



The 8th CAMOT International Conference 2018

September 18th-20th, 2018
Helsinki & Savonlinna, Finland

**Conference Theme: WEST MEETS EAST – Belt and Road Initiative,
China’s Embracing Innovation and Sustainability**

Time: September 18th-20th, 2018

Venue: The pre-conference event on September 18th, 2018 will be confirmed later
The main conference on September 19th-20th, 2018: South-Eastern Finland University
of Applied Sciences, Savonlinna Campus, Savonniemenkatu 5, Finland

Hosted by: South-Eastern Finland University of Applied Sciences (Xamk)

Organized by: China Association for Management of Technology, CAMOT Innovation
Academy Cambridge, UK and South-Eastern Finland University of Applied Sciences

Conference web: xamk.fi/camot2018

Sponsored by:
South-Eastern Finland University of Applied Sciences
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Call for papers/proposals: 8th CAMOT 2018 International Conference, September 18th -20th, 2018 Finland

University of International Business and Economics, P.R. China
Hong Kong Polytechnic University, P.R. China
La Rochelle Business School, France
Plymouth State University, US
University of West of Scotland, UK
Chinese University of Political Science and Law, China
Cambridge University, UK
Penn State University, US
Windsor University, Canada
Sias International University, P.R. China

Organized by China Association for Management of Technology, CAMOT Innovation Academy Cambridge, UK and South-Eastern Finland University of Applied Sciences

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What is the general aim of this forum/conference?

The 21st century is an era of contending, an era of large reflection and re-thinking, and an era, which calls for great wisdom and great strategy. In the past 35 years, the world has changed dramatically especially between West and East. The start of China's economic reform and opening to the outside world in 1978, the collapse of the former Soviet Union in 1991, and the burst of financial bubbles in Wall Street in 2008, all these have been combined with 35 years of great rejuvenation of the Chinese nation. These big events shocked the world and subverted people's thinking with huge impact on people's judgment. West Meets East with Embracing Innovation and Sustainability is arguably a strategic theme of great interest as West and East are facing different challenges. Many countries around the world are seeking strategic opportunity period, innovation and sustainability.

The Belt and Road Initiative (BRI)

Over 2,000 years ago, China's imperial envoy Zhang Qian helped to establish the Silk Road, a network of trade routes that linked China to Central Asia and the Arab world. The name came from one of China's most important exports—silk. And the road itself influenced deeply the development of the entire region for hundreds of years. In 2013, China's President, Xi Jinping, proposed establishing a modern equivalent, creating a network of railways, roads, pipelines, and utility grids that would link China and Central Asia, West Asia, and parts of South Asia. This initiative comprises more than physical connections but enabling an integration of creation of a "road of cultures, civilization and innovation". It aims to create the world's largest platform for economic cooperation, including policy coordination, trade and financing collaboration, and social and cultural cooperation. Through open discussion, the initiative can create benefits for everyone.

The Initiative is a large-scale well-crafted strategy which provides a visionary blueprint for global economic development in the new world order. The BRI refers to the land-based "Silk Road Economic Belt" and the seagoing "21st Century Maritime Silk Road". The routes cover more than 60 countries and regions from Asia to Europe via Southeast Asia, South Asia, Central Asia, West Asia and the Middle East, currently accounting for some 30 per cent of global GDP

and more than 35 per cent of the world's merchandise trade. BRI is an up-grade of economic globalization designed to drive bigger and faster trade and capital flows between the east and the west. Covering two trade routes – an overland route connecting Europe and the Middle East to China by way of Central Asia, and a maritime route that connects China, South East Asia, India and Africa – the overall objective is to increase regional trade and encourage economic cooperation. China has a 5-year strategic plan of making a total investment \$600-800 billion into the regions and countries along the belt and road with \$120-130 billion investment every year on the basis \$60 billion already invested by Chinese enterprises in the last years. By 2050, the Belt and Road region aims to contribute 80 per cent of global GDP growth, and advance three billion more people into the middle class.

China's Embracing Innovation

China's embracing innovation is a strategic model of the wise who are seeking common development, sharing resources and win-win solution. It is a social innovation with Chinese characteristics. It refers to a novel and innovative solution to a complicated social problem. The solution is more distinctive, effective and efficient, better, equitable and sustainable than the existing approach. At the same time, it creates value for the benefit of society. The essential elements, also regarded as the four pillars of China's embracing innovation theory, are as follows: a. embracing contradictions, b. heading with the times, c. seeking common ground while maintaining differences, and d. creating harmony and tolerance. These four pillars support and complementary to each other.

The value system of "embracing innovation" can be summarized into three "integrations": an integration of planning economy with marketing economy; an integration of Eastern philosophy with Western management; an integration of prescriptive strategies with emergent strategies. It is more reflected in the superstructure and ideological field. It contains two levels: a. it refers to concept and philosophy innovation, designed as a top guide to break the shackles of the spirit and helps problem-solving. It delivers social and political sustainability; b. it refers to innovation of technology and management, which balances the strategy between indigenous innovation and imitative innovation and helps to build a solid economic foundation & sustainability. The two levels of "embracing innovation" are complementary to each other, which makes the "embracing innovation" a soul of national progress, an inexhaustible power of the national prosperity.

Ancient Chinese Silk Road, stretching for more than two thousand years of history, enriching the political and economic culture and social changes in Asia and Europe, witnessed the evolution the material and spiritual civilization and the exchange and integration between East and West. Through the circulation of goods, cultural exchanges, scientific and technological interaction, religious communication, civilization and tolerance, peoples worked together along the Silk Road in writing an epic movement and condensing into a "peaceful cooperation, tolerance, respect to each other, mutual benefit and win-win Great Silk Road Spirit". It has played a unique role in the history of mankind in promoting the exchange of civilizations and dialogues and has made an unparalleled contribution to the development of the entire human civilization.

The goal of this forum and conference is to inspire current and strategic thinking, provide a platform for exploring linkages and mechanisms, and explore appropriate and effective modes of West Meets East, Embracing Innovation and Sustainability, strategic alliances between governments, universities and global firms, knowledge transfer and knowledge sharing, culture

creativity and technology innovation and collaboration between China and Finland. Our intent is to provoke creative and innovative ideas, by bringing together various stakeholders, including academics, researchers, university presidents, corporate leaders, policy makers, venture capitalists, managers, and senior students for exchange of ideas, research findings, current experiences, best practices, and lessons learned. The intellectual lens will rotate around addressing various questions of global engagement in higher education with the thematic content of ‘East Meet West’ modes of collaboration in this field.

What are the conference research topics?

Presentation papers (**3,000-4,000**), posters (**1-page PDF**) by both academics, professionals, innovators and entrepreneurs are most welcome. Coverage should concentrate on the strategic theme however including the CAMOT traditional themes, such as the following tracks of technology and innovation and entrepreneurship in the field of the health- and wellbeing and how they impact upon the areas of international business, marketing, human resources, accounting and finance, logistics and the supply chain management. All submission should be in English. All the tracks will have two chairs (co-chairs).

1. Strategic management of the health- and welfare technology innovation and sustainability
2. Strategic management, leadership and entrepreneurship
3. Digital information management and entrepreneurship
4. Innovation management and technology strategy
5. Technology strategy and sustainability of business
6. Management innovation of Chinese enterprises
7. Enterprise capacity building and advancement in China
8. Impacts of China’s technology innovation upon the global economy
9. Impacts of globalization upon technology innovation in China
10. Chinese entrepreneurship and international business
11. International technology transfer
12. Science and technology policy and analyses in China
13. Sustainability and environment
14. Chinese dream VS American dream
15. Creation of sustainability and Green Silicon Valley
16. Supporting start-ups and innovations
17. Small- and medium size enterprises and cross-cultural management
18. Competitiveness and innovation study
19. Tourism and wellbeing

These different categories are not bounded and would be combined or regrouped subject to the range of submissions.

Plenary Session

1. Embracing Contradiction: The Future of Business Management Education.

2. To be confirmed

Important Dates

- **December 2017 – call for Paper submission**
- Deadline for submission papers (full papers and working papers): **8th June 2018**
- Notification for Acceptance of full paper: **29th June 2018**
- Final Paper Submission Deadline: **30th July 2018**
- Forum Registration Deadline: **24th August 2018**

Submission Process

Manuscript submissions are welcomed and encouraged from the different innovation and technology management disciplines. Presentation papers can be conceptual, empirical, case studies, or field-based research reports using a variety of research methods and designs.

The Manuscript Central CAMOT/Emerald will be available for all paper submission from 1st March 2018. Further instructions will be available on www.camot.org in due course.

Paper submission to e-mail address: camot2018@xamk.fi

For questions and inquiries, please contact: camot2018@xamk.fi

The South-Eastern Finland University of Applied Sciences (Xamk)

The new South-Eastern Finland University of Applied Sciences – Xamk – started on 1st January 2017 when Kymenlaakso and Mikkeli Universities of Applied Sciences merged. Our campus is the world – the bases are located in Kotka, Kouvola, Mikkeli and Savonlinna. Xamk is an innovative higher education institution driven by the idea of unlimited lifelong learning and study.



What is CAMOT?

The China Association for Management of Technology (CAMOT) www.camot.org is proud to be a partner of the United Nations on its recent initiative <http://academicimpact.org/index.php> – Academic Impact. We have no hesitation in endorsing whole-heartedly the 10 principles of the Academic Impact. We will engage our members in

higher education across the world in promoting these principles. We sincerely believe that these principles are pivotal in building a peaceful world and harmonious societies. CAMOT incorporated with International Association for Management of Technology (IAMOT www.iamot.org) and International Forum of Technology Management (IFTM), offers its members association with professionals and academics in the field. It has been acknowledged that there is particularly close interaction between IAMOT, IFTM and the founding members of CAMOT following the successful launching of Journal of Technology Management in China by Emerald Insight in the UK in 2005.

CAMOT is an international organization committed to encouraging and supporting researchers and professionals who are engaging research in strategic management of technology and innovation in China. CAMOT aims to establish national, regional, and international collaborative research programs in the field of technology management, technology transfer, technology innovation, as well as knowledge transfer by engaging government agencies, funding agencies, educational institutions, state-owned enterprises (SOEs) as well as private sectors in China. CAMOT stresses the importance of keeping-up with the fast pace of technological change and the emerging new global paradigms of the business environment. MOT is an important strategic instrument to improve competitiveness and create prosperity in China. CAMOT believes that there is a need for appropriate infrastructures, strategies and mechanism to be established in order to support the diffusion of management of technology principles throughout China and a need to address the existing gaps in the process of technology management, which will assist in implementing more sustainable arrangement for successful technology transfer and technology innovation.

CAMOT Innovation Academy Cambridge (CIAC), UK, is A Think-Tank and a West & East Brain-Platform that provide strategic insight and philosophical thinking on the integration of Western management with Eastern philosophy in global higher education and international business in the 21st century. Established and re-named and re-registered in Cambridge St John Innovation Centre in 2011 and 2014 in the UK, it can be traced back to 25th May, 2006, where a group of pre-eminent management scholars launched CAMOT.

CIAC Mission is to advance learning and knowledge through teaching, engagement, consultancy and research, development and training, coaching, notably in technology strategy, leadership, innovation management, entrepreneurship, internationalization, management and business studies.

Who should participate?

- Academics, Researchers and Postgraduate Students in Global Higher Education
- Presidents, Vice-Presidents, Vice Chancellors, Deputy Vice Chancellors, Pro Vice Chancellors of Universities and Colleges
- CEOs, COOs of Global Innovation Firms, Global Education Firms and Global Education Recruiters and Providers
- Chief/senior Engineers of Large – Medium - Enterprises
- Venture Capitalists and Fund Managers
- Government Officials in-charge of R&D and innovation policies
- Entrepreneurs and Technology Innovators
- Managers in the areas of Services, Finance, Marketing, Economics and Public Policy
- Production and Operation Managers
- Educators involved in strategic management of technology innovation

Conference Chairs

Dr. Elli Aaltonen, Director General, KELA, Finland,

E-mail: elli.aaltonen@kela.fi

Dr. Heikki Saastamoinen, President, CEO, South-Eastern Finland University of Applied Sciences

E-mail: heikki.saastamoinen@xamk.fi

Professor Richard Li-Hua, Founder of China Association for Management of Technology and CAMOT Innovation Academy Cambridge, United Kingdom, and Former President, Sias International University, China

E-mail: richard.lihua@sias.edu.cn and Richard.lihua@gmail.com

General Conference Chairs

Dr. Lucy Lu, Provost and Global Academic Director, London School of Commerce, London, United Kingdom

E-Mail: lucy.lu@lsclondon.ac.uk

Thorben Hänel, Secretary General CAMOT, Cambridge, and Head of Postgraduate Business Programs, University of Sunderland, London, United Kingdom

E-Mail: thorben.haenel@sunderland.ac.uk

Programme Chairs and Board Members of CAMOT Forum Proceedings

Professor Xudong Gao, School of Economics and Management, Tsinghua University, China

E-mail: gaoxudong@sem.tsinghua.edu.cn

Professor Song Chen, School of Economics and Management, Tongji University, China

E-mail: chens@mail.tongji.edu.cn

Professor Yonggui Wang, Business School, University of International Business and Economics

E-mail: jecwang@gmail.com

Professor Jiang Yu, Institute of Policy & Management, Chinese Academy of Science, China

E-mail: yujjiang@mail.casipm.ac.cn

Professor William Johnson, Black School of Business, The Behrend College, Penn State Erie, USA

E-mail: whj1@psu.edu

Dr. Artie W. Ng, Hong Kong Polytechnic University, Hong Kong, P.R. China

E-mail: spartie@speed-polyu.edu.hk

Professor Dezhi Chen, Antai College of Economics and Management, Shanghai Jiao Tong University, China

E-mail: chendezhi@sjtu.edu.cn

Professor Serena Rovai, La Rochelle Business School, France

Rovais@esc-larochelle.fr

Dr. Qi Li, Chairman of Chinese Students & Scholars (CSSA), UK

E-mail: Vip-liqi@hotmail.com

Dr. Tao Feng, Department of Engineering, Cambridge University, UK, Deputy Secretary General, CAMOT, UK

Email: Tf292@cam.ac.uk

Dr Outi Pyöriä, Director of School of the Rehabilitation and Health, South-Eastern Finland University of Applied Sciences

E-mail: outi.pyoria@xamk.fi

Dr. Noora Talsi, Research Director, Digital Economy, South-Eastern Finland University of Applied Sciences

E-mail: noora.talsi@xamk.fi

Dr. Marja-Liisa Kakkonen, Director of Education (Business), South-Eastern Finland University of Applied Sciences

E-mail: marja-liisa.kakkonen@xamk.fi

Dr. Mervi Rajahonka, RDI Specialist, South-Eastern Finland University of Applied Sciences, Small Business Center

E-mail: mervi.rajahonka@xamk.fi

Dr. Jari Handelberg, Project Manager, South-Eastern Finland University of Applied Sciences, Small Business Center

E-mail: jari.handelberg@xamk.fi

Dr. Sinikka Mynttinen, Project Manager, South-Eastern Finland University of Applied Sciences, Small Business Center

E-mail: sinikka.mynttinen@xamk.fi

Dr. Hui Wang, Senior Lecturer Birmingham City University, UK

E-Mail: Hui.Wang@bcu.ac.uk

Prof. Andrzej Jasinski, Warsaw University, Poland

E-Mail: ahj@onet.pl

Project Group

Mrs. Anne Gustafsson-Pesonen, Director, South-Eastern Finland University of Applied Sciences, Small Business Center

E-mail: anne.gustafsson-pesonen@xamk.fi

Mrs. Anna Ollanketo, Project Manager, South-Eastern Finland University of Applied Sciences

E-Mail: anna.ollanketo@xamk.fi

Mrs. Natalia Narits, Project Manager, South-Eastern Finland University of Applied Sciences, Small Business Center,

E-mail: natalia.narits@xamk.fi

Mrs. Marja Wickström, RDI Specialist, South-Eastern Finland University of Applied Sciences, Small Business Center

E-mail: marja.wickstrom@xamk.fi

Mr. Jukka Turunen, Graphic Designer Communication and Marketing, South-Eastern Finland University of Applied Sciences

E-mail: jukka.turunen@xamk.fi

Mr. Tao Feng, CAMOT websites expert

E-mail: Tf292@cam.ac.uk

Dr. Hendrix Odigie, University of Sunderland in London, UK

E-Mail: Hendrix.odigie@sunderland.ac.uk

Mrs. Tuula Käärinen, Special advisor, Regional State Administrative Agencies, Finland

Email: tuula.kaariainen@avi.fi

Extended Project Group Members

Mr. Jyrki Koivikko, Chairman of the Board, South-Eastern Finland University of Applied Sciences

Mr Janne Weander, Director, Trade, Savonlinna

Mr Pellervo Kokkonen, Director, Tourism and Development, Savonlinna

Mrs Mirja Haavikko, CEO, The Federation of Finnish Enterprises, South Savo

Mr Teppo Leinonen, CEO, South Savo Chamber of Commerce

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Mr Pentti Mäkinen, County Governor, South Savo Regional Council

Mr Jarkko Wuorinen, President of South Savo Regional Government

Mrs Sirkka Jakonen, Director, Regional State Administrative Agencies, Finland