



IIMA News

Winter 2016

WINTER WARM-UP

www.iima.org

Happy New Year!

We would like to extend wishes for a happy and successful new year to all of our IIMA members and friends. We look forward to new and continued endeavors and accomplishments within our community and hope we can share them personally at our next annual meeting, which is on the horizon.

Introducing IIMA 2016

Announcing the 27th Annual IIMA Conference

Exploring the Digital Era: Stretching your Boundaries - IoT, Mobility, Cloud, Globalization

Grand Hotel Taipei – Taipei, Taiwan

September 19-21, 2016

- Paper submission deadline:
April 1, 2016
- Acceptance notification:
May 1, 2016
- Final version:
June 1, 2016

Please visit iima.org for continually updated details about the upcoming conference.



MEMBER PROFILE: Dr. Tzong-Ru Lee

Dr. Tzong-Ru (Jiun-Shen) Lee received his PhD from Texas A&M University and is currently a Professor of Marketing at National Chung Hsing University in Taiwan. His research interests include Internet marketing and e-commerce, product and brand management, and technology and innovation. A former Fulbright Scholar, Dr. Lee has co-authored four books and is active in the editorship of several academic journals. His research has appeared in *International Journal of Innovation and Learning*, *Management and Production Engineering Review*, and *Journal of Supply Chain and Operations Management*, among other journals. Dr. Lee has been a dedicated member of IIMA since 2014. He presently serves as the editor-in-chief of *Communications of the IIMA* and, as Program Chair, is actively anticipating IIMA 2016 in Taiwan. IIMA is privileged to count Dr. Lee among its ranks.

