

# IMMS 2021

www.imms.net



## 2021 4th International Conference on Information Management and Management Science

>>> Chengdu, China | August 27-29, 2021



The health and safety of all conference participants is our priority. Referring to COVID-19 pandemic's uncertainties, IMMS 2021 is planning to be held in hybrid virtual style. Although IMMS 2021 prefer to have an in-person conference to the maximum extent possible, besides the regular onsite presentation format (oral presentation), online presentation will be acceptable this year.

### PUBLICATION

After a careful reviewing process, accepted papers after proper registration and presentation, will be published in the Conference Proceedings, which will be submitted for Ei Compendex, Scopus index, etc.

- IMMS 2018-2020 Conference Proceedings have been online in ACM Digital Library, and indexed by **Ei Compendex** and **Scopus** already.

### TOPICS

Specific topics of interest include but are not limited to:

- Information Management & Strategies
- Information Systems and Technology
- E-Business Engineering and Management
- Management Science
- Marketing Intelligence & Digital Marketing
- Green Marketing & Sustainable Business
- Human Resources

More Topics, please visit at:

<http://www.imms.net/call-for-papers.html>

### CONTACT

Conference Secretary: Ms. Mirror Ding

Website: [www.imms.net](http://www.imms.net)

Tel: +86-13258111117

Email: [imms@asr.org](mailto:imms@asr.org)

Wechat No.: asr2020217

### SUBMISSION METHODS

1. Upload the paper to Electronic Submission System: <http://confsys.iconf.org/submission/imms2021>
  2. Or send the paper to Conference Email: [imms@asr.org](mailto:imms@asr.org)
- ◆ Submitted papers should be no less than 8 full pages.

### IMPORTANT DATES

Submissions Deadline: March 15, 2021

Notification to Authors: April 10, 2021

Registration Deadline: April 25, 2021

Early Bird Registration Due: April 25, 2021

### PROGRAM

- August 27: Conference Sign in & Tutorials
- August 28 (Morning):  
Opening Remarks & Keynote Speeches
- August 28 (Afternoon):  
Parallel Sessions (Authors' Live or Virtual Presentations)
- August 29 : Social Program in Chengdu (Pending)

### SUPPORTED BY





## 2021年第四届信息管理与科学国际会议

www.imms.net

中国·成都 | 8月27-29日



考虑到新冠肺炎的不确定性以及全球旅行限制，IMMS 2021会议将以线上与线下相结合的方式进行。我们会将所有参会者的健康与安全放在首位，并时刻关注疫情最新发展状况。届时除现场口头报告以外，我们将为因疫情不便参会的专家与学者们提供线上报告平台。同时，在线报告将享受注册优惠。

### 会议出版

如往届会议一样，经严格审稿后，IMMS 2021录用并报告的文章，将由国际出版社出版为会议论文集，并提交EI Compendex, Scopus等检索。

> IMMS 2020会议论文集(ISBN: 978-1-4503-7546-7)已在ACM Digital Library中上线，会后2个多月已实现EI核心和Scopus检索。

> IMMS 2019会议论文集(ISBN: 978-1-4503-7144-5)已在ACM Digital Library中上线，会后3个月已实现EI核心和Scopus检索。

> IMMS 2018会议论文集(ISBN: 978-1-4503-6486-7)已在ACM Digital Library中上线，并已实现EI核心和Scopus检索。

### 会议安排

- 8月27日: 会议签到+专题研讨会
- 8月28日(上午): 开幕式+特邀主题报告
- 8月28日(下午): 作者报告(线上+线下)
- 8月29日: 一日游(暂定)

### 联系方式

邮箱: imms@asr.org  
 Tel: 13258111117  
 微信: asr2020217  
 (扫描二维码添加微信)



### 征稿主题

征稿主题包括，但不限于：

- \* 信息管理与策略
- \* 信息系统与技术
- \* 电子商务工程与管理
- \* 管理科学
- \* 营销情报与数字营销
- \* 人力资源
- \* 绿色营销与可持续发展业务

更多详细主题请见：

<http://www.imms.net/call-for-papers.html>

### 投稿指南

1. 上传文章至电子投稿系统：  
<http://confsys.iconf.org/submission/imms2021>
  2. 或发送文章到会议邮箱：[imms@asr.org](mailto:imms@asr.org)
- ◆ 投稿文章不得少于8满页。

### 重要日期

- > 投稿截止日期: 3月15日
- > 通知日期: 4月10日
- > 注册截止日期: 4月25日
- > 早鸟截止日期: 4月25日

### 支持单位

