

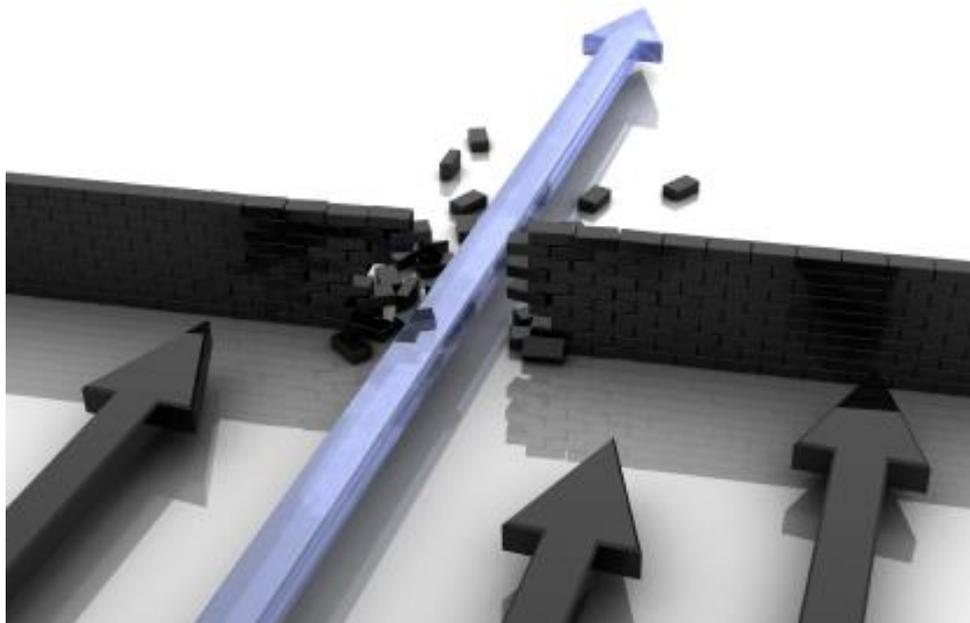
**International Management Research Academy (IMRA)**  
**17-18 May, 2012 Emerging Markets Conference, London, UK**

**Conference Theme: Emerging Markets and the New Dynamics of Management**

**IMRA Emerging Markets Conference 2012**  
May 17 - 18, 2012  
London, UK

**Conference Brochure & Call for Papers**

Conference website: <http://www.imraweb.org/emerging/2012/>



**About IMRA:** International Management Research Academy (IMRA) is a global academy dedicated to the continuous and effective development of management theory and practice. IMRA aims to become a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

**IMRA wishes to accomplish this by:**

1. Organizing conferences and events which bring people from academia, research organizations, government, social sector and private sector, together on a single platform and paving path for networking and fruitful stakeholder interaction.
2. Publishing cutting edge academic and professional articles via academic journals and magazines in the field of management.
3. Developing an online forum providing an opportunity for members to interact and network and thus build mutually beneficial collaborations.

**IMRA Emerging Markets Conference, London, UK**

IMRA is organizing an international conference in London, UK to be held on 17-18 May, 2012. The theme for the conference is: Emerging Markets and the New Dynamics of Management

**Conference Theme: Emerging Markets and the New Dynamics of Management**

Since centuries, it has been perceived that, the western world is at the forefront of innovative theories and practices in management. Last two decades have evidently demonstrated that now it is no more the hegemony of the developed world in contributing towards management art and science.

The BRICs (Brazil, Russia, India and China) and other European countries are now emerging as sunrise economies and are offering new dynamics of management. Be it grassroots level technologies or socio-economic development, the emerging markets are certainly presenting the new world economic order. This conference is an endeavour to disseminate the new dynamics of management from emerging markets.

**Who can attend this conference?**

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

**Benefits to Conference Participants**

- Learn and acquire cutting edge international knowledge in various disciplines of management.
- Recognition of your work on international platform as a participant or paper/poster presenter.
- In the heart of the world's financial capital: London, England, UK

- International platform to meet corporate professionals, entrepreneurs, academics, researchers, government & policy makers from various countries.
- Potentially receive Award for your contribution.

### Conference Highlights

- International audience
- Various awards
- Abstract publication in Conference Proceedings
- Selected full papers to be published in refereed journal
- Poster Session
- Excursion / Industrial Visits (paid separately)

### Awards

The following awards are constituted for the conference. The decision of the Organizing Committee and the Chair Persons shall remain final regarding the awards.

- Best Paper Award in various subjects
- Best Doctoral Student Paper Award
- Best Master Student Paper Award

### Key dates

1. Call for Submissions and Call for Reviewers: July 1, 2011
2. Deadline for submission of Proposal for Workshops / Special Session: November 1, 2011
3. Extended abstract (750 – 1000 words) submission deadline: December 10, 2011
4. Decision regarding paper acceptance/rejection: January 20, 2012
5. Early-bird Registration Deadline (with concession): 15th February 2012
6. Visa Letter Availability: From 16th February 2012
7. Final Registration Deadline (without concession): 31st March 2012
8. Final submission of the paper: April 10, 2012
9. Conference dates: May 17 and 18, 2012

**Invitations:** Qualified and interested individuals are invited to express their interest to participate actively as:

- Reviewer for papers
- Track Chairs
- Leading Special Workshops / Tutorials

### Workshops / Special sessions

If you are interested leading a workshop/special session kindly email us with your 1 page proposal including 3-4 other participants who will be attending the session.

**Sponsorship:** Various opportunities for sponsorship are available. Interested organizations are requested to contact IMRA for more details.

### Conference city and venue

The IMRA 2012 Conference is held in the world's largest finance capital, London in England, UK. More than 100 of Europe's 500 largest companies are headquartered in London. Having 43 universities, London is a hub concentration of academic institutions in Europe. The year 2012 is also special for London since Olympics are to be held in London.

London is an international hub for arts, entertainment, fashion, finance, media, research and development and tourism. The famous landmarks in London include four World Heritage sites: the Tower of London, Kew Gardens, Palace of Westminster and St. Margaret's Church.



The venue for the conference is the Royal National Hotel in the heart of the city of London. The award-winning Royal National has a buzz and bustle reflecting the liveliness of London. Guests can sample authentic curry at the Indian restaurant, stone-baked pizzas at Blooms, guest ales in the London Pub beer garden, dim sum at the Chinese restaurant, and cocktails at the South Side Bar. Nearby are the health club with pool (with concessionary rates for guests) and a bowling alley. There is an ATM, bureau de change and shops in the foyer, plus extensive banqueting and conference facilities.

### **Welcome Message from the Organizing Committee**

This conference organized by IMRA wishes to capture the changing rules of management theory and practice in these markets. We are particularly interested in thought provoking competitive papers and/or posters 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 world order of emerging markets.

### **Organizing Committee (in alphabetical order of first name)**

- Prof. Ernie Stark, *Logikos and Experientia*, United States of America
- Prof. Herbert Sherman, Long Island University, United States of America
- Dr. Jatin Pancholi, Middlesex University, United Kingdom
- Prof. John Lipinski, Middle Tennessee State University, United States of America
- Dr. Justin Paul, Nagoya University of Commerce & Business, Japan
- Dr. Keith Perks, University of Brighton, United Kingdom
- Prof. Nam Jae Cho, Hanyang University, South Korea
- Dr. Paurav Shukla, University of Brighton, United Kingdom
- Prof. Phani Tej Adidam, University of Nebraska at Omaha, United States of America

### **Call for papers**

The IMRA 2012 Emerging Markets Conference will be held at the Royal National Hotel, London on Thursday May 17 and Friday 18, 2012.

It is not compulsory for a participant to submit a paper / poster. Participants may also attend the conference without submitting a paper / poster.

### **Emerging Markets and the New Dynamics of Management**

The theme of the conference is 'Emerging Markets and the New Dynamics of Management'. The aim of the conference is to provide a platform and promote collaborations and connections between academic and corporate participants from different fields of management and widen the horizons of all attending by developing a multi-disciplinary dialogue.

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

- Strategic management
- Finance and accounting
- Economics
- Marketing and consumer behaviour
- Human resource management

- Entrepreneurship
- Organization behaviour
- International management
- Operations management
- Technology and Innovations management
- Public and not-for-profit 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 papers document.

### **Format and programme structure**

There are two types of submission for IMRA 2012 Emerging Markets Conference:

1. Competitive papers: These represent the completed original work by the authors.
2. Posters: Present findings from a current working paper. Authors display posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session.

*A paper can be submitted to one track only. However, any author can submit both a paper and a poster. No author can submit more than 2 outputs in total.*

### **Registration**

It is mandatory for all the participants attending the conference to register for the conference. The registration fee is as follows:

- Early-bird registration Fee (by 15th February 2012): £275 per participant.
- Early-bird Group Booking (3 or more individual from same organization by 15th February 2012): £250 per participant
- Registration Fee (by 31st March 2012): £350 per participant
- Group Booking (3 or more individuals from same organization by 31st March 2012): £300 per participant

All the participants including session chairs, chairpersons for workshops/special sessions, organizing committee members need to register and pay the fee for the conference.

### **Registration for Full-time Students**

Full-time students may register for the conference with the fee of £150 per student.

Note: In the event of the cancellation, a request for withdrawal can be made latest by 10th April 2012. No refund will be made on or after 10th April 2012.

All the fees to be payable in by cheque / draft in the name of the event organizer "7th Sense Management Consulting & Training Limited" payable at London, UK.

The registration fee includes the Conference Proceedings on CD, Conference Kit, conference program bulletin, coffee breaks, welcome reception dinner, working lunches and one-year free membership of IMRA.

The current members of IMRA can avail 10% discount in the registration fee or get one-year free renewal of the membership.

**Certificate of Participation:** Each registered participant who attends the conference, shall be awarded a Certificate of Participation.

### Guest/Spouse Registration

Guests / Spouse of any participant is welcomed to join the conference with a Registration Fee of £100. This will include tea breaks, working lunches, welcome dinner, and the conference kit. Guest/Spouse shall not be allowed to attend any technical session or co-author.

Guest/spouse is neither eligible to attend or present paper in the technical sessions nor should be a co-author of any paper that is being presented.

**Event partner:** 7th Sense Management Consulting & Training Limited, London, UK

## Submission guidelines and requirements

It is not compulsory for a participant to submit a paper / poster. Participants may also attend the conference without submitting a paper / poster. Participants who are submitting a paper/poster, must adhere the following guidelines:

### General Submission Requirements

1. Submissions should **not** already be published or accepted for publication in any journal.
2. It is mandatory that all accepted papers are presented at the conference by an author.

### Submission procedure

All submission activity (submissions, reviews and notifications) for the IMRA 2011 Emerging Markets Conference will be electronic, through the conference website (<http://imraweb.org/emerging/2012/>).

In order to use the conference website (e.g., to submit a manuscript or provide a review), you will need to sign up at (<http://imraweb.org/emerging/2012/index.php/2012emc/2012ecm/user/account>) and create a user profile (follow the online instructions). If you already have a user account for the conference, proceed by entering your log-in details on the top right corner of the conference homepage.

All submissions to the IMRA 2011 Emerging Markets Conference require the following information:

1. **Submission type:** Competitive paper or poster.
2. **Title of submission**
3. **Primary contact information:** name, affiliation, mailing address, phone number and email address for the author who serves as the primary contact
4. **Names of Other Co-authors/Participants** and their affiliations, and whether they are presenting author(s).
5. **Keywords:** Please provide keywords representing the specialized topics in your submission. Please list up to six keywords including minimum one for methodological aspects.
6. **Declaration** that the submission has not been accepted for publication elsewhere.
7. **Signed copyright release form** (for an exception, see competitive paper section below).

**Use Microsoft Word 2003, Word 2007 or Rich Text Format file to upload.**

The above information will be captured on the website interface itself.

**Time limit:** Please note that the website will time you out after 60 minutes. Therefore, in order to avoid losing information, it is best to copy and paste your information into submission fields rather than composing it online.

**Acknowledgement of receipt:** The primary contact person will automatically receive an email acknowledgement of receipt of the submission. If you do not receive an acknowledgement, please check your spam folder. If you do not receive an acknowledgement within 48 hours after submission, please send an email inquiry about the status of your submission to: [emc2012@imraweb.org](mailto:emc2012@imraweb.org)

### **Extended abstract submission guidelines**

Papers dealing with substantive, methodological, or theoretical topics in management research in emerging markets are sought for competitive paper sessions.

Papers which are still work in progress and the author(s) wish to get ideas from others about progressing the paper further should focus on poster sessions.

The IMRA proceedings will contain the full competitive papers and extended abstract of posters on the CD. Authors submitting the paper in either competitive papers track or for poster sessions must submit an extended abstract of 750-1000 words (excluding title and references).

After creating a user profile on the website, the primary author should log in and click on the "Submit paper" button. In addition to the items under "Submission Procedures," your competitive paper/poster submission requires the following:

a) (First page) The title of the paper (without the authors' names or affiliations) and a 100 word abstract. This "teaser" abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper;

b) (Next page) 750-1,000 word extended abstract (single-spaced, 12 point Times-New-Roman, with 1 inch margin on all sides) that provides a summary of the paper, including conceptualization, method, and major findings. Please include all the references at the end of the paper in alphabetical order using author's last name.

Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations anywhere in the paper. Please note that it is the submitting author's responsibility to make sure that the document does not contain any identifying information when saved as Word 2003, Word 2007 or a Rich Text Format file. (For example, right click on your file's name in Windows Explorer, go to "Properties," and then "Summary," to ensure that all identifying information is removed).

### **Judging/Notification/Publication:**

Judging of papers will be blind. Reviewers will evaluate each paper 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 current and potential IMRA members.

### **Full paper submission**

Authors of accepted papers have the opportunity to revise their papers based on reviewers' comments by April 10, 2012. Please note: The version of the competitive paper that is due April 10, 2012 will be the document that appears ultimately in the IMRA 2012 Emerging Markets Conference Proceedings. There will not be an opportunity to edit these documents post-conference.

For submitting the accepted competitive paper, the authors should follow the point (a) and (b) of extended paper submission. Moreover, the full paper should adhere to following:

(c) Following the extended abstract, the next page should restate the title (without authors' names or affiliations) and begin the body of the paper. The body of the paper must not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and full references. The 20 pages do not include the abstract and extended abstract pages. This length restriction assumes the use of a font no smaller than 12 point, no more than 75 characters per line, and no more than 26 lines per page including headers and footnotes. Papers must follow the current style of the 'Academy of Management Journal' available at [http://journals.aomonline.org/amj/style\\_guide.pdf](http://journals.aomonline.org/amj/style_guide.pdf) except that tables, figures, and

footnotes (please avoid them if possible) are to be included within the text, not appended to the end of the paper. Also, it is unnecessary to add a hard return before or after subheadings.

**Contact**

International Management Research Academy (IMRA), London, UK

General Email: [info@imraweb.org](mailto:info@imraweb.org)

Website: <http://www.imraweb.org>