

June 2-6, 2027  
香 HONG KONG 港

## **Background of IACMR**

The International Association for Chinese Management Research (IACMR) is an academic organization that serves scholars, students, managers, and consultants who are interested in advancing knowledge of organizational management in the Chinese context. The primary goal of the association is to promote organization and management research in China. The four core values of IACMR are: pursuit of excellence, source of inspiration, responsible scholarship, and spirit of service.

IACMR has been recognized as a world-class academic research organization in the field of Chinese management. Since its inception in 2001, IACMR has now over 20,000 registered members from almost 100 countries and has held nine biennial conferences with great success.

The IACMR's 12th biennial meeting, themed "Advancing Chinese Management Research in the Age of AI," will take place from June 2nd to 6th, 2027 in Hong Kong, China. It will be hosted by the School of Business and Management at The Hong Kong University of Science and Technology (HKUST). The main conference will be held at Hong Kong Convention and Exhibition Center, with the June 6<sup>th</sup> conference at scenic Clear Water Bay Campus of HKUST.

## **IACMR Conference Key Features:**

### **1. The largest Management Conference in the Asia Pacific**

IACMR biennial conference is the largest management conference in Asia. The first conference was held in Beijing in 2004 with 450 participants. Since then, the number of participants has grown to over 1,500 in recent years. We expect that 1,800-2,000 participants will join the 2027 Conference in Hong Kong.

### **2. International Aspect**

In the past, IACMR conferences not only attracted scholars from all top business schools in Greater China, but also many participants from major business schools from North America, Europe, Australia, New Zealand, Asian countries, and the Middle East.

### **3. Keynote speakers and Journal Editor**

A unique feature of each IACMR conference are the 8-10 world-class keynote speakers. Each keynote speech session attracts 500-800 audiences. All invited keynote speakers are leading scholars of management research or editors of top management journals such as *Administrative Science Quarterly*, *Academy of Management Journal*, *Academy of Management Review*, *Journal of Applied Psychology*, *Organization Science*, and *Strategic Management Journal*.

### **4. Paper Sessions, Symposiums, and PDWs**

In the 2027 conference, we expect 90 paper sessions, 25 symposiums, around 500 poster presentations, and 30 PDWs. We have seen substantial improvement in the quality of submitted papers in the last 25 years. The IACMR conference has become a major platform for intellectual exchanges of management scholars, research students, and practitioners in Asia.

### **5. School Promotion and Placement Services**

In recent years, many business schools take the opportunity of IACMR conferences to promote their schools through offering sponsorship and organizing receptions. Also, IACMR conferences have become a key source for business schools in the region to recruit faculty members through placement services.

## **6. Dean's Forum**

We will invite the deans of major business schools in the region to speak at the IACMR Dean's Forum. In addition to the IACMR Dean's Forum, we will have a special Dean's Forum of Hong Kong, for which we will be inviting the deans of all business schools in Hong Kong. In these forums, the speakers will cover many topical issues ranging from advancing research to improving the quality of higher education.

## **Sponsorship**

As an academic organization, IACMR needs your support and sponsorship to make the conferences, training workshops, etc., happen. We are now seeking your financial support for the 2027 conference. The types of sponsorship are attached below. If you are interested in sponsoring, please contact Ms. Daphne Cheung ([mndaphne@ust.hk](mailto:mndaphne@ust.hk)) and cc Professor Yaping Gong ([mnygong@ust.hk](mailto:mnygong@ust.hk)) at the Hong Kong University of Science and Technology.

赞助联系人：香港科技大学管理系 Ms. Daphne Cheung ([mndaphne@ust.hk](mailto:mndaphne@ust.hk)) and cc 龚亚平教授 ([mnygong@ust.hk](mailto:mnygong@ust.hk))

# Sponsorship Program for the 2027 IACMR International Biennial Conference 2027 年 IACMR 国际学术双年大会赞助方案

## Sponsorship Categories and Corresponding Benefits

可供贵单位选择的赞助类型及相应的权益

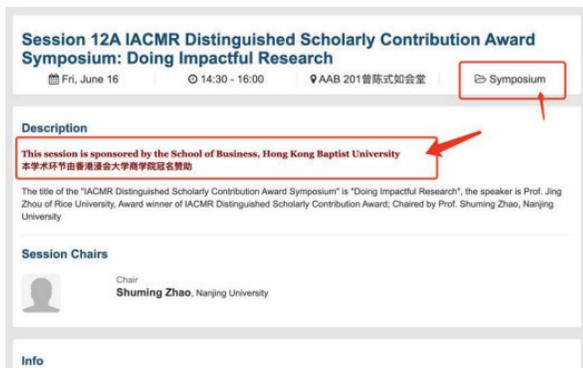
**Diamond sponsorship- HK\$600,000 (around RMB ¥540,000, USD \$77,000), 1 entitlement only**  
**钻石级-港币60万元 (约为人民币 ¥540,000元, 美金\$77,000)(仅限名额一个)**

Title sponsorship for two keynote speeches

两个主题报告的冠名赞助

Title sponsorship for two symposia

两个专题讨论会的冠名赞助



Four complimentary conference registrations

四个免费参会名额

A rotating banner advertisement on the conference app

大会APP的轮播广告

## ● 大会 APP 上免费轮播广告一则



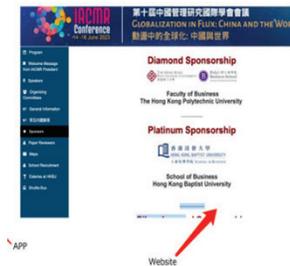
One complimentary advertisement (image and text) on the conference app

大会app上免费图文广告一则



The organization's logo will be displayed on the conference app

大会App上展示赞助单位标识



The organization's logo and website link will be displayed on the conference website

会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

会议主活动背景板上展示赞助单位标识

Promotional materials and souvenirs are placed in the information bag (if the on-site conference is held as usual)

在资料袋中放入相关宣传资料与礼品（如现场会议照常进行）

Two tables are served in the placement center

招聘中心两张桌子

**Platinum Sponsorship- HK\$500,000 (around RMB ¥450,000, USD \$65,000), 1 entitlement only  
白金级-港币50万元 (约为人民币¥450,000元, 美金\$65,000) (仅限名额一个)**

Title sponsorship for one keynote speech

- 一个主题报告会的冠名赞助

Title sponsorship for two symposia

- 两个专题讨论会的冠名赞助

Three complimentary conference registrations

- 三个免费参加会议的名额

A rotating banner advertisement on the conference app

- 大会APP的轮播广告

One complimentary advertisement (image and text) on the conference app

- 大会app上免费图文广告一则

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

- 会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

- 会议主活动背景板上展示赞助单位标识

Two tables are served in the placement center

- 招聘中心两张桌子

**Gold sponsorship- HK\$400,000 (around RMB ¥360,000, USD \$51,000) 1 entitlement only**  
**金牌-港币40万元 (人民币 ¥360,000, 美金\$51,000)**

Title sponsorship for one keynote speech

- 一个专题讨论会的冠名赞助

Title sponsorship for two paper sessions

- 两个论文报告会的冠名赞助

Two complimentary conference registrations

- 两个免费参加会议的名额

A rotating banner advertisement on the conference app

- 大会APP的轮播广告

One complimentary advertisement (image and text) on the conference app

- 大会app上免费图文广告一则

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

- 会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

- 会议主活动背景板上展示赞助单位标识

One table is served in the placement center

- 招聘中心一张桌子

**Silver-Lanyard sponsorship - HK\$300,000 (around RMB¥270,000, USD \$38,000), 1 entitlement**  
**银牌-胸牌带赞助-港币30万元 (人民币¥270,000, 美金\$38,000) (仅限名额1个)**

Organization name printed on conference lanyards

- 大会胸牌挂绳上印制赞助单位名称

Title sponsorship of two paper sessions

- 两个论文报告会的冠名赞助

Two complimentary conference registrations

- 两个免费参加会议的名额

One complimentary advertisement (image and text) on the conference app

- 大会app上免费图文广告一则

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

- 会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

- 会议主活动背景板上展示赞助单位标识

One table is served in the placement center

- 招聘中心一张桌子

**Silver-Material bag sponsorship- HK\$200,000 (around RMB¥180,000, USD \$26,000) 2 entitlements**  
**银牌-资料袋赞助-港币20万元 (人民币¥180,000, 美金\$26,000) (仅限名额2个)**

Organization name printed on the conference information bag

- 大会资料袋上印制赞助单位名称

Title sponsorship of two paper sessions

- 两个论文报告会的冠名赞助

Two complimentary conference registrations

- 两个免费参加会议的名额

One complimentary advertisement (image and text) on the conference app

- 大会app上免费图文广告一则

The organization logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization logo and website link will be displayed on the conference website

会议网站上展示赞助单位标识及官网链接

The organization logo will be displayed on the main conference backdrop

会议主活动背景板上展示赞助单位标识

One table is served in the placement center

招聘中心一张桌子

**Silver sponsorship- HK\$100,000 (around RMB ¥89,000, USD \$12,800)**

**银牌-港币10万元 (约为人民币 ¥89,000元, 美金\$12,800)**

Title sponsorship of two paper sessions

两个论文报告会的冠名赞助

Two complimentary conference registrations

两个免费参加会议的名额

One complimentary advertisement (image and text) on the conference app

大会app上免费图文广告一则

The organization's logo will be displayed on the conference App

大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

会议主活动背景板上展示赞助单位标识

One table is served in the placement center

招聘中心一张桌子

**Bronze sponsorship- HK\$60,000 (around RMB ¥54,000, USD \$7,700)**

**铜牌-港币6万元 (约为人民币 ¥54,000元, 美金\$7,700)**

Title sponsorship of one paper session

一个论文报告会的冠名赞助

One complimentary conference registration

一个免费参加会议的名额

One complimentary advertisement (image and text) on the conference app

大会app上免费图文广告一则

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

- 会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

- 会议主活动背景板上展示赞助单位标识

One table is served in the placement center

- 招聘中心一张桌子

**Conference APP sponsorship- HK\$60,000 (around RMB ¥54,000, USD \$7,700)**  
**大会APP开发赞助-港币6万元 (约为人民币¥54,000元, 美金\$7,700)**

Title sponsorship of one paper session

- 一个论文报告会的冠名赞助

One complimentary conference registration

- 一个免费参加会议的名额

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

- 会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

- 会议主活动背景板上展示赞助单位标识

**Publishers sponsorship- HK\$60,000 (around RMB ¥54,000, USD \$7,700)**  
**出版机构赞助-港币6万元 (约为人民币¥54,000元, 美金\$7,700)**

Title sponsorship of one TLC session

- 选定TLC (教学经验研讨会) 其中一场冠名赞助

"Sponsored by XXX" is marked under the name of the TLC in the conference program

- 在会议议程中该次研讨会名称下方标注"Sponsored by XXX"

Promotional banners and materials can be placed outside the TLC venue

- 在该场研讨会场地外放置宣传易拉宝和宣传资料

The organization's logo will be displayed on the conference App

- 大会App上展示赞助单位标识

The organization's logo and website link will be displayed on the conference website

会议网站上展示赞助单位标识及官网链接

The organization's logo will be displayed on the main conference backdrop

会议主活动背景板上展示赞助单位标识

If you are interested in sponsoring, please contact Ms. Daphne Cheung ([mndaphne@ust.hk](mailto:mndaphne@ust.hk)) and cc Mr. Yaping Gong ([mnygong@ust.hk](mailto:mnygong@ust.hk)).