excellence in more innovative and productive manners. The roles of technology as well as the consideration into human capital, organizational culture, and customer delight and loyalty will be focused

## Focused subject:

- Accounting and applications for performance evaluation and analysis
- Brand value
- Change management
- Corporate finance
- Corporate, operational, and manufacturing strategies
- Cultural diversity and management
- Customer psychology and relations
- e-Commerce and e-Business
- e-Learning
- e-Government and m-Government
- Enterprise and operational risk
- Green technology and productivity
- Human capital
- Information management and computer security
- Innovation
- Intellectual capital
- Internalizations of operations and markets
- Investment
- Knowledge management
- Management and enterprise development
- Management information systems
- Marketing strategies and management
- Mergers and acquisitions
- Motivation and emotional intelligence
- Multi- and promotional- media
- Networked government
- New product and service development
- Organizational psychology
- Performance measurement and analysis
- Production and operation management
- Productivity management and improvement
- Quality management
- Social marketing
- Sustainable economy
- Technologies in operational and industrial management
- Value-added management

## Important Dates:

Abstract/Paper Submission : January 30, 2010  
Notification of Acceptance : February 28, 2010  
Final Paper Submission : March 31, 2010  
Early registration : By April 15, 2010 (US\$325)  
Normal registration : By May 31, 2010 (US\$400)  
Note: Registration fees for a student and accompanying person (US\$175)



## Conference Proceedings:

Full paper will be published in TIIM 2010 Conference Proceedings CD with ISBN number. **High quality papers will be selected to be published in 20 highly regarded international journals as listed below:**

- Electronic Government: An International Journal
- Industrial Management & Data Systems
- Information Management & Computer Security
- Int. Journal of Electronic Business Management
- Int. Journal of Electronic Customer Relationship Mgmt.
- Int. Journal of Electronic Healthcare
- Int. Journal of Electronic Finance
- Int. Journal of Enterprise Network Management
- Int. Journal of Innovation and Learning
- Int. Journal of Intercultural Information Management
- Int. Journal of Logistics Economics and Globalisations
- Int. Journal of Management & Enterprise Development
- Int. Journal of Mobile Learning and Organisation
- Int. Journal of Services and Standards
- Int. Journal of Value Chain Management
- Journal of Computer Information Systems
- Journal of Information Privacy and Security
- Journal of International Technology and Information Mgmt.
- Journal of Workplace Learning
- Management

## Conference Committees:

TIIM 2010 is jointly organized by Faculty of Business Administration and Faculty of Engineering of Kasetsart University, Thailand.

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

## Venue & Accommodation :

Pattaya, Thailand at Royal Cliff Grand Hotel & Spa ([www.royalcliff.com](http://www.royalcliff.com))



For more detail, visit [www.tiimconference.org](http://www.tiimconference.org)

Program Chair: Dr. Kongkiti Phusavat, Kasetsart University, Thailand

