



CALL FOR PAPERS

Interdisciplinary Conference of AHLiST 2011
(Association of History, Literature, Science and Technology)
<http://www.ahlist.org>

Theme: Technology and Future
Location: University of Houston, TX, USA
Hosted by College of Technology, University of Houston
Date: May 20-22, 2011

Conference Co-Chairs:
JungKun Park, Shirley Ezell & Marcy Norwood, University of Houston

Program Chair:
Hyo-Joo Han, Georgia Southern University

Keynote Speakers:
John H. Lienhard
Professor Emeritus of Mechanical Engineering and History, University of Houston,
John V. Turner
NASA Johnson Space Center

How has technology shaped contemporary notions of future? How will current concepts of future influence technological developments? Technology has been a driving force of modern and contemporary cultural, socio-economic, and industrial development. At the same time, the future has been imagined and predicted by technology or vice versa. Future has not merely been a temporal space but an ideal point which technology attempts to project. From technological utopianism to current anticipations of environmental catastrophe, technology has been the emblematic potential of future. This year's conference aims to consider distinct ways of thinking about the future, while questioning what it is—other than the preoccupations of the present—that is invoked when we talk about the future. We invite panels and individual papers on these or related topics, but will give full consideration to any proposal within AHLiST's scope.

Submissions Deadline (Extended): **March 20th, 2011**
Acceptance Notification: **March 31st, 2011**

Submission link <http://www.easychair.org/conferences/?conf=ahlist11>

TRACKS, TRACK CHAIRS and SUGGESTED TOPICS

Art and Technology and Future: Beatriz Arnillas, larnillas@uh.edu, University of Houston

Business Intelligence: Adrian Gardiner, agardine@georgiasouthern.edu, Georgia Southern University

Communication Technology and Future of Public Relations: Jeong-Nam Kim, jnkim@purdue.edu, Purdue University

Design Thinking: Scott Shim, shim.14@osu.edu, Ohio State University

E-Commerce, E-Learning, E-Community using IT: Hyo-Joo Han, hhan@georgiasouthern.edu, Georgia Southern University; ; Yuanqiong (Kathy) Wang, ywang@towson.edu, Towson University

Enterprise IT Management Issues and Challenges: Karen P. Patten, pattenk@mailbox.sc.edu, University of South Carolina

Future Impact of Technology on Healthcare and Education: Driss Benhaddou dbenhadd@central.uh.edu; Mequanint Moges, mmoges@uh.edu, University of Houston

Future Trends in Branding Technologies: Seiji Endo, sendo@bus.olemiss.edu, University of Mississippi; Akinori Ono, Keio University, Tokyo, Japan, makinori@fbc.keio.ac.jp

Logistics and Global Supply Chain Management: Jay Cho jkcho@georgiasouthern.edu, Georgia Southern University

Multidisciplinary: Francisco García-Serrano, Saint Louis University, Madrid; Yonsoo Kim, Purdue University; Constantino Malagón Luque, Universidad Nebrija, Song No, Purdue University, ahlist1@gmail.com,

Optimization of Retail Operations: Frances Gunn, fgunn@ryerson.ca, Ryerson University

Project Management: Manoucher Tabatabai, mtabatab@georgiasouthern.edu, Georgia Southern University

Sales and Selling Management: Brian Rutherford, brutherf@purdue.edu, Purdue University

Service Operations in the Information Era: David Xin Ding, xding@central.uh.edu, University of Houston

Social Media Technologies for Future Marketing: Eklou Amendah, e.amendah@snhu.edu, Southern New Hampshire University

Technologies and Consumer Policy: Seungshin Lee, lchung@konkuk.ac.kr, Konkuk University

Technologies in Future Studies: Peter Bishop, pbishop@uh.edu; Andrew Hines ahines@uh.edu, University of Houston

Human Resources Development: Holly Hutchins, hmhutchi@central.uh.edu; Consuelo Waight, CLwaight@central.uh.edu, University of Houston

Technology in Selling and Sales Management: Brian Rutherford, brutherf@purdue.edu, Purdue University

Technology Marketing: JungKook Lee, leejk@iupuc.edu, Indiana University and Purdue University at Columbus

The Future of Hospitality and Tourism Management: Kijoon Back, kback@central.uh.edu, University of Houston; Cristian Morosan, cmorosan@stthom.edu, University of St. Thomas, Houston

Trends and Challenges for Authors, Publishers, and Advertisers in the new e-Content Order: Justo Hidalgo, jhidalgo@nebrija.es; Constantino Malagón Luque cmalagon@nebrija.es, Nebrija University, Spain

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Submission Guidelines

This is only a general guideline; however, each track may have its own submission requirement. If you have any question regarding submission to a particular track, please contact its track chair to find out any specific guideline. Except for MULTIDISCIPLINARY track (which can be in English, Spanish, and Portuguese), all other submissions must be in English. All submission should represent original work done by the authors. There will be two options to propose/submit : i) panel proposal ; ii) individual paper.

Panel Proposal (Session Proposal with three of more papers): If you plan to propose a panel/session, please include the title of the panel and the names of presenters; a panel abstract of 150-250 words; a separate page with the names of presenters, their contact information (mailing address, phone number, and email) and institutional affiliation(s), the titles of their presentations; and a 250-word abstract for each paper. Panels will be one hour and fifteen minutes long. Contact Hyo-Joo Han at hhan@georgiasouthern.edu for a panel proposal.

Individual Proposal: Each author can use one of the following submissions to propose: a) abstract; b) work-in-progress paper; c) full paper.

- a. **Abstract:** A title and 250 words (double-spaced and 12 fonts)
- b. **Work-in-progress:** A structured proposal of about 1,000 words (double-spaced and 12 fonts) including purpose, methodology/approach, findings, research limitations/implications, and originality/value. A reference list is required. Tables or figures should be placed in the appendix after the reference list if needed.
- c. **Full Paper:** Full paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere. Authors should limit their initial submissions to approximately 20- 25 double-spaced pages in 12-point font with appropriate margins, inclusive of all materials (i.e., references, figures, tables and appendices). In preparing for the full papers, please reference the author's guidelines. Full papers which are not formatted accordingly will not be considered or reviewed.

Journal Publications

Selected full papers and extended papers will be published in the following journals.

- a. The Journal of History, Literature, Science and Technology: JHLiST
(The official journal of AHLiST)
- b. International Journal of E-Services and Mobile Applications (IJESMA) – Special Issue
[Link for IJESMA Call for Paper](#)
<http://www.igi-global.com/Bookstore/TitleDetails.aspx?TitleId=1114>

Tracks for Business Intelligence, E-Commerce, E-Community, E-Learning using IT, Project Management, and Enterprise IT Management Issues & Challenges will be published the following two journals.

- c. International Journal of Emerging Technology in Learning : iJET
<http://www.i-jet.org>
- d. International Journal of Interactive Mobile Technology : iJIM
<http://www.i-jim.org>

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