



ICOVACS2008
International Conference on
Value Chain Sustainability

Theme and Topics

“Integrating Design, Logistics and Branding for Sustainable Value Creation”

Call for Papers

“Integrating Design, Logistics and Branding for Sustainable Value Creation”

International Conference on Value Chain Sustainability Committee and Izmir University of Economics cordially invite you to participate in ICOVACS2008 on November 12-14, 2008, in Izmir, Turkey.

ICOVACS2008 aims to bring academia, professionals, decision-makers and practitioners together, who work in various fields of business and strive for creating and maintaining sustainable value chains.

The theme of ICOVACS2008 is “Integrating Design, Logistics and Branding for Sustainable Value Creation”, emphasizing on integration of three founding stones for today’s value chains.

For detailed information please visit:
www.icovacs.org
<http://dba.ieu.edu.tr/icovacs>

Integrating Design and Logistics

Design for Logistics
Reverse Logistics and Sustainable Design
Design for Manufacturing and Assembly
Design for Robustness

Integrating Logistics and Branding

Impact of Logistics Effectiveness on Branding
Branding the Supply Chain
Brand Communities along the Value Chain

Integrating Design and Branding

Creating Brand Equity through Product Design
Brand Experience through Design
Coordination of Design Management and Brand Management

Integrating Design, Logistics and Branding

Supplier Development and Early Supplier Involvement
Innovative Value Chain Management
Cost Efficiency through Integrating Design, Logistics and Branding
The Role of the Consumer through the Value Chain
The Role of Packaging Design in Logistics and Branding
Environmental Issues in Design, Logistics and Branding Integration
Management of Global Value Chain through Integration

Please send your abstracts to
icovacs@ieu.edu.tr

Deadline for Abstract Submission
February 2nd, 2008

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