

33rd Business & Economics Society International Conference

Lugano, Switzerland – July 6-9, 2018

De La Paix Hotel

Via Cattori 18, CH-6900 Lugano (CH), Switzerland

Tel. +41 (0)91 960 60 60, Fax +41 (0)91 960 60 66

Email: booking@delapaix.ch, Web: <http://www.delapaix.ch/eng/hotel/about-us>

Panel Organizer Guidelines

Deadline for Abstracts/Papers and Early Registration: **March 15, 2018**

OVERALL RESPONSIBILITY:

As panel organizer, you have the principal responsibility for your panel. Your job includes monitoring preparations of your panel's participants and maintaining liaison between them and B&ESI. Be sure (1) your panel maintains high professional standards; (2) you and your panel participants are well prepared and strictly observe all deadlines. Finally, you are responsible to see that all registration fees are paid by those within your panel. The fee for each participant on the panel, except the organizer, is \$420 (\$470 after **March 15, 2018**). The fee for the panel organizer is \$200 (\$250 after **March 15, 2018**).

SUGGESTED PANEL FORMAT:

Chairperson, three papers presented by respective authors, two to four discussants, with at least one discussant assigned to comment on each paper. (Other formats, such as moderator and panelists or workshops, also might be used.)

SELECTION OF PARTICIPANTS:

This is your most important job because the quality of your panel depends principally on its participants. A mix of young scholars with new ideas and older, more seasoned researchers can be conducive to a mutually advantageous exchange. Also, try to include both academics and non-academics among your panel's program participants.

CONFERENCE SESSION TIME ALLOCATION:

One hour, 30 minutes.

DEADLINE:

Complete panel/workshop information must be received by **March 15, 2018**. After that date, sessions will be accepted only on a space-available basis.

CONFERENCE FORMAT:

The conference format is intended to foster active involvement by all attendees. Most of those attending are on the program; and, except for a few general sessions, the program consists of small discussion groups meeting concurrently. Including program participants, attendance at a typical panel may range from 10 to 50, depending on the topic's popularity and the participants' prominence. You and the other participants in your panel might benefit from inviting people to attend your panel. However, the most fruitful discussions often occur when only a small group of interested individuals is involved. To avoid unrealistic expectations, advise prospective participants in advance regarding the program format and the typical size of panel attendance.

INFORMATION NEEDED BY B&ESI: (See sample below)

After receiving commitments from panel participants, send us the following: (1) Suggested panel title; (2) Category (see "Subject Categories" below); (3) Professional affiliations, paper titles, mailing addresses (and if available e-mail addresses), phone, and fax numbers for the chair, paper presenters, co-authors, and discussants.

SESSION SCHEDULING REQUESTS:

When establishing the conference panel schedule, we face numerous constraints, such as minimizing conflicts between topics and making sure no one is scheduled in two panels at the same time. If extenuating circumstances will allow one of your participants to attend only on a specific day or time, note these constraints at the top of your panel information. All scheduling requests must be

received in writing by **March 15, 2018**. Making adjustments after panels have scheduled is virtually impossible.

REQUIRED FORMAT FOR CONFERENCE PANEL INFORMATION:

Panel Organizer: John Miller
Panel Title: The Marketing of "Generic Products"
Category: Marketing (MR13)

Chair: John Miller, Phantom University, Boston, MA

John Miller
Business Studies Department
Phantom University
Boston, MA 01990
Tel: (617) 734-2345, Fax: (508) 766-6287, E-mail: erex@env.rex.edu

Paper 1: Sally Tricer, Nice View College, Berkeley, CA
Title: Should Generic Products be "Green"?

Sally Tricer
School of Business
Nice View College
Berkeley, CA 01234
Tel: ..., Fax: ..., E-mail: ...

Paper 2: Stuart Hamilton, Benson University, Vancouver, Canada,
and Max Palmer, Department of Commerce, Washington, DC
Title: "Generic" Marketing and the WWW

Stuart Hamilton
Dept of Business
Benson Univ.
Vancouver, Canada 012-234
Tel: ..., Fax: ..., E-mail: ...

Max Palmer
Dept. of Commerce
12 NW
Washington, DC 01976
Tel: ..., Fax: ..., E-mail: ...

(SIMILARLY FOR THE REMAINING PAPER PRESENTERS)

Discussant 1: Mary Steiner, Hamilton College, Miami, FL

Mary Steiner
Dept of Business
Hamilton College
Miami, FL 09232
Tel: ..., Fax: ..., E-mail: ...

(SIMILARLY FOR THE REMAINING DISCUSSANTS)

SUBJECT CATEGORY TITLE AND NUMBER:

ACCOUNTING (A1)
MANAGEMENT SCIENCE (MS2)
MARKETING (MR3)
FINANCE & INTERNATIONAL FINANCE (F4)
BUSINESS ETHICS (BE5)
QUANTITATIVE METHODS (QM6)
BUSINESS STATISTICS/ECONOMETRICS (BSE7)
BUSINESS LAW/LAW & ECONOMICS (L8)
ENTREPRENEURSHIP (E9)
BUSINESS & ECONOMICS EDUCATION (BEE10)
MICROECONOMICS (MIC11)
GOVERNMENT REGULATION (GR12)
INDUSTRIAL ORGANIZATION (IO13)
GAME THEORY (G14)
INTERNATIONAL BUSINESS/ECONOMICS (IBE15)
LABOR ECONOMICS/HUMAN RESOURCES (LH16)
ECONOMIC GROWTH & DEVELOPMENT (EGD17)
BEHAVIORAL, HEALTH & EXPERIMENTAL ECONOMICS (BHE18)
ENVIRONMENTAL BUSINESS/ECONOMICS (E19)
MACROECONOMICS (MAC20)
MONETARY ECONOMICS (ME21)
GOVERNMENT FINANCE (GF22)
URBAN, RURAL & REGIONAL ECONOMICS (URR23)
OTHER - PLEASE SPECIFY (O24)

Please Mail, Email, Call or Fax:

Business & Economics Society International

c/o Helen Kantarelis
64 Holden Street
Worcester, MA 01605-3109
USA

Email: hkan@besiweb.com

Tel: (508) 852-3937

Fax: (508) 595-0089
