

## **Call For Presentations for 2017 SAUPO**

2017 SAUPO: Friday April 14, 2017, Loews Luxury Hotel in Atlanta, 1065 Peachtree St NE, Atlanta, GA 30309

Kennesaw State University (KSU) Asian Studies Program announces the Call for Presentations for 2017 SAUPO, the largest Asia business conference in the U.S. The goals of SAUPO include information exchange, network building, global visibility, and investment from/to Asia. There will be 350+ participants at SAUPO who are business leaders, diplomats, scholars, non-government activists, and government officials. The theme of 2017 SAUPO is “Globalization and ASIA-USA Partnerships.” To gain a presentation opportunity at 2017 SAUPO, **please submit 250-300 words Abstract/Executive Summary to [asianstudies@kennesaw.edu](mailto:asianstudies@kennesaw.edu)**

*Abstract/Executive Summary Submission Deadline: Nov. 1, 2016*

*Acceptance/Rejection Date: Dec. 1, 2016*

### **Presentation topics for 2017 SAUPO:**

- 1). *Building Strategic Partnership in Asia Pacific*
- 2). *Future Entertainment & Media*
- 3). *Global Branding*
- 4). *Healthcare in Asia Pacific*
- 5). *Global Trends in Education*
- 6). *Technology and Innovation in Asia*
- 7). *Global Crisis Communication Management*
- 8). *Global Mergers & Acquisitions*

### **Abstract submissions benefits:**

- 1 Possibility of speaking opportunity in the same panel of global business leaders (\$2k or more Sponsorship maybe required)
- 2 Possibility of Poster Session Exhibition
- 3 Advertisement opportunity for your company/research in front of global decision makers
- 4 Conference package
- 5 Entry to all panels
- 6 Breakfast
- 7 Networking Lunch
- 8 Coffee/Tea breaks & snacks
- 9 Networking Opportunities

Questions regarding the Call for Presentations may be directed to:

\* Dr. May Gao ([mgao@kennesaw.edu](mailto:mgao@kennesaw.edu)), SAUPO Chair; Professor of Communication & Asian Studies; OR

\* Dr. Leila Borders ([aborder4@kennesaw.edu](mailto:aborder4@kennesaw.edu)), SAUPO Vice Chair; Professor of Marketing and Professional Sales

For scholars: Complete academic papers may be recommended to the *Journal of Business & Industrial Marketing*, the *Journal of Emerging Knowledge on Emerging Markets*, and the *Journal of Global Initiatives*.