

ASSOCIATION OF INTERNATIONAL BUSINESS SCHOOLS

ANNUAL RESEARCH CONFERENCE

GUIDELINES

21st-23rd November 2010

London

The Association of International Business Schools (AIBS) is organizing an International Conference from 21st-23rd November 2010 at London and are inviting research papers/case studies for the conference.

The Conference offers an opportunity for scholars and practitioners interested in the issues related to Global Management to share their thinking and research findings. This Conference provides a forum for discussion, collaboration and intellectual exchange.

The conference committee welcomes contributions on a wide range of topics using a range of scholarly approaches including theoretical and empirical papers employing qualitative, quantitative and critical methods. Action research, case studies and work-in-progress are welcomed approaches. PhD Research, non-academic contributions based on the main themes are also invited.

Topics

The following are the major areas for the Research Paper Presentations:

MARKETING:

- Strategic Marketing & Planning.
- Product Portfolio Management.
- Consumerization Vs Customization.
- Strategic Branding in Global Market Place.
- Market Logistics and its importance.
- Managing the Supply Chain
- Corporate Communication – Role in Marketing.
- Ethics & Social Responsibility in Marketing.
- Industrial Marketing
- Marketing across the Borders
- “Sensory Branding” - Importance in Marketing
- Customer Relationship Management (CRM)
- Service Marketing: Importance of Innovations

HUMAN RESOURCE ISSUES:

- HRM and the business environment
- Organizational HRM
- Strategic HRM
- People Management
- Industrial Relations & Legal HRM
- Employee Turnover & Attrition
- Training & Development

FINANCE ISSUES:

- Finance & Accounting
- International Finance & Trade
- Merger & Acquisitions
- Derivatives Market
- Banking & Insurance
- Mutual Funds
- Money Management
- Return on Marketing Investments
- Trends in Consumer Finance Industries

ECONOMIC ISSUES:

- Business & Management Development in Transitional Economies
- Business Law
- Economic Development Policies
- Foreign Direct Investment
- International Trade & Management
- WTO

CROSS CULTURAL ISSUES:

- Globalization & Culture
- Managing Cultural diversity & commitment
- Governance in Multiculturalism
- Customer Relationship Marketing across ethnic groups
- Brand Communication in culturally diverse groups
- Human Resource Management & Culture Diversity

INFORMATION MANAGEMENT ISSUES:

- Beyond MIS: Towards DSS, ESS & SIS

- Enhancing Value Chain by bridging Information Technology
- Cyber-laws & Cyber-legislations : Issues for Global Economy
- Role of Industry in bridging the Digital Divide in India
- E-Governance: Implementation & Strategies
- Information Life Cycle (ILC): Implications for Global Organizations
- Evolution in E-Commerce in the next decade
- Internet Overload: The need for a revamp in the global information super-highway.

GENERAL ISSUES:

- Current Issues in Business, Marketing & Management in Africa/Australia/Asia/Europe/Latin America/Middle East/North America/South Pacific
- Entrepreneurship & Small Business Development
- Environment Management & Marketing
- Health care Management
- Tourism & Hospitality Management
- Agri-Marketing
- NGO Marketing

Submission details

- Abstracts: All submission types require an abstract in the first instance. Abstracts should be a minimum of 300 and no more than 500 words including up to five keywords and key phrases to be received by 30 June 2010..
- Submission: Submissions should be made via email. Please ensure that all required fields in the form are completed. Abstracts must include the proposed title for the paper, the full names (first name and surname, not initials); postal addresses and email addresses of all authors and a telephone number for at least one contact author.
- Full paper: Only required for academic submissions to main conference streams once the abstract has been selected and not to be more than 5,000 words including abstract, keywords and references (the Harvard referencing rules need to be followed). Submission date will be no later than 25 August 2010. Papers should be submitted as .doc or .rtf file attachments by email to conference@aibsglobal.com
- Two copies of the paper / case study, one soft copy and one hard copy, (not exceeding 5000 words, 1.5 spaced, Times New Roman font, 12 font size) along with one page abstract of the paper / case study and the Author's Curriculum Vitae should be sent to
- The last date for the receipt of abstract is 30th June 2010. You will be intimated on the selection of the abstract within two weeks of the date of submission.
- Boarding and lodging will be managed by the participants themselves

Publication Opportunity

Papers accepted for the conference will be published in the conference proceedings, subject to author registration.

Style Guidelines for Conference Papers

- Papers must not exceed 5000 words in length, including abstract, figures, references and appendices. If you have not already done so, please send a short biography of up to 50 words of the presenting author in a separate document, with a photograph if possible.
- Before submitting your paper please ensure that it has been carefully read for typographical and grammatical errors. If English is not your first language, please have your paper proof-read by an English speaking person..
- Papers should be submitted as a .doc or .rtf attachment by email to the conference manager.
- Papers must not be sent in PDF format and should not be zipped.
- Papers can be produced in Microsoft Word using Arial font 10 pt for the main text.
- Please do not insert headers, footers or page numbers. Do not refer to page numbers in your text as these will be changed.
- Do not use multiple columns.
- Put the title of the paper in bold, left aligned, at the top of the first page only..
- Then, on the next line put the names of the authors.
- All author details will be removed before the review process.
- A 300 word abstract should follow.
- Include up to 6 keywords or phrases
- Do not use more than three levels of heading and use the numbering convention:
- You can include bulleted or numbered lists.
- Figures and tables should be placed as close to their reference point in the text as possible. All figures and tables must have titles and must be referenced from within the text. Avoid colour diagrams as the proceedings will be printed in black and white. Images must be inserted as picture files (.gif, .jpg, .bmp, .pct, .png, .psd). You may be asked to supply the pictures as separate files.

- Please avoid the use of footnotes. Endnotes are not permitted and papers containing them will be returned.
- References should follow the Harvard referencing style, and should then be listed at the end of the paper

Presentation Guidelines

You will need to prepare some PowerPoint slides to support your presentation. The presentation will be around 20 minutes, with 5 minutes allowed for discussion. We recommend that you also bring with you a copy of the presentation on a data stick or other portable memory device.

[Click Here](#) to download the Participation Form for Research Conference