

# Call for Papers

## Entrepreneurship and Intrapreneurship in Emerging Markets

The IEEE Technology and Engineering Management Society Conference International Symposium on Innovation and Entrepreneurship (or TEMS-ISEI for short) is a conference focused on the challenges and practices of technology management and business innovation in today's business environments. This is a global conference with a consideration for global challenges. Innovation and Entrepreneurship using technology impacts many areas beyond the traditional IT scope. This includes area such as transportation, medicine, and agriculture where new technology is having a significant impact. The conference focuses on the studies, cases and practices involved in managing technology businesses, both new and traditional. The event includes an Industry Forum where industry leaders speak on the directions and challenges they see in industry, its use of technology and how to manage it. Emerging Markets is a key area of interest for this event.

**Paper Submission Due:**  
**May 15, 2020**

**Notification of Acceptance:**  
**July 15, 2020**

**Author Registration Due:**  
**September 15, 2020**

**Registration Deadline: October 1, 2020**

### General Co-chairs:

Andy Chen (IEEE TEMS), Arthit Ourairat  
(President, Rangsit University)

### Program Co-chairs:

Tugrul Daim (IEEE TEMS), Choonhapong  
Thaiaupathump (Rangsit University)

### Industry Forum Co-chair:

Pongrapee Buranasompob (IEEE TEMS),  
Chetneti Srisa-An (Rangsit University)

### Marketing Co-Chair:

Tritos Laosirihongthong (IEEE Bangkok),  
Todsanai Chumwatana (Rangsit  
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### Treasurers:

Bill Marshall (IEEE TEMS), Siriwan  
Wasukree (Rangsit University)

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Bill Marshall (IEEE TEMS), Siriwan  
Wasukree (Rangsit University)

### Publication Chair:

Rabiz N. Foda (IEEE TEMS). Suttisak  
Jantavongso (Rangsit University)

Regular communication with your customers lets them know how much you value them and their business. Show them that you care by offering valuable information such as tips on how to use your products and services more effectively, event announcements, information on upcoming new products and expanded services, and special discounts on existing ones.

Major topic areas include:

- **Entrepreneurship and its ecosystem**
- **Business Model Innovation in Emerging Markets**
- **Cross-Border and Local Venture Capital Investment**
- **New Markets for Entrepreneurs**
- **Management of Innovation**
- **Technology Management**
- **Engineering Management**
- **New Technology Directions and Challenges**
- **Managing Globalization Challenges**
- **People and Organizations**
- **Health, Sustainability, and Social Issues**
- **Logistics and Supply Chain**

Selected papers will have the opportunity to be published in our flagship journals. This would include research articles suitable for our journal IEEE Transactions on Engineering Management (IEEE TEM) and practical and case study articles suitable for our journal of practice, the IEEE Engineering Management Review (IEEE EMR). All papers would have to be suitably expanded beyond the conference paper for IEEE TEM. IEEE EMR submissions would need to be edited, targeted and formatted for one of three types of papers published by IEEE EMR. Each paper will be subject to the corresponding journal's rigorous peer review process. For further details, please refer to <http://isie.ieee-tems.org/>

The conference will host an Industry Forum inviting speakers from industry leaders around the world that will provide visions and industry in a rapidly developing technology world.

In addition to these core technology management topics, we will open the door to special sessions on management during these challenging times as seen by sponsoring societies, for example, particular management issues as seen within computer, communications, and electronics areas. This is one of the TEMSCON series of conferences offered by IEEE TEMS.





Rangsit University (RSU) is a leading private university in Thailand and is fully accredited by the Government's Commission on Higher Education, Ministry of Education. Renowned for its academic excellence and international teaching standards, RSU is rated in the highest category (out of five possible levels) in quality assurance audits conducted by the Ministry of Education and the Office for National Education Standards and Quality Assessment.

With a history dating back to 1986, RSU has an enrolment of over 28,000 students studying in 134 degree courses (87 Undergraduate degrees, 36 Master degrees and 11 Doctoral degrees).

The main campus is located on a 296 rai (47.4 hectare or 117 acre) site in the Lak-Hok sub-district of Pathumthani Province, and is only 30 minutes drive by freeway from downtown Bangkok. Surrounded by two golf courses, lakes, sporting facilities, restaurants and excellent shopping facilities, the main campus has much to offer and provides an ideal study environment.