



## **The Eighth Biennial Conference of ACFEA**

**July 2<sup>nd</sup> – 5<sup>th</sup>, 2009, Yamaguchi, Japan**

### **CALL FOR PAPERS**

#### **ABOUT ACFEA BIENNIAL CONFERENCE**

The Asian Consumer and Family Economics Association (ACFEA) has met every other year since 1995. The past seven biennial conferences have been held in Malaysia, China, Korea, China, Taiwan, United States, and Malaysia, respectively. At the past ACFEA conferences, attendees exchanged opinions of common problems on consumer and family economics in Asia and typical economic issues of the host country. The attendees exchanged the information and deepened the understanding of the complexity and diversity of economic development and consumer and family economic issues in Asia. It goes without saying that in those conferences, many theoretical, methodological, pedagogical, and policy issues in consumer and family economics areas in an Asian context have been addressed.

As a developed country, Japan has accumulated a large amount of experiences and lessons that are precious for Asian countries experiencing economic growth or those having to some extent achieved the target of economic development. Therefore, the Eighth Biennial Conference of ACFEA joined in with the Consumer and Family Meeting sponsored by the



School of Economics, Yamaguchi University will be taken place in Yamaguchi City, Yamaguchi Prefecture, Japan. Focusing on consumer and family economics, this joint conference aims to provide a forum for researchers involved in the areas of economics, consumer economics, family economics, agricultural economics, marketing, management, pedagogy, psychology, sociology, economics teaching, business, or government policy, and people who are interested in Asian consumer and family economic issues to exchange information and network.



## THE SCOPE OF THE CONFERENCE

The Eighth Biennial Conference of Asian Consumer and Family Economics Association (ACFEA) will take place in Centcore Yamaguchi Hotel, Yamaguchi City, Japan, on July 2-5, 2009. The central topic of the conference is to improve the well being of consumers and families. Professionals in economics, consumer/family economics, marketing, management, political science, education, psychology, sociology, social work, and other related fields are welcome to submit papers, poster proposals, and panel proposals addressing theoretical, empirical, methodological, pedagogical, and policy issues.

Centcore Yamaguchi Hotel:

<http://kourituyasuragi.jp/hotels/40yamaguchi/spring.html>

The deadline for all submissions is January 31, 2009. Completed papers have to be submitted to proceedings editor of the conference by April 30, 2009.

## CALL FOR PAPERS

All papers are to be written in the English language or Japanese language. Completed papers or extended abstracts (5 double spaced pages) will be acceptable for review. Authors of accepted papers will be provided with detailed guidelines to prepare papers for publication in the conference proceedings, which will be distributed at the conference. If a paper is accepted, at least one author must pay conference registration fees no later than two months before the meeting and promise to attend the meeting for the paper to be included in the proceedings.

In addition, authors of papers that are outstanding in quality will be invited to submit their work to a special issue of the Journal of Family and Economic Issues. Papers published in this special issue will be selected on the basis of a blind peer review that is separate and apart from the review process for the conference.



- **Format for Paper:**



1. In your email indicate title, author(s) affiliation(s), mailing address, phone number, and email address (if available).
2. Submissions should follow APA Guidelines, 5<sup>th</sup> edition format with special attention to headings and references. Do not include author names in the file submitted. The maximum length is 20 double-spaced pages, including tables, charts, and references integrated into the paper. Running headers should not be used.
3. Maintain 1 inch top, bottom, and side margins.
4. Manuscripts should begin with an abstract of no more than 100 words, and should not include the author(s) name.

● **Criteria for Evaluation:**

Submissions will be evaluated on the basis of importance/relevance of the subject matter; contribution to the knowledge base: appropriateness of the method; timeliness and usefulness of the findings, conclusions, and/or position; and adequacy of interpretation and implications. If accepted, the author(s) is (are) responsible for presenting the paper at the conference and/or finding a substitute to present the paper.

● **Submission Guidelines:**

Create a file readable in the U.S. version of Microsoft Word. All graphics and tables should be included in the file. Before you save the file, click on File, Properties, and delete any names or other information that might identify the authors.

Email your paper or extended abstract written in English to the proceedings editor, Dr. Jr-Tsung Huang via e-mail: [jthuang@nccu.edu.tw](mailto:jthuang@nccu.edu.tw); for those written in Japanese, please send to the proceedings editor, Dr. Haifeng Li via e-mail: [haifengl@yamaguchi-u.ac.jp](mailto:haifengl@yamaguchi-u.ac.jp). The deadline for paper or extended abstract submission is January 31, 2009.

The subject line of the email should be: ACFEA paper (or extended abstract) submission by your name.



## CALL FOR POSTERS

All posters are to be written in the English language or Japanese language. Authors of accepted posters will be provided with detailed guidelines to prepare one page, single-spaced summaries for publication in the conference proceedings, which will be printed in time for distribution at the conference. If a poster is accepted, at least one author must pay conference registration fees no later than two months before the meeting, and promise to attend the meeting for the poster summary to be included in the proceedings.

### ● **Format for Poster Submission:**

1. In your email indicate title, author(s) affiliation(s), mailing address, phone number, and email address (if available).
2. Poster submissions should follow APA Guidelines, 5<sup>th</sup> edition format with special attention to headings and references. Maximum length of three double-spaced pages. Do not include author names in the file submitted.
3. Maintain 1 inch top, bottom, and side margins.

### ● **Criteria for Evaluation:**

Submission will be evaluated on the basis of importance/relevance of the subject matter; contribution to the knowledge base: appropriateness of the method; timeliness and usefulness of the findings, conclusions, and/or position; and adequacy of interpretation and implications. If accepted, the author(s) is (are) responsible for presenting the poster at the conference and/or finding a substitute to present the paper.

### ● **Submission Guidelines:**

Create a file readable in the U.S. version of Microsoft Word. All graphics and tables should be included in the file. Before you save the file, click on File, Properties, and delete any names or other information that might identify the authors.



Email your file by **January 31, 2009** to the Poster Chair, Dr. Christine LAI via email: lai@saturn.yzu.edu.tw, and Jianping CHEN via e-mail: chen@yamaguchi-u.ac.jp.

The **subject line** of the email should be: ACFEA poster submission by **your name**.

## CALL FOR PANELS

All panel proposals are to be written in the English language or Japanese language. Authors of accepted panel proposals will be provided with detailed guidelines to prepare two page, single-spaced summaries for publication in the conference proceedings, which will be printed in time for distribution at the conference. If a panel is accepted, all authors must pay conference registration fees no later than two months before the meeting, and promise to attend the meeting for the summary to be included in the proceedings.

Panel proposals should describe the contribution of each participant and the qualifications of each participant.

- Format for Panel Proposals:

1. In your email indicate title, author(s) affiliation(s), mailing address, phone number, and Email address (if available).
2. Maintain 1 inch top, bottom, and side margins. Print with a letter-quality printer, using 12 point/12 pitch size print.

- Criteria for Evaluation:

Submissions will be evaluated on the basis of importance/relevance of the panel proposal to conference participants. If accepted, the author(s) is (are) responsible for making the presentation at the conference.

- Submission Guidelines:

Create a file readable in the U.S. version of Microsoft Word. All graphics and tables should be included in the file.



Email your file by **January 31, 2009** to the Program Chair, Dr. Kaili YIEH via e-mail: [kailiy@cc.ncue.edu.tw](mailto:kailiy@cc.ncue.edu.tw).

The **subject line** of the email should be: ACFEA panel submission by **your name**.

## **CONFERENCE ORGANIZING COMMITTEE**

- **Chair of Conference:**

Takuya MARUMOTO, President of Yamaguchi University, Japan.

- **Vice Chair of Conference:**

Daizo KOGA, Assistant to President of Yamaguchi University, Japan.

Daijiro FUJII, Dean and Professor of the School of Economics, Yamaguchi University, Japan.

Noriko OTANI, Dean and Professor of the Graduate School of East Asian Studies, Yamaguchi University, Japan.

- **Honor Chair of Conference:**

Noriyuki OGI, Former President of Japan Academy of Consumer Education, Japan.

Takao NISHIMURA, President of Japan Academy of Consumer Education, Japan.

- **Executive Chair of Conference:**

Haifeng LI, Professor of East Asian Economic Studies at Yamaguchi University, Japan.

- **Vice Executive Chair of Conference:**

Shigenori ISHIDA, Professor of Insurance Economics and Circulation Economics at Yamaguchi University, Japan.



Jianping CHEN, Professor of East Asian Economic Studies at Yamaguchi University, Japan.

● **Conference Advisory Committee (alphabet order):**

Mohamed ABDEL-GHANY, Professor Emeritus of Consumer Sciences at University of Alabama, USA.

Sadao FUJIWARA, Professor Emeritus of International Economics at Yamaguchi University, Japan.

Gong-Soog HONG, Professor and Head of Consumer Science Department, Ohio State University, USA.

Charles Yuji HORIOKA, Professor of Economics in Institute of Social and Economic Research at Osaka University, and Co-Editor of *International Economic Review*, Japan.

Jr-Tsung HUANG, Dean of School of Humanity and Social Sciences at Kainan University and Professor of Public Finance at National Chengchi University, Taiwan.

An-Pang KAO, President of Kainan University and Professor of Economics at National Chengchi University, Taiwan.

Masayuki KOMETANI, Professor of Management at Hiroshima University, Japan.

Lakshmi MALROUTU, Professor of Family and Consumer Sciences at California State University at Sacramento, USA.

Laily PAIM, President of ACFEA and Dean of Faculty of Human Ecology at Universiti Putra Malaysia, Malaysia.

Feng SUN, Associate Professor of Sociology Statistics, School of Humanities and Social Sciences, Tsinghua University, China

Kazuo UCHIDA, Professor of Economics at Hokkaido University, Japan.



Richard WIDDOWS, Professor and Head of Consumer Sciences and Retailing at Purdue University, USA.

Kaili YIEH, Professor of Consumer Economics at National Changhua University of Education, Taiwan.

Jung Sung Yeo, Professor of Consumer Science at Seoul National University, South Korea.

Qingfei YIN, Associate Professor of Consumer Economics at Central South University, China

Jing Jian XIAO, Professor of Consumer Economics at University of Rhode Island and Editor of *Journal of Family and Economic Issues*, USA.

● **Program Chair of Conference:**

Kaili YIEH, National Changhua University of Education, Taiwan.

Li-chun CHEN, Associate Professor of Tourism Economics at Yamaguchi University, Japan.

● **Poster Chair:**

Christine LAI, Assistant Professor of Finance at Yuan Ze University, Taiwan.

Jianping CHEN, Professor of East Asian Economic Studies at Yamaguchi University, Japan.

● **Proceedings Editor:**

Haifeng LI, Yamaguchi University, Japan.

Jr-Tsung HUANG, National Chengchi University, Taiwan.

● **JFEI Guest Editor:**





Kejian GU, Professor of International Economics at College of Business Administration, Renmin University of China.

● **Communication:**

Haifeng LI, Yamaguchi University, Japan. E-mail: [haifengl@yamaguchi-u.ac.jp](mailto:haifengl@yamaguchi-u.ac.jp).

Lihui YUAN, Teaching Assistant at Yamaguchi University, Japan. E-mail: [ylhenrei@yamaguchi-u.ac.jp](mailto:ylhenrei@yamaguchi-u.ac.jp)

Wei ZHANG, the Graduate School of East Asian Studies, Yamaguchi University, Japan. E-mail: [h010sm@yamaguchi-u.ac.jp](mailto:h010sm@yamaguchi-u.ac.jp).

● **Web Master:**

TBA by Dr. Haifeng LI

## **ABOUT YAMAGUCHI CITY, JAPAN**

Yamaguchi City is the regional capital of Yamaguchi Prefecture, which is located at the western end of Honshu Island, Japan. Yamaguchi City was founded in the 14th century and it is called "Kyoto of the West" for the Japanese tradition it keeps. Known as Choshu, Yamaguchi Prefecture has played an important role in Japanese culture, industry, politics and history. It is the birthplace of the Meiji Restoration of Japan and the main power of the Meiji government was from the former Yamaguchi. Eight prime ministers of Japan were from Yamaguchi. Attendees of the Conference of the ACFEA will experience the history and culture of Japan and enjoy the beautiful scenery in Yamaguchi.



<http://www.yamaguchi-con.jp/>

## **FOR MORE INFORMATION**

For more information, please contact: Dr. Haifeng Li through [haifengl@yamaguchi-u.ac.jp](mailto:haifengl@yamaguchi-u.ac.jp) and Mr. Wei Zhang through



**[h010sm@yamaguchi-u.ac.jp](mailto:h010sm@yamaguchi-u.ac.jp)**

The official website of the 8th Biennial Conference of  
ACFEA is:

**<http://acfea-2009.li.econo.yamaguchi-u.ac.jp>**

Regarding Yamaguchi University, please visit:

**<http://www.yamaguchi-u.ac.jp/>**



### **Executive Committee**

Haifeng LI, Professor of East Asian Economic Studies at Yamaguchi University, Japan.

Shigenori ISHIDA, Professor of Insurance Economics and Circulation Economics at  
Yamaguchi University, Japan.

Jianping CHEN, Professor of East Asian Economic Studies at Yamaguchi University, Japan.

Mizuki NAKAMA, Associate Professor of Economics at Yamaguchi University, Japan.

Li-chun CHEN, Associate Professor of Tourism Economics at Yamaguchi University, Japan.

Lihui YUAN, Teaching Assistant at Yamaguchi University, Japan.

Wei ZHANG, the Graduate School of East Asian Studies, Yamaguchi University, Japan.

Zhiyu ZHANG, the Graduate School of East Asian Studies, Yamaguchi University, Japan.