



# ICMR 2011

International Conference on Management Research

## EMERGING MARKETS' FUTURE: Business, Innovation, Entrepreneurship & Finance

15-16 December, 2011

### JOINT ACADEMIC CONFERENCE



The University Of  
**NEWCASTLE**  
Australia



 **ROUEN**  
BUSINESS SCHOOL  
France

### SUPPORTING ORGANIZATIONS



 York St John  
University UK



Uppsala University  
Sweden



### FOR PAPER SUBMISSION AND INFORMATION PLEASE CONTACT

Ms. Ayesha Zahid  
Tel: +92-336-4172491  
ayesha.zahid@superior.edu.pk  
conference@superior.edu.pk

Ms. Afshan Hameed  
Tel: +92-333-3400485  
afshan.hameed@superior.edu.pk



## Introduction

The ICMR 2011 conference on “Emerging markets’ future: business, innovation, entrepreneurship and finance” aims to inspire the delegates from different fields of life and help them gain an understanding of the role of human capital, leadership, innovation, sustainability in the development and growth of emerging markets. The range of diverse topics is comprehensive in nature for understanding and combating challenges faced by the corporate and educational world.

A number of training workshops on the art of publishing, global business, performance and coaching will help the delegates in refining their research skill. The panel discussion among experts will not only shed light on the latest issues present in market and their possible solutions but also help delegates to expose new horizons in the field of research.

By organizing this conference we mean to establish a platform for intellectuals to network, and share their intellectual capital with one another. The activities are designed to facilitate a beneficial link between academics, policy makers and practitioners from across the globe. At this event you will develop international links and will be able to create impact through your knowledge and expertise.

We cordially invite you to join us at Superior University for this international event and let us join hands in finding a common solution to the problems faced by emerging economies.

Registration is still open though we have a limited number of seats for participants.

## Call for Papers

Globalization brings opportunities and pressures for domestic firms in the emerging markets which necessitates these firms to innovate and improve their competitive position. We are pleased to offer a platform to discuss and explore business opportunities to succeed in this global world. In continuation of our previous effort to facilitate the academicians, practitioners and policy makers in dealing with the challenges of tomorrow, Superior University invites you to attend our second consecutive international conference on management research in Lahore from 15 to 16 December 2011. The conference theme is “Emerging markets’ future: business, innovation, entrepreneurship and finance.” This conference will provide a platform where leading scholars, academia, business leaders and administrators from around the globe will present their research papers and discuss and debate the emerging market’s future. The conference will address the key issues including but not limited to:

- Developing Globally Responsible Leaders in the emerging markets
- Shaping the Future of Business Education in emerging markets and the challenges faced
- Developing Human Capital in emerging markets, focused on business development, innovation, entrepreneurship and finance
- Managing Diversity and cross-cultural management in the emerging markets
- Alliances and Partnerships, focused on the cooperation between educational institutions, governmental and inter national agencies and corporate partners that have led to successful projects.

This conference will provide exceptional networking opportunities for researchers, business leaders, bankers, Chief Learning Officers, HR Directors, governmental and international agencies’ leaders, business school heads, from regions including Pakistan, China, India and the rest of the world.

In last year’s ICMR 2010, over 250 delegates presented 110 papers from renowned institutions of countries like Pakistan, USA, Australia, Malaysia, Nigeria, France & the United Kingdom. This year, we are expecting more delegates, research papers and institutions from more countries to participate in the conference.

We eagerly look forward to your participation in second ICMR 2011!

## Participants

Open to all researchers, practitioners and PhD candidates with an interest in emerging markets.  
Maximum number of participants: 100

## Invited keynote speakers and resource persons from:

University of NewCastle, Australia  
York St. John University, United Kingdom  
Uppsala University, Sweden  
Rouen Business School, France

## Format and speakers

### Papers

Papers may be written in the form of an article Papers may have a maximum of 15 pages. We welcome papers from researchers at various levels; and from all disciplines within the social sciences.

### Deadline

The conference participation application along with the paper abstract (maximum of 500 words) should be sent to [conference@superior.edu.pk](mailto:conference@superior.edu.pk) by 20 September 2011. The deadline for submitting papers is 1 November 2011. Papers are also to be sent to the same email address either in Word, PDF or RTF format.

<b>Submission Full Paper/ Abstract</b>	:	<b>25 September, 2011</b>
<b>Notification of Acceptance</b>	:	<b>5 October 2011</b>
<b>Full papers for accepted abstracts</b>	:	<b>1t November 2011</b>
<b>Registration</b>	:	<b>1 August – 1st December 2011</b>
<b>Conference Date</b>	:	<b>15 – 16 December 2011</b>
<b>Registration*</b>	:	<b>1 August – 1 December 2010</b>
<b>International Participant Fee</b>	:	<b>USD 250</b>
<b>Research Student</b>	:	<b>USD 200</b>
<b>Local Participant Fee</b>	:	<b>Rs. 5,000</b>
<b>Research Student</b>	:	<b>Rs. 3,000</b>

\*included only documentation, a lunch, and conference charges.

## Conference Venue

The Venue for the International Conference on Management Research 2011 is Superior University Raiwind Road, Lahore.

## Submission Rules

The International Conference on Management Research "Emerging market's future: business, innovation, entrepreneurship and finance" invites electronic submissions of Papers/Abstract, which should be sent no later than 20 September, 2011.

The application request should include the speaker's name, place of work and position, the contact details including complete address, phone and fax numbers, e-mail and the title of the proposed report.



Paper abstracts should be submitted at [conference@superior.edu.pk](mailto:conference@superior.edu.pk) in Word, RTF or PDF format and between 1 and 3 typewritten pages in length (7,000 characters) with spacing at 1.5. The abstract should outline the topic, show the purpose and the type of research and include a description of the research project indicating whether the paper is theoretical or empirical, data sources and research method, as well as the key results and principle references. Authors should identify multiple keywords in their papers and indicate the track. Applications which do not contain the main theses of the paper or which are less than 1 page in length will not be accepted. The final decision as to which papers will be accepted as plenary or track presentations will be made as a result of the review process.

Authors may submit more than one paper, but only one can be accepted as first author. However this author can be a co-author of other submitted papers as well.

Papers will be evaluated by the Committee and authors will be notified of acceptance/rejection by 30 September, 2011.

Excluding references full papers are limited to 15 typewritten pages in length with spacing at 1.5, (including tables and figures). Any paper exceeding the specified limit will not be included in the review process). Authors of the papers will be offered an opportunity to publish a full paper in the proceedings of the International Conference on Management Research: Emerging markets' future: business, innovation, entrepreneurship and finance, and the International Journal of Management Research and Emerging Sciences. Final versions of the full papers should be submitted prior to 5 February, 2012. The decision on their publication in the conference papers will be made by the editorial board after review.

### **Organizing Committee**

Ms. Ayesha Zahid  
Ms. Afshan Hameed

### **Steering Committee**

Prof. Dr. Sikandar Khan  
Prof. Dr. Zafar Iqbal  
Prof. Dr. Muhammad Azam Roomi  
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Prof. Dr. Amir Mahmood - Faculty of Business and Law, The University of NewCastle

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## ICMR 2010



ICMR 2010 International Conference on Management Research was jointly organized by Superior University and The University of Newcastle, Australia at Superior University Raiwind Campus from 2-4 December, 2010. The Conference was well attended by professors and intellectuals from all disciplines. The audience was a blend of academicians, policy makers, and practitioners from Pakistan, Australia, USA, UK, France, Kenya, Malaysia, and Saudi Arabia.

The delegates shared their ideas, concepts and findings by presenting their research reports. A strong networking resulted from healthy debates and discussions wherein collaborative partnerships were developed and some of the delegates of the conference were invited by their international peers for teaching at their respective universities. The session chairs also initiated feedback and gave their expert advice to the paper presenters. The event proved to be a good opportunity for the delegates to keep themselves abreast of high quality research being done in a wide variety of topics and themes.

The registration desk was open at 8:30am on 2 December, 2010 and the guests started coming from 9:00 am. Two separate registration desks were set up, one for the students of Superior University and the other for the Foreign and Local Participants. At the registration



# ICMR 2010

At the conference participants were greeted and were given conference accessories including the conference bags filled with abstract booklet, writing pad, participant card, ball point pen and the Superior Journal of Law and Superior Newsletter.

The guests were seated and the program started on time. Recitation of the Holy Quran was followed by the welcome address of Prof. Dr. Ch. Abdul Rehman, Rector and Chairman Superior group of colleges. Dr. Sikander Khan, Pro Rector Superior University, made the opening speech. Prof. Stephen Nicholas, Pro Vice Chancellor of The University of Newcastle, Australia was the keynote speaker and graced the audience with his views.



A panel discussion on the conference theme “Local & Global Challenges in Emerging Markets ” was held where Dr. Sikander acted as moderator and the panelists included Prof., Dr. Amir Mahmood, University of NewCastle, Australia, Dr. Bahaudin G. Mujtaba, Nova Southeastern University USA, Prof. Stephen Murdoch, Rouen Business School France, Prof. Dr. Muhammad Ehsan Malik, University of Punjab.

The Panelists discussed the challenges in emerging markets from different perspectives and reflected on their unique findings which made it a very thought provoking session. Audiences listened with interest and participated by raising the relevant queries to be answered by the members of the panel.

Deputy speaker Punjab Assembly and Secretary Education Punjab graced the occasion with their appearance and opinions on the local market scenarios of Pakistan. Chief Strategic Officer Warid Telecom was also present to represent his company at the conference. The souvenirs were distributed to the distinguished guests by the Honorable Deputy Speaker Punjab Assembly.

Prof. Dr. Ch. Abdul Rehman presented the souvenir to the chief guest. The participants were then invited for a group photo which was followed by a networking lunch.

Three free workshops (90 minutes duration) were also organized for the participants who registered themselves for these workshops. The details of workshop are as follows:

A) Training Workshop I: International Business Strategy

By

Prof. Dr. Sikander Khan, Pro-Rector Superior University, Lahore  
Director-Azra Naheed Center of Research & Development and  
Author of 5 books And 50 Research Papers

B) Training Workshop II: Why, What, Where, And When?

Publishing Your First Academic Article in a Quality Journal

By

Mr. Uzair Ahson , Assistant Professor, Government College University , Lahore.



## C) Training Workshop III: Coaching Performance and Developing Organizational Talent By

Dr. Bahaudin G. Mujtaba, Associate Professor of Management, Nova Southeastern University, President of Ilead Academy, Author of "Coaching And Performance Management" (2008)

There were 3 exclusive training sessions organized for delegates on the first day of conference which they attended willfully and ranked the content as well as the trainers as being of high rank. 6 sessions on day one and 11 sessions on day two were held parallel.

The second day of the conference witnessed the closing ceremony and awards were distributed to the best papers. The best paper award in the scholar category which was worth Rs.25000.00 went to Ms. Farhat Saba from La Trobe University, Australia. The best paper award in the student category which was worth Rs.10000.00 was given to Mr. M. Akram from Superior University.



On the third day, the delegates were taken to visit the Lahore Museum. Administration of the museum had prepared a presentation for the distinguished guests of Superior University. This presentation enhanced the interest of delegates and provided knowledge about the precious antiques and traces of great monuments preserved over there.

After the visit, a sumptuous lunch was served to the delegating at Ziafat restaurant. The delegates were then taken to Wagah Border to watch the flag (removing) ceremony in the evening.

Hence, the day ended with the delegates' having a pleasant tour around the lively city of Lahore.

### **About Superior University**

Please click on [www.superior.edu.pk](http://www.superior.edu.pk) for more information and registration details.

### **Contact**

For further information please contact:

**Ms. Ayesha Zahid**

Email: [conference@superior.edu.pk](mailto:conference@superior.edu.pk)