

ANQ Congress 2012 Hong Kong

July 31 - August 3, 2012

“Striving for Excellence through
Product and Service Quality”

“優化品質、邁向卓越”

Organizer: Asian Network for Quality (ANQ)
Co-hosted by: China Association for Quality (CAQ)
Hong Kong Society for Quality (HKSQ)
Hong Kong University of Science and Technology (HKUST)

Call for Papers

ANQ Congress has long been a forum for business and quality professionals in Asia and the world. ANQ Congress 2012 Hong Kong is co-hosted by Hong Kong Society for Quality (HKSQ), China Association for Quality (CAQ), and Hong Kong University of Science and Technology (HKUST) on July 31 - August 3, 2012 in Hong Kong.

“Striving for Excellence through Product and Service Quality” – “優化品質、邁向卓越” is the theme of the Congress. Quality is multidimensional and it is a main driver of competitive differentiation among various types of organizations in Asia and around the world. Managing product and service quality involves a wide range of activities that span from the time when a new product/service idea is created to the stage of providing ongoing support and making contributions to improvement of human life. Product and service quality, stakeholder satisfaction, profitability and sustainable prosperity are intimately connected. The complete “product/service offering” is what customers look for and evaluate, as stated in the ANQ Way. When an organization gets things done in the right way, it will be successful at every level of its operations. When things go wrong, it will have disastrous consequences to the bottom line, and more importantly the organization and brand image will suffer too. Thus, striving for excellence through product and service quality has become a strategic issue in Asian economies for this decade.

ANQ Congress 2012 Hong Kong aims to bring together quality professionals and academicians from around the Asian region and the world beyond to showcase best practices and successes, and share philosophies, theories, methodologies and applications of proven tools in shaping the “Power” of product and service quality with the ANQ way.

You are cordially invited to submit papers for presentation at the Congress. Papers addressing quality issues in the following areas are particularly welcome:

1. Manufacturing
2. Services
3. Testing and Certification
4. Healthcare
5. Environment
6. Education
7. Organizational Learning and Knowledge Management
8. Social and Public Sectors, Not-for-profit Organizations
9. Corporate Social Responsibility
10. Information and Communication Technology
11. Governance, Risk Management and Compliance
12. Others: Quality Management, Process Management, Performance Management, Best Practices, Innovation, Sustainable Development, Human Resource Management, Supply / Value Chain Management, Reliability, and Physical Asset Management, etc.

Time and place

Dates: July 31 – August 3, 2012

Venue: Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong

Official Language

The official language of the Congress is English.

Proceedings

The Proceedings in CD-ROM format will be provided to delegates at the Congress.

Submission of Abstracts and Full Papers

Original paper contributions that are relevant to the theme are invited. The abstracts (2 A-4 pages) written in your local language or in English must be submitted together with a completed Abstract Submission Form (one form for each abstract) to a member of the local ANQ Organization of your region/country who serves on the ANQ 2012 Program Committee, by **February 15, 2012**. Contact information on the local Program Committee members can be found at the Congress website (<http://www.anq2012.org>). If you are not from an ANQ region/country, please send your submission(s) in English only directly to the Program Committee of ANQ Congress 2012 by email (paperssubmit@anq2012.org).

Each submission will be reviewed for technical merit and content. Once abstracts are accepted for presentation at the Congress, the corresponding authors would be invited to submit their full papers written in **English only**. Papers accepted for presentation will appear in the Conference Proceedings provided at least one author of each paper registers to attend the Congress.

The Screening/Reviewing process

There are Oral and Poster presentations at the Congress. Invited/intended authors can indicate their preferred mode of presentation for each full paper submission. The indication of presentation preference (Oral or Poster) can be made in the returned Abstract Submission Form(s).

In accordance with ANQ's screening/reviewing process, the Program Committee will review all submitted abstracts by taking into consideration their originality and relevance to the theme of the Congress. Decisions made after the review process can be one of the following:

- 1) 'Accepted for oral presentation',
- 2) 'Accepted for poster presentation', or
- 3) 'Rejected'.

Notification of Abstract Acceptance will be made to the respective authors **by March 15, 2012**.

Full paper submissions, together with the congress registration, must be made **by April 20, 2012**. Instructions for authors to prepare and submit full papers can be found at the Congress website (<http://www.anq2012.org>).

Important dates:

February 15, 2012	Deadline for Abstracts Submission
March 15, 2012	Notification of Abstract Acceptance
April 20, 2012	Deadline for Full Paper Submission
May 7, 2012	Notification of Full Paper Acceptance
May 31, 2012	Deadline for Early Bird Registration
July 31-August 3, 2012	ANQ Congress 2012 Hong Kong

Further information

Congress web site: <http://www.anq2012.org>

E-mail address of Congress Secretariat: secretariat@anq2012.org