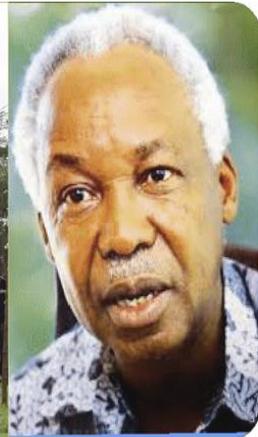


# INTERNATIONAL CONFERENCE ON BUSINESS AND MANAGEMENT IN EMERGING MARKETS (ICBMEM) 2017



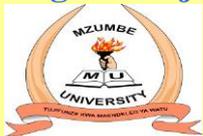
## Theme:

*Emerging Markets Now and Future: Exploring Trends, Opportunities, and Challenges*



**19-20th September- 2017**

## Organized jointly by:



Mzumbe University  
(School of Business (MUSOB)  
and Dar Es Salaam Campus  
College (MUDCC)

## In Partner with:



The Nelson Mandela  
African Institution of  
Science and Technology  
(NM-AIST)

## Location:

Arusha- Tanzania

## Venue:

The Nelson Mandela-African  
Institute of Science and Technology



## **1.0 Theme Introduction**

The overall objective of this conference is to provide a platform to stimulate discussion and explore collectively on various issues affecting management of business and public and private enterprises that are within or operate in emerging markets, especially in view of business environment of the 21<sup>st</sup> century.

The trends that shape the emerging markets of today are constantly evolving. The businesses and organizations in emerging markets have faced tremendous changes due to fast changing environmental factors on the one hand and pressing new global development priorities on the other. This has brought significant implications on the way the organizations are managed. The fast technological changes, transformation of institutions through continuous policy reforms and rapidly changing industry boundaries, have necessitated for both academics and practitioners alike, the need to better understand the opportunities and challenges that come along with the trends. It is thus important to understand the key drivers and outcome of these trends that shape emerging markets of now and future not because of their sake but because of the global interconnections. For example what is happening in China today do have impact in several other countries even if they may not have direct trade links.

In view of this, Mzumbe University School of Business and Dar Es Salaam Campus College in partnership with The Nelson Mandela African Institution of Science and Technology (NM-AIST) has decided to jointly organize this conference to invite scholars from different disciplines that link to management of businesses and organizations to address the issues that are facing our business world from the perspective of emerging markets. Keeping with the trends of a changing world, the theme of this conference focuses on creating new management solutions for businesses and other organizations, especially in view of future trends.

## **2.0 Location of the International Conference**

The conference will be in Arusha (Tanzania), hosted by our partner University (The Nelson Mandela African Institution of Science and Technology). This is one of those places with the amazing nature and wonders to explore. The place is located next to Kilimanjaro region (named after Mt Kilimanjaro). Upon arrival, you will land via Kilimanjaro international Airport. There are many safari and cultural tour located in this region perhaps more than any other region in the country. With a very nice weather, the place is known for its rich in culture and diversity. Some of the sites located closer to this region apart from Mt. Kilimanjaro are the Ngorongoro crater, Olduvai George (Cradle of Mankind/where the skull of man believed to have lived longer on earth was found), Serengeti National park and more.

## **3.0 Call for papers**

We invite authors to submit empirical, conceptual papers, case-studies and structured abstracts in areas related to the conference theme. We have four special tracks for this conference with several publication opportunities. However, we also understand that the nature of business and management is highly interdisciplinary and, therefore, papers on related areas are also welcome. The following are the track details and indicative, but not limited to areas for submission of manuscripts.

### **Track 1: Marketing Management, entrepreneurship, supply chain management and business development**

*Track Chair: Dr Irena Guszak Cerovecki, RIT Croatia, Croatia, Email: irena.guszak-cerovecki@croatia.rit.edu*

Topics appropriate for this track may include but not be limited to digital and social media marketing, marketing strategy, international marketing, advertising and integrated marketing, relational marketing, sales management, service marketing, relational marketing, retailing and pricing, sports, entertainment and event

management, logistics technologies, global supply chain, logistics management and operations, inventory and materials handling distribution channels, public procurement regulations, procurement strategies, entrepreneurship and small business management, social entrepreneurship, family Business and entrepreneurship finance.

## **Track 2: Finance and investment Management**

**Track Chair:** Prof Roy Mersland, Agder University, Norway, **Email:** roy.mersland@uia.no, **Co-track chair** Dr Neema Mori, University of Dar es salaam- Tanzania, Email: [neema.mori@gmail.com](mailto:neema.mori@gmail.com)

Topics may include but not be limited to Risk management, investment analysis, public finance, behavioral finance, valuation of securities, offshore finance, mathematical finance, financial markets and instruments, microfinance, Security and derivatives analysis, portfolio management.

## **Track 3: Governance and Policy, Economics, Sustainability and contemporary Management**

**Track Chair:** Prof. Motsomi Ndala Marobela, University of Botswana, Botswana, Email: marobela@mopipi.ub.bw  
Dr Dominic Muya, Mzumbe University, Email:

Topics may include but not be limited to ethics, corporate social responsibility and sustainability, policy design, policy analysis, free trade and globalization, marketization of state, civic society, leadership and organizational behavior

## **Track 4: Innovation and technology management**

**Track Chair:** Prof Fang-Yi Lo, Feng Chia University, Taiwan, Email:fylo@fcu.edu.tw, **Co-Chair:** Dr Alborgat Musabila, Mzumbe University-Tanzania, Email:akmusabila@mzumbe.act.z

Product development, information systems management, closed and open sources innovations, intellectual property rights and standards, innovation strategy, information system, strategic planning, Business intelligence and knowledge management, IT governance, IT-enabled supply chain management, simulation and modelling, strategic networking design, IT security and risk management, eBusiness technology, information communication security, system design and human interaction

## **Track5: Doctoral Colloquium**

**Track Chair:** Dr Kato P. Mshumbusi, Mzumbe University-Tanzania, Email: mpkato@mzumbe.ac.tz

PhD candidates can present their project ideas, proposals, and preliminary results and get feedback from the panel of experts

## **Special Session**

Health systems monitoring and evaluation

## MANUSCRIPTS SUBMISSION GUIDELINES

Please submit structured abstracts, competitive papers or special session proposals electronically using the **electronic easy chair application** following the following link:

<https://easychair.org/conferences/?conf=icbmem2017>

Competitive research papers (both conceptual and empirical) and case –studies may be submitted either as a full paper or as a structured abstract. You can also choose to submit a special session proposal.

Authors (or at least one author) of accepted papers are required to register for the conference AND to present the accepted research at the time designated in the conference program.

Any paper accepted for presentation but not presented at the conference will NOT appear in the official conference proceedings. In addition, if authors have not registered by the early bird deadline, the paper is subject to be deleted from the program. Thus, prior to submission, please consider the submission issue of the paper seriously and take into account any uncertainties about author(s) NOT being able to attend.

Full paper submissions should not exceed 10 single-spaced pages (Times New Roman or Calibri 12 pt. font) in total length including all exhibits and references. Total words for full papers should be between 2500-4500

Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author (address, e-mail address, phone) will be requested. Only papers submitted as full papers will be considered for publication as full paper. Full papers may also be published as one page abstracts.

Structured abstracts submissions should not exceed 4 single-spaced pages following the same style guidelines as above. Words should be between 300 to 1200

***Remember to indicate (on the first page) the track that you preferred your paper to be presented***

Come and be inspired. We look forward to seeing you at Arusha and engage in the lively intellectual discussions that are trademarks of the **International Conference on Business and Management in Emerging Markets 2017**.

### **Publication Opportunities**

In addition to ISBN conference proceedings, printed electronically, different journals have also offered to align special issues (details given below). Selected papers will be reviewed for publications in these journals, which include:

- Uongozi Journal
- Journal of policy and leadership
- International journal of Emerging Markets (Emeralds)

Authors of all titled material (abstracts, structured abstracts, full papers, special session descriptions) appearing in the Proceedings are required to release the copyright to ICBMEM.

### **Important dates**

Submission Deadline: **30<sup>th</sup> April, 2017**

<b>SN</b>	<b>Event</b>	<b>Date</b>
1	Submission deadline for extended abstract or full papers	30 <sup>th</sup> May
2	Notification of Acceptance	20 <sup>th</sup> June
3	Deadline to submit the full version of updated version	20 <sup>th</sup> July
3	Early Bird registration deadline	5 <sup>th</sup> August
	Regular registration deadline	15 <sup>th</sup> August
4	The date of starting International Conference of Business Management in Emerging Markets	Sept 19-20

***For further information or clarification, contact the organizing committee***

Dr Emmanuel Chao: [ejchao@mzumbe.ac.tz](mailto:ejchao@mzumbe.ac.tz)

Dr Joshua Mwakujonga: [mjoshua@mzumbe.ac.tz](mailto:mjoshua@mzumbe.ac.tz)

Dr Coretha Komba: [ckomba@mzumbe.ac.tz](mailto:ckomba@mzumbe.ac.tz)