

Announcement and Call for Papers

The 10th Conference on Intangible Assets Theory and Practice

The 10th Conference on Intangible Assets Theory and Practice will be held on 19th and 21st October, 2012 in Tianjin, China. The conference shall be jointly organized by Tianjin University of Finance and Economics, Tianjin Intangible Assets Research Society and the State Intellectual Property Office of the P.R.C. We cordially invite submissions from domestic and international theorists and practitioners in the field of intangible assets.

Main topics

The theme of the conference is "Transformation of economic growth and intangible assets" based on the direction of "Implement the national innovation policy and intellectual property strategy, enhance competitive advantage through building brands and realize the value of intangible assets". The main topics include, but not limited to, the following:

1. Accounting theory and practice relating to intangible assets;
2. Theory and practice of intangible assets evaluation;
3. Theory and study of intangible assets management;
4. Audit and internal control in relation to intangible assets;
5. Intellectual capital and human capital;
6. Intangible asset law and economics;
7. Intellectual property financing;
8. Relation between economic globalization, trade and intangible assets;
9. Intangible assets and innovation in new industries;
10. Other areas of intangible assets

SUBMISSION REQUIREMENTS

1. Submissions, in Chinese or English, must represent unpublished works.
2. The length of each submission should normally be limited to 6000 words. Submitted papers should include the following items in the following order:
 - (1) The covering page should provide author information, including name, title, affiliation, and contact information (contact address, zip code, telephone, E-mail);
 - (2) The next page should contain the title of the paper, the author's name and affiliation, an abstract of about 300 words and keywords;
 - (3) The body (Times New Roman, single-spaced) should start with the title of the paper in bold with charts and tables be consecutively numbered.
3. Citations and historical sources should be indicated in form of footnotes, which should be re-numbered on every page;
4. References should be placed at the end of the paper. Cited monographs should contain information about author, title, volume number, publisher, date of publication, and number of pages while cited papers should have information on author name, date of publication, title of the article, name of the journal, volume number, issue number and page numbers.

ELECTRONIC SUBMISSION

Submissions should use A4 paper for uniformity and be sent electronically to wxzcyth2012@126.com in a Word file named "Author - Thesis Title ". The E-mail subject line should be marked "2012 Conference on Intangible Assets".

SUBMISSION DEADLINE

August 1, 2012

CONTACT

Mr. Ma Tao (0086-13622153159)

Ms. Wang Hong (0086-13752726312)

Tel: 0086-22-8818684

Tianjin University of Finance and Economics

Tianjin Intangible Assets Research Society

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