

The 10th Workshop

The Society of Asian Retailing and Distribution (SARD)

Date: November 30(Fri.) – December 2(Sun.), 2012

30 ... Study Tour: (Tentative) Osaka Station City
1 – 2 ... Workshop

Venue: University of Marketing and Distribution Sciences
(<http://www.umds.ac.jp/>) in Kobe, JAPAN

Call for papers

Theme of the Workshop:

“New Opportunity and Challenge for Asian Retail Development in the Next Decade”

Amid a worldwide economic downturn since the Lehman Shock in 2008, the importance of new retail markets, especially those in Asia, has increased.

Consumer activity in Asia is still strong, with many domestic and overseas retail companies competing ruthlessly. The eyes of the world are now on the Asian markets.

The wave of internationalization of retail markets surged at the end of the 1980's. Global retailers from the West, who had been seeking new frontier markets, moved into Asia rapidly.

The Global retailers achieved good results by adapting to the needs of local consumers, while utilizing efficient modern business systems, outperforming local retailers still using out-of-date trade practices and exclusive retail strategies.

Global retailers forced local retail companies to internationalize. Growing local retailers succeeded in retail innovation by adapting to western technology. However, they have persisted in resisting the upsurge of global retailers as well as less mainstream local competitors.

The competition between global and local retailers has become more evident, and it is expected that this trend will increase in the future. What can be predicted is as follows:

1. Other global retailers will follow the established ones who have already gained advantages in the region, and endeavor to gain ground in Asia.
2. Big Japanese retail companies who were previously leaders in Asia will be more active in joining the competition, as they have been forced to downsize as a result of Japan's prolonged economic problems and declining birth rate.

3. Other Asian countries, such as Korea and Taiwan, whose retail markets have already matured, will follow Japan.

4. Local Asian retailers will resist foreign retail companies fiercely in order to keep their own markets. In the Asian retail market in the coming decade, local retail companies will not only fight off domestic and overseas retail companies, but also respond to the challenge from new retail companies from abroad who would aim to exploit the vast market opportunities.

This year the Society of Asian Retailing and Distribution will hold the 10th SARD Workshop commemorating the success of the workshop over the last 10 years.(See the attached history of SARD Workshops in the last decade) The theme for the 10th SARD Workshop will be “ New Opportunity and Challenge for Asian Retail Development in the Next Decade”. The venue will be the University of Marketing and Distribution Sciences, where SARD was born.

We will analyze the reality of retail markets in the various Asian countries where internationalization is predicted to be strongest, and envisage where this trend will lead to in the future.

<The History of SARD Workshop in the last decade>

	Date	Venue	Theme
1st	Nov. 9–11, 2001	UMDS ,Kobe, Japan	The Impact of Retail Internationalisation in Asia
2nd	Apr. 25–27, 2003	UMDS, Kobe, Japan	The Expantion of Non-Asian Retail Firms in Asia: Studies of Corporate Strategies
3rd	Nov. 27–30, 2003	Chung-Ang University,Seoul.	The Changes of Retail Paradigm in 21C
4th	Nov. 24–26, 2006	UMDS.Kobe, Japan	Who are really satisfying the Asian Market Needs?
5th	Nov. 23–25, 2007	FudanUniversity,Shanghai, China	Public Policy and Retail Internationalization
6th	Nov.21–23, 2008	NKFUST,Kaohsiung, Taiwan	Innovation in International Retailing
7th	Nov.20–22, 2009	Chung-Ang University,Seoul.	Economic Recession and Retail Internationalization
8th	Nov.26–28, 2010	UMDS,Kobe, Japan	Interaction between International Retailers and Local Retailers in Emerging Markets
9th	Nov.25–27, 2011	Renmin University of China.Beijing, China	Managing Retailing Growth: Systems, Technology, and Innovation
10th	Nov.30–Dec.2, 2012	UMDS,Kobe, Japan	New Opportunity and Challenge for Asian Retail Development in the Next Decade

1. Submission Deadline: **August 31, 2012**

2. Presentation should be in English.

3. Papers should not exceed 20 double-spaced A4 typed pages (approximately 8000 words), including abstracts, figures, tables, references and appendices. All materials should be prepared in English.
4. Each submission should provide a separate title page, listing author(s)' affiliation(s), address(es), telephone number(s), fax number(s), and E-mail address(es).
5. Electronic submissions should be sent in MS Word format to: **umds_sard@red.umds.ac.jp** .
If you cannot use MS Word, please contact us in advance.
6. All papers must be accompanied by a Curriculum Vitae of each author.
7. All papers will be reviewed by the organizing committee as appointed by SARD. Authors will be notified of selection results later than **September 18, 2012**.
8. All papers should be unpublished previously. UMDS reserves the right to change the layout of accepted papers to fit in the spaces or stylistic requirements, and will hold copyright of all publications related to the workshop, including all papers accepted for presentation at the Workshop.

Hotel accommodation for presenters

UMDS will provide accommodation for those presenters whose papers are accepted, at the specific hotel reserved for the duration of the workshop. But they should provide their own travel expenses.

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