



**HARVARD
BUSINESS SCHOOL**
Institute for Strategy &
Competitiveness



哈佛商學院 MOC 亞洲分會「亞洲競爭力研討會」論文徵稿

Call for Papers - MOC Asia 2016

Microeconomics of Competitiveness: growth and prosperity

National Chengchi University (NCCU), Taipei, Taiwan

Date : 18-21 July, 2016

The Microeconomics of Competitiveness (MoC) Network

The MoC network is a Harvard Business School initiative to promote leading edge research and teaching in the area of 'competitiveness' of nations and regions. The MoC Network has been in operation since 2005, and is led by Professor Michael E Porter, whose initial work, 'The Competitive Advantage of Nations' (1990) established the concept of competitiveness to be not just applicable to individual firms, but equally to nations, and regions (within larger nations), and that a competitive nation (or region) would foster the development of competitive sectors and firms.

The MoC network comprises around 100 universities, business schools and institutions from all over the world that are teaching the MoC program and who are contributing to the development of research into competitiveness in various nations, regions, sectors and aspects of management, regulation and policy making.

The MoC Asian Chapter

Mission, Purpose, Goals and Objectives

The Asian Chapter of the MoC Network is newly formed but already very active, comprising participants from universities in Taiwan, Thailand, Kazakhstan, India, China and Australia. The purpose of the Asian MoC Chapter is to contribute to the Harvard Business School MoC Network, and to develop the skills and competences of the participants in the Asian Chapter to continue to contribute high quality studies that enhance the MoC network's research and teaching materials. In this process, the Asian Chapter can bring to the MoC Network a new dimension of material based on Asian clusters, Asian economics and developments from the great range of emerging and highly developed economies that the Asian Chapter incorporates.

Clusters in Asia

Including the newly developed clusters in South East Asia and central Asia (provide a list of industry sectors). This includes the clusters that have newly developed for the Asian countries in electronics and high technology, and also the clusters that have developed from the former centrally planned economies, and which are growing as a result of the infrastructure development of the road and rail networks such as the China Europe Corridor. This theme is the mainstream work of the MoC Network.

Partner Universities within the MoC Network Asian Chapter

The newly formed MoC Asian Chapter is led by Taiwan Institute for Strategy and Competitiveness, at the National Chengchi University in Taipei, Taiwan, in conjunction with the NIDA Business School (National



Institute of Development Administration), in Bangkok, Thailand, and Kazakh-British Technical University (KBTU) in Almaty, Kazakhstan.

Paper Submission

Conference Themes: **Competitiveness: the country, the region, the industry, the cluster**

Potential topics include, but are not limited to:

- Cluster analysis
- Cluster initiative
- Cluster bridging
- Strategies
- Innovation
- Big data analysis
- Sustainability
- Entrepreneurship
- City competitiveness
- Smart city
- Corporate management
- Business strategy
- And open to your suggestion

Please submit a 500 maximum words abstract of your proposal, with a title and 3-5 keywords, to the committee at moc2016@ppgis.nccu.edu.tw by May 15, 2016. Along with your title, abstract, and keywords, please include a brief C.V. (name, title, affiliations, select publications, and contacts). In the subject line of your email, please indicate "2016 MOC Asia Proposal." A confirmation email will be sent within 3 days of receipt. You may expect to hear from us about the results on June 15, 2016. Upon acceptance of your proposal, please submit your paper to the committee by June 30, 2016. A full paper of no more than 6,000 words is expected.

High quality research papers and case studies in the forms of abstract or full paper are invited to be submitted electronically through the conference's website: tisc.nccu.edu.tw/moc2016.

Important Dates

May 15: abstract submission deadline

June 15: paper acceptance deadline

June 30: early registration and full paper submission deadline

July 18-21: conference week starting