

**International Management Research Academy (IMRA)
London, United Kingdom**

in collaboration with

**Academy of Business & Retail Management (ABRM)
London, United Kingdom**

presents

**2014 IMRA-ABRM International Conference
23-24 June, 2014**

"Restructuring of the Global Economy"

Venue:

University of Cambridge, Buckingham House,
Murray Edwards College, Huntingdon Road,
Cambridge CB3 0DF. England, United Kingdom



Conference Brochure & Call for Papers

Conference Brochure & Call for Papers

Invitation

You are invited to participate in the '2014IMRA – ABRM International Conference' organized by the International Management Research Academy (IMRA), London, United Kingdom in collaboration with the Academy of Business & Retail Management (ABRM), London, United Kingdom, during **Monday 23rd and Tuesday 24th June, 2014**. This conference shall be held in the world's one of the most reputed universities' campus, University of Cambridge, England, UK.

Conference Theme:

Restructuring of the Global Economy

Ever since the publication of the BRIC (Brazil, Russia, India, China) report by Goldman Sachs in 2001, the debate about the role of emerging countries vs. the developed countries in shaping global business has gathered momentum. A revised version of the same report entitled "BRICs and Beyond" by the same authors, with upward revision of certain growth projections, has added further fuel to the debate so much so that by now, most countries have accepted that the world economy is in transition. In other words, the countries as above joined by others such as South Korea, Mexico and to some extent the major Arab countries and Iran and Indonesia will exert a much greater influence in world affairs aided by their increasing economic power. The developed countries, led obviously by the major economies of USA, Japan, Germany, Britain, France and others (the so-called G-7/8 group of nations) have accepted that their dominance in shaping world opinion will be shelved as the growth gradient of the emerging economies becomes increasingly steeper.

It is but natural that such a changing economic scenario calls for fresh thinking towards development of policies examining macroeconomic stability as well as framing of strategies by firms irrespective of their sizes. Multinationals and SMEs, all will be involved in formulating strategies to compete effectively and grow- whether they belong to agriculture, industry or service sectors.

There is intense pressure on both governments and businesses to perform and deliver. In such a scenario, alternative and perhaps controversial-policies and strategies will need to be thought out and placed before the decision making bodies.

Contributions are invited in the areas including but not limited to:

- Strategic management
- Finance and accounting
- Economics
- Marketing and consumer behavior
- Human resource management
- Entrepreneurship, Social Entrepreneurship
- Organization behavior
- International management
- Management in Emerging & Frontier Markets
- Operations management
- Technology and Innovations management
- Knowledge Management
- Public and not-for-profit management
- General management

Authors may consider the above listed areas; however if they wish to develop a special session around a specific topic, the information is available in the call for submissions document.

Individuals may also register and attend the conference as a participant without submitting or presenting any work.

Who can attend this conference?

The maximum benefit of attending this international conference shall be to researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and master's students.

Conference Venue

University of Cambridge
Buckingham House,
Murray Edwards College,
Huntingdon Road,
Cambridge CB3 0D.
England
United Kingdom

Benefits to Conference Participants

- Learn and acquire cutting edge international knowledge in various disciplines of management from internationally reputed experts.
- Recognition of your work on international platform as a participant or paper/poster presenter.
- ISBN based Conference Proceedings both in hard copy and online publication
- In the campus of the world's one of the most reputed universities, University of Cambridge in England, UK.
- Potentially identify your future collaborative partner among international, vibrant and scholarly audience.
- Conference attendee voting will determine recipients of conference Best Paper awards which will be considered for journal publication,

About IMRA

International Management Research Academy (IMRA), London, United Kingdom, is a global academy dedicated to the continuous and effective development of management theory and practice.

IMRA is a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking. Currently, IMRA has more than 500 members spread across in more than 40 countries of the world.



Glimpses of 2012 IMRA International Conference, London, United Kingdom



Glimpses of 2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia



IMRA & RIT-ACMT International Conference
Zagreb, Croatia: 16-17 May, 2013

www.imraweb.org



Journals

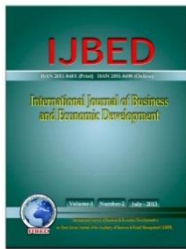
The best papers from this conference shall be considered for publication in one of the following journals:



The Journal of Business and Retail Management Research (JBRMR)

ISSN 1751-8202

Indexing with: Cabell Publishing, Inc. Directories of Academic Journals, ProQuest, Ebsco Host, Ulrichs web, EconBiz, RePec, ZBW



The International Journal of Business and Economic Development (IJBED)

ISSN 2051-848X (Print), ISSN 2051-8498 (Online)

Indexing with: EBESCO Host, ProQuest, Econbiz, ZWB, RePEC, Open J-Gate, Universal Impact

Please note that the process of submission for journals is separate and shall be announced immediately after the conference is over. There shall be a separate publication fee for the author(s) whose papers are accepted for publication in the above journals.

ISBN for Conference Proceedings

The Conference Proceedings for this conference will be both in hard copy and online publication. It will also have ISBN as per the following:

Title: The Business and Management Review

(Print) ISSN 2047-2854

(Online) ISSN 2047-2862

Indexing with: ProQuest, Ebsco Host, EconBiz, Universal Impact, ZBW

Country representation in IMRA International Conferences

IMRA International Conferences has been represented by the following countries:

	Australia		Hungary		Saudi Arabia
	Azerbaijan		India		Slovakia
	Brazil		Italy		South Africa
	Canada		Japan		Spain
	China		Korea		Sweden
	Congo		Latvia		Switzerland
	Croatia		Malaysia		Thailand
	Denmark		Moldova		Turkey
	Egypt		Netherlands		United Arab Emirates
	Finland		Pakistan		United Kingdom
	France		Poland		United States of America
	Germany		Romania		
	Hong Kong		Russia		

About ABRM

The Academy of Business and Retail Management (ABRM), London, United Kingdom is established with a purpose to inspire, recognize and support excellence in the business and retail management, throughout the United Kingdom and internationally. It takes a lead in facilitating international collaboration, providing an independent and authoritative source of advice, and contributing to academic debate and research.



It endeavours to take a lead in facilitating international collaboration, providing an independent and authoritative source of advice. The Academy supports a range of activities and publication (print and electronic), which aim to stimulate curiosity, to inspire and develop future generations of scholars, and to encourage appreciation of the social, economic and cultural value of these areas of study.

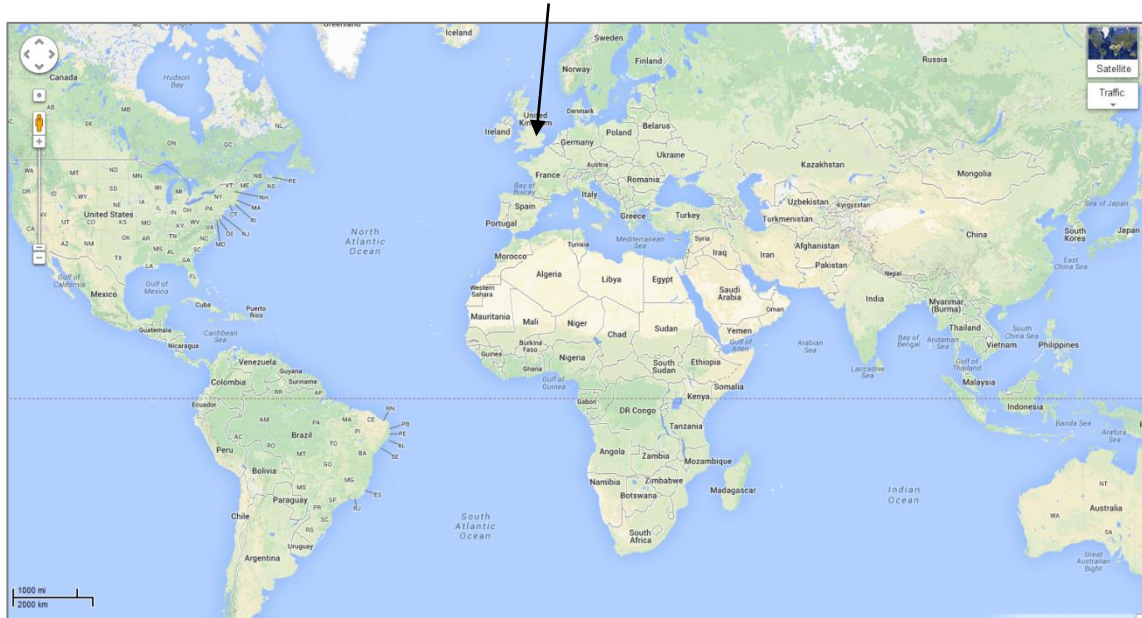
The Conference Venue and surrounding area

This conference shall be held in the world's one of the most reputed universities' campus, University of Cambridge, England, UK. This is a beautiful campus with traditional British architecture and nature preserved since 12th century.



Cambridge city is on the river Cam and is 50 miles north from London. There are rare museums, shopping streets, picnic spots and modern and traditional British classic restaurants nearby. It is very near and easy visit London, the Cotswolds, York, Bath, Stonehenge etc., in a day

England, United Kingdom



Cambridge, England, UK



Accommodation & Logistics

The participants are expected to book and pay for their accommodation and travel on their own. There are various options nearby for accommodation ranging from budget hotels to 5 star hotels to suite each individual's requirements.

Welcome Message from the Conference Chairs

We are keen to foster a spirit of intellectual enquiry, one that draws on the wisdom of the past, yet equally encourages fresh thinking. It is our earnest wish that during the course of our conference new and purposeful relationships will be forged that will prove beneficial to all concerned.

This conference organized by IMRA and ABRM seeks elucidate a wealth of issues in all aspects of business management, health and social care sciences, management education, teaching and learning methodologies and many more. Contributions should therefore be of interest to scholars, practitioners and researchers in management in both developed and developing countries targeting a worldwide readership.

We are particularly interested in thought provoking research which capture and articulate the ways in which management thinking will have to be changed or customized to be effective and efficient in this new environment.

We believe that 2014 IMRA-ABRM International Conference on "Restructuring of the Global Economy" shall provide you opportunities to disseminate your research, learn from other researchers and network with other like-minded scholars.

We look forward to meeting you at the University of Cambridge, UK during June 2014!

Conference Chairs

- Dr. P. R. Datta, Academy of Business and Retail Management, London, United Kingdom
- Dr. Jatin Pancholi, Middlesex University, London, United Kingdom

2014 IMRA-ABRM International Conference Committee

- Prof. Paurav Shukla, Glasgow Caledonian University, United Kingdom
- Dr. Michael Chattalas, Kean University, United States of America
- Dr. Kamila Borseková, Institute of Economic Sciences, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia
- Prof. Pratik R Banerjee, Managing Editor, Formerly Professor at the Indian Institute of Management, Lucknow, India.
- Dr B. R. Chakraborty, Project Director, St. Patricks International College, London-UK
- Mark T Jones, Review Editor, Horn of African Business Association (HABA), London, UK
- Prof. Gairik Das, Review Editor, IISWBM, Kolkata, India
- Prof. Amit Shah, Frostburg State University, United States of America
- Prof. Teemu Kokko, Review Editor, Haaga-Helia University of Applied Sciences, Finland
- Prof. Greg Ashley, Bellevue University, United States of America
- Prof. Ong Fon Sim, Review Editor, Nottingham University Business School, The University of Nottingham Malaysia

Conference Programme Schedule

The following is a tentative programme schedule for this conference:

Monday 23rd June 2014

8 am: Welcome & Refreshments

9 am to 5:30 pm: Conference sessions

Tuesday 24th June 2015

8 am: Welcome & Refreshments

9 am to 5:30 pm: Conference sessions

The above dates are fixed but the session schedule is likely to change based on the availability of expert speakers and accepted proposals for various activities. The final conference programme schedule will be declared one month prior to the conference.

Certificate of Participation

Each registered participant who attends the conference in person / absentia, shall be awarded a Certificate of Participation. The certificate will have names of all the co-authors with a clear indication as to who has presented.

CPE Credit

Professionals seeking Continuing Professional Education (CPE) Credit should contact the conference chair or indicate on the Registration Form that they must receive CPE credit for attending the conference. Necessary paperwork is required and will be available at the conference registration desk.

Submission Categories

Authors are invited to submit their original research papers, case study, review, work in progress, reports, abstract, students' papers or research proposals.

Submissions and Double Blind Review Process

Each of the submissions shall go through the process of double blind review. Reviewers will evaluate each work on the basis of: (a) Quality of the research; (b) Contribution and big picture significance of your work to the field of management; and (c) Interest of the topic to the audience (d) Relevance of the submission to the theme and sub-topics of the conference.

Manuscript Submission Procedure & Guidelines

The authors must fulfill the below guidelines while submission their final work:

1. Introduction

1.1 Manuscript should be written in English and should be submitted to the electronically via email as an attachment to: abrm@imraweb.org Submission by any other mode will not be accepted.

1.2 Manuscripts are to be submitted as Microsoft Word document format for Windows. Other formats will not be accepted.

1.3 No Manuscript will be accepted without the required Format. All Manuscripts Should Be professionally proofread Before the Submission

2. Manuscript Format

2.1 Margin: Set the paper size to A4 with 25 mm margins on all side.

2.2 Fonts: The font type to be used is Book Antiqua in 12 point pitch. Headings -16 and subheadings-14. Please use BOLD for paper title.

2.3 Major and secondary headings must be BOLD, left-justified and in lower case.

2.4 Spacing: The body of the papers should be single spaced.

2.5 Length of the Paper: The paper length should not exceed 15 pages maximum including figures, tables, references and appendices.

2.6 Paragraphing: A blank line between paragraphs should be left without indent.

3. Structure of the Manuscript

3.1 Covering page: The front page of the manuscript must be organized as follows:

- (i) Title of the Article –Paper title to be centred.
- (ii) Author(s) name(s) and their Organisation's name-Both should be centred.
- (iii) Email addresses of all the author(s)
- (iii) Key words (maximum 6)
- (iv) A brief abstract (maximum 250 words, font 12 and in italics)
- (v) One blank line should be left between the paper title and name of author(s) and between author(s) name and affiliation

The covering page must not contain any other information other than mentioned above.

3.2 Rest of the manuscript

From the second page, the rest of the manuscript should include the introduction/background, main body of the paper which can be divided into section and sub-sections. Section and sub-section should be numbered and should be typed in BOLD. The manuscript should be organised as follows:

- 1 The Introduction
- 2 Main body of the paper with sections and sub-sections
- 3 Discussions and conclusions
- 4 Research limitations and direction for further research
- 5 References
- 6 Appendices (if any)

Important: Except the title page, no where in the entire file, in the main body, header, footer, etc. there should be any indication of the name of the authors. This is important to adhere to the process of double blind review.

3.3 Use of Table, Figures and Equations

- (a) All tables are to be centred and numbered sequentially, with their title centred below the table.
- (b) All figures must be reproduced black and white. A good quality graphic software to be used and figures are to be centred with the caption to be centred below the figure
- (c) All equations must be typeset with the same Microsoft Word processor (feature of Equation Editor) and type in Mathtype (please visit the website at www.mathtype.com for free limited trial).

4. References

The Harvard System of referencing should be used for all manuscript(s) submitted. All sources should be listed together; there should not be separate lists for books, journal articles and electronic sources. Making a list of what you have used must be appropriate to the type of source used; the details you need to record will vary according to the source.

Important: Any of the submissions not adhered to the above mentioned guidelines shall not be reviewed and shall be outright rejected as per the IMRA-ABRM policy.

Submission process – How to submit?

The authors must submit their file in Microsoft Word format file via email to:

abrm@imraweb.org

The authors shall receive an email reply to confirm the receipt within 2-3 working days. Each paper shall pass through the process of double blind-review. Once the review process is complete, the author(s) shall be informed about the review decision, which could be accept or re-submit with minor revisions, or re-submit with major revisions or rejected. This would take 1 to 2 weeks of time.

Important: Submission by any other mode shall **NOT** be accepted.

Key dates & Deadlines

- 1) Deadline for submission of full paper manuscripts: **25th April 2014**.
***Important:** The authors are encouraged to submit their work earlier if their work is ready, so that the editorial process can began, enabling them to give more time for the conference presentation preparation.*
- 2) Communicating the decision regarding extended acceptance/revision/rejection to the author(s): within 1 to 2 weeks of submission
- 3) Deadline for Early-bird Registration (fee payment with concession): From 1st February 2014 to **25th April 2014**.
- 4) Visa Letter Availability: Within 2 to 4 days of the registration fee payment
- 5) Deadline for Final Registration (fee payment without concession): From 26th April 2014 to 20th June 2014
- 6) Conference dates: 23rd & 24th June 2014.

Registration Fee

At least one of the author(s) of the accepted paper MUST register for the conference to have their output included in the Conference Proceedings. The participant(s) who register before receiving the decision regarding "Acceptance" of their Extended Abstracts are not guaranteed that their submissions shall be accepted. Participants who wish to attend the conference but are not submitting any output must also register. The registration fee is as follows:

No.	Categories*	Early Bird Fee on/before 25 th April 2014	Regular Fee after 25 th April 2014
1	Registration Fee for Single Author	£295	£350
2	Registration Fee for Two Authors	£590	£700
3	Registration Fee for a Student Author (Single)	£250	£300
4	Registration Fee for an Observer (Student)	£225	£275
5	Registration Fee for an Observer (Corporate)	£300	£350

*Currency in Great Britain Pounds (GBP)

Author: is a conference participant who has also authored a paper and is presenting the same.

Observer: is a conference participant who is attending the conference but is not presenting any work.

Registration for Students: Kindly note that the Student fee is applicable only for full-time doctoral / master / bachelors students. This is NOT applicable for any part-time doctoral / master student. Participants who are in part-time doctoral / master students will not get any student concession and will have to pay regular registration fee. At the time of the registration and fee payment, full-time students have to send an email with evidence of their full-time studentship including identity card, a certificate from the director.

In order to get a concessional fee as a student, the participant must email to IMRA Admin:

- (i) Scanned identity card as a student
- (ii) Scanned letter on the letterhead signed by the Programme Leader / Head of the Department or concerned authority at the university stating clearly that the participant is a full time student in a particular programme.

Payment for Registration Fee

The registration fee to be paid by:

(a) Debit/Credit Card using PayPal

OR

(b) Direct Bank Transfer to IMRA, London, UK

Kindly check further details on: www.imraweb.org/pay

The registration fee includes the Conference Proceedings, Conference Kit, Conference Program Brochure, Certificate, coffee breaks and lunches.

The food during the conference shall have both vegetarian and non-vegetarian options. If you have any specific dietary requirements, kindly inform the IMRA Admin while completing the registration process.

Important: After making the payment of your registration fee, please email to abrm@imraweb.org with the following details:

1. Your full name
2. Paper title (if submitted and accepted)
3. Date of your fee payment
4. Amount of your fee payment
5. Mode of your fee payment (i.e. PayPal or Direct Bank Transfer)
6. Scanned copy of your Payment Confirmation with reference number

Once we receive the fee at our end, we shall email to the authors, a formal Receipt for the same. This will be also important for visa letters.

Visa letters: Kindly note that we at IMRA are not able to organize visas for the participants. The participants are recommended to contact nearest relevant Embassy / High Commissioner in their home country to check whether they need a visa or not.

In case you need a visa, it is advisable that you make your visa application as soon as possible. In order to help the participants to apply for their visa, IMRA will issue a PDF (electronic copy) of visa letter confirming your name, conference details, your extended abstract acceptance, your fee payment, registration, etc. Please refer to <http://www.imraweb.org/visa> for more details.

Cancellation & Withdrawal

A participant may apply for cancellation of registration / withdrawal of the submission latest by **30th April 2014**. No refund will be made on or after **30th April 2014**. All the requests for cancellation and withdrawal are subject to deduction of administrative expenses and other procedures as per the IMRA-ABRM policy mentioned on <http://www.imraweb.org/visa>

Contact details

International Management Research Academy (IMRA)
Suite 18848, Lower Ground Floor,
145-157 St John Street,
Farringdon,
London EC1V 4PW
United Kingdom
Email: abrm@imraweb.org

Websites: (1) Conference Webpage: <http://www.imraweb.org/conferences/2014abrm>
(2) IMRA: <http://www.imraweb.org>
(4) Any Questions? Visit <http://www.imraweb.org/faqs>

Join the discussion with the IMRA members on

- Join IMRA Members Community on: <http://www.imraweb.org/community>
- Join IMRA Group on [LinkedIn](#)
- "Like" IMRA on [Facebook](#)
- [Watch](#) Photos & Videos of IMRA
- Follow IMRA on [Twitter](#)

Disclaimer

This conference is subject to the terms and conditions mentioned on www.imraweb.org/disclaimer changing from time to time.