

CALL FOR PAPERS

Oct 19-21,
2009

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ICOVACS 2009

International Conference on Value Chain Sustainability

PRODUCT DESIGN, BRANDING AND LOGISTICS AS A LEADERSHIP STRATEGY IN A GLOBAL MARKET



Deadlines:
Abstract Submission
Full Paper Submission

March 15, 2009
May 15, 2009

- Integrating Design and Branding
 - Design for Logistics
 - Reverse Logistics and Sustainable Design
 - Integrating Branding and Logistics
 - Branding the Supply Chain
 - Integrating Design, Branding and Logistics
 - Leadership in a Global Market
 - Innovative Value Chain Management
 - Cost Efficiency Through Integrated Design, Branding, and Logistics
- We seek *multidisciplinary* papers on one or more of the above topics
 - A proceedings of the conference will be published in paper and CD formats
 - Top papers will be selected for publication in a reputed journal
 - Best paper awards will be given
 - The conference will feature plenary talks from distinguished individuals in academe, industry and government
 - The social program includes horseracing at Churchill Downs, a midnight tour of UPS, a reception at Fourth Street Live!
 - ICOVACS 2009 aims to bring academic, industry and government personnel from various countries together over a three-day period in October to present and discuss the next frontier for product design, branding and logistics as a leadership strategy in a global market

As the sixteenth largest city in the US, Louisville is famous for horseracing (is home to Churchill Downs), major airhub for UPS, and is a great sports, entertainment and dining city.