

## CALL FOR PAPERS

TWELFTH ANNUAL INTERNATIONAL CONFERENCE  
Kruger National Park Vicinity  
Mpumalanga, South Africa

JULY 5 - 9, 2010

## THEME:

**GENERATING INNOVATIVE SOLUTIONS TO RECURRING PROBLEMS IN THE GLOBAL BUSINESS ENVIRONMENT – A MULTI-, INTER-, AND TRANS DISCIPLINARY APPROACH TO FORMULATING AND MAINTAINING A COMPETITIVE ORGANIZATIONAL EDGE**

## Co-Sponsored By:

- Faculty of Humanities & Faculty of Management Sciences, Tshwane University of Technology, Pretoria, South Africa
- Vaal University of Technology, Vanderbijlpark, South Africa
- School of Business, The State University of New York - OW, New York, USA
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- IBM East Europe/Asia Ltd., Moscow, Russia
- Pontifical Catholic University of Rio de Janeiro, Brazil
- The Robins School of Business, University of Richmond, Virginia, USA
- Coventry University, Coventry, UK
- Curtin University of Technology, Perth, Australia

**Deadline for receipt of abstracts or papers: March 31, 2010**

Submissions will be double-blind reviewed on a rolling basis to assure you a rapid decision to facilitate your finding and scheduling needs.

## CONFERENCE THEME:

We welcome submissions addressing the GBATA Twelfth Annual International Conference theme: **Generating Innovative Solutions to Recurring Problems in the Global Business Environment – A Multi-, Inter-, and Trans- Disciplinary Approach to Formulating and Maintaining a Competitive Organizational Edge.**

The theme is designed to encourage submissions that take unique perspectives on the critical issues related to multi-cultural, economic, technological, social, legal, and regulatory challenges that public and private industries and organizations encounter. The author must specify paper(s) by track number, list two track numbers if appropriate, and up to four key words that describe the paper(s). Authors may seek guidance on matching their work to a track by contacting *Prof. Dr. Nejdet Delener, Conference Chair* (E-mail: [delener@gbata.org](mailto:delener@gbata.org); [info@gbata.org](mailto:info@gbata.org)).

The Conference will include contributed paper sessions, invited and plenary presentations, case studies, round tables, panels, workshops and forums. The accepted papers will be published in the Conference Readings Book. The Conference will provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations.

## TRACKS: Abstracts or Papers

<b>I. Accounting</b> <ul style="list-style-type: none"><li>➤ Managerial Accounting</li><li>➤ Financial Accounting &amp; Taxation</li><li>➤ Auditing</li></ul>	<b>II. Economics</b> <ul style="list-style-type: none"><li>➤ Economic Development &amp; Competitiveness</li><li>➤ International Trade</li><li>➤ World Trade Organization &amp; Multinational Trading Blocs</li><li>➤ Transitional Economies</li></ul>
<b>III. Finance &amp; Banking</b> <ul style="list-style-type: none"><li>➤ Financial Institutions &amp; Markets</li><li>➤ Corporate Finance &amp; Investments</li><li>➤ Risk Management</li><li>➤ Banking and Financial Services</li></ul>	<b>IV. Information Technology</b> <ul style="list-style-type: none"><li>➤ Technology and Networks</li><li>➤ Services Computing</li><li>➤ Management of Technology</li><li>➤ Data Mining</li></ul>
<b>V. Marketing</b> <ul style="list-style-type: none"><li>➤ Buyer Behavior &amp; Customer Relations Management</li><li>➤ Distribution, Supply Chain Management</li><li>➤ Integrated Marketing Communications, Branding &amp; Pricing</li><li>➤ Marketing Strategy, Product Management &amp; New Product Development</li><li>➤ Services Marketing</li></ul>	<b>VI. Management</b> <ul style="list-style-type: none"><li>➤ Human Resources</li><li>➤ Operations Management &amp; TQM</li><li>➤ Organizational Behavior, Development &amp; Change</li><li>➤ Corporate Strategy &amp; Culture</li><li>➤ Knowledge &amp; Technology Management, Entrepreneurship</li><li>➤ Public &amp; Nonprofit Organizations</li><li>➤ Global Innovation and Related Strategies</li></ul>
<b>VII. Law and Regulations</b> <ul style="list-style-type: none"><li>➤ Minimizing Illegality &amp; Unethical Conduct in Business</li><li>➤ Negotiating &amp; Deal Making</li><li>➤ Intellectual Property</li></ul>	<b>VIII. Health Care Management</b> <ul style="list-style-type: none"><li>➤ Management of Health Care Providers</li><li>➤ Economics of Health Care Services</li><li>➤ Contemporary Strategies in Pharmaceutical Industry</li></ul>
<b>IX. Tourism and Hospitality Management</b> <ul style="list-style-type: none"><li>➤ Hospitality Management, Leisure, &amp; Tourism</li><li>➤ Marketing of Theme Parks &amp; Tourism</li><li>➤ Lifestyle Services, Sports &amp; Olympics</li></ul>	<b>X. Interdisciplinary Studies</b> <ul style="list-style-type: none"><li>➤ Business Education and Teaching Innovation</li><li>➤ Cross-Cultural Studies</li><li>➤ E-Commerce and Technology</li><li>➤ Public Policy, Immigration, and Ethical Issues</li><li>➤ Global Poverty and Underemployment</li><li>➤ Transportation &amp; Logistics</li></ul>

## SPECIAL SESSIONS:

Participants interested in organizing a special session are invited to send their proposal to Dr. N. Delener. Proposals should include: (a) a detailed description of the proposed session; (b) a list of the proposed speakers; (c) whether or not each speaker has agreed to serve if the proposal is accepted; and (d) the names and addresses of the chairperson and discussants, if any. Sessions are typically organized in blocks of 4 presentations.

## STUDENT PAPERS:

Graduate and post-graduate students in business and related disciplines are invited to submit papers dealing with all subspecialties of business, economics, and technology.

## IMPORTANT DATES:

March 31, 2010 Deadline for receipt of submissions.

April 30, 2010 Notification of acceptance.

May 1, 2010 Deadline for early registration & submission of full papers for inclusion in Readings Book.

After May 1<sup>st</sup>, papers will not be included in Conference Readings Book.

## OUTSTANDING PAPER AWARDS:

Several papers will be selected for competitive awards. Winning papers will be recognized for their distinction at the Conference and will also be considered for inclusion in the *Journal of Global Business and Technology*.

**GUIDELINES FOR SUBMISSION (All submissions are refereed):**

- ♦ Electronic submissions are strongly encouraged (word format). E-mail your abstract, full paper, or panel proposal to the Conference Chair (E-mail: [delener@gbata.org](mailto:delener@gbata.org); [info@gbata.org](mailto:info@gbata.org) ).
- ♦ A maximum of two papers can be presented by one person.
- ♦ Abstracts should be a maximum of four pages, and the full paper should be a maximum of twenty double-spaced pages including references and exhibits. The more complete the paper, the better its chances of acceptance in the review process.
- ♦ Submissions should include:
  - *A separate title page which clearly indicates the name(s) of the presenting author(s) and other co-author(s), affiliation(s), complete mailing address(es), telephone/fax numbers and e-mail address(es) and title of the paper;*
  - *A track number; and*
  - *Up to four key words that describe the paper.*
- ♦ The text of the full paper, abstract or proposal must include the title, but should not include the name(s) of the author(s) as papers will be blind reviewed. Accepted papers will be included in the Conference Readings Book.
- ♦ Submissions must not have been published, submitted or presented at other conferences.
- ♦ Special scheduling requests (dates or times) must be made at time of paper submission.

**Submissions should be e-mailed to the Conference Chair: Dr. N.J. Delener, Conference Chair,  
E-mail: [delener@gbata.org](mailto:delener@gbata.org) or [info@gbata.org](mailto:info@gbata.org)**

**GLOBAL BUSINESS & TECHNOLOGY ASSOCIATION CONFERENCE COMMITTEE**

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**2010 GBATA REGISTRATION FORM**  
**GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION**  
**Twelfth Annual International Conference, Kruger National Park Vicinity, South Africa, July 5-9, 2010**

**PERSONAL INFORMATION:**

<b>Prefix (Circle One)</b>	<b>First Name</b>	<b>Middle Name</b>	<b>Last Name</b>
<b>Dr. Prof. Mr. Ms.</b>			
<b>Affiliation:</b>			
<b>Address:</b>			
<b>City:</b>	<b>State/Province:</b>	<b>Country:</b>	<b>Zip:</b>
<b>E-Mail 1:</b> _____		<b>E-Mail 2:</b> _____	
<b>Tel:</b> _____		<b>Fax:</b> _____	

<b>Please enter the paper acceptance number(s)</b>	Paper 1:	<b>I am presenting the paper:</b>	<u>  Y  </u>	<u>  N  </u>
	Paper 2:	<b>I am presenting the paper:</b>	<u>  Y  </u>	<u>  N  </u>

I am willing to participate as (Please enter the track numbers from page 2)

**Discussant** .....  **Track Numbers:** \_\_\_\_\_

**Session Chair** .....  **Track Numbers:** \_\_\_\_\_

**Guests:**

	Fee	Total
Academic	\$525.00	
Business Executive	\$600.00	
Guests	\$300.00	
Students	\$400.00	
<b>Total</b>		
Readings Book in CD-ROM	Included	\$0.00
Readings Book Hard Copy including mailing fee	\$195.00	
Late Fee After May 10, 2010	\$75.00	
Printing Surcharge for Extra Pages	\$30.00 per page	
Third Author Fee	\$100.00	
<i>Wire transfer/ Credit Card if applicable</i>	\$20.00	
<b>TOTAL</b>		

**All registrants receive the following:**  
 Registration Materials, Copy of Readings Book (CD-ROM version), Welcome Reception, Coffee Breaks, Lunches, and Banquet.

\* Guests, spouses, and friends are welcomed. Additional activities, such as tours of the vicinity and opportunities to World Cup games will be offered. These tours are not included in the registration fee.

Please see the website for details: [www.gbata.org](http://www.gbata.org)

**At least one of the authors must register by May 10, 2010 for the paper to be included in the program and conference Readings Book.**  
 All the registered participants will receive complimentary copies of the Journal of Global Business and Technology for one year.

**HOTEL INFORMATION:** The Conference will take place at Protea Hotel Kruger Gate. All rooms at the Protea Hotel Kruger Gate have been allocated at a fixed rate: [1] One Single room ZAR 1386 per night; [2] One Double room ZAR 1960 per night. **These rates include breakfast and dinner; 14% VAT but excludes 1% tourism levy.** Registration and a reception will take place on Monday, July 5, 2010. Hotel/travel information and discount Group-Airfare rates will be supplied with the acceptance materials. The group rates will be honored 3 days before and 3 days after the conference dates, based on guest room availability.

**Payments can be made via check (US participants only), bank draft, money order, or credit card.**

Make checks payable to GBATA and mail to:  <b>Dr. N. Delener</b> <b>Global Business and Technology Association</b> <b>P.O. Box 2686</b> <b>Huntington Station, New York 11746, USA</b>	If you wish to pay by credit card, please provide: <b>Cardholder's Name:</b> _____ <b>Credit Card (Circle one):</b> <u>  Visa  </u> <u>  MasterCard  </u> <u>  AMEX  </u> <b>Credit Card No.:</b> _____ <b>Expiration Date:</b> _____ <b>CVV2 Code:</b> _____ (Last 3 digits following account number on back of credit card)
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**Please Note:** The refund policy for cancellation is as follows: 100% prior to May 10, 2010 (less \$50 cancellation fee), 50% prior to May 31, 2010, and no refunds after May 31, 2010.

**For details on submission of papers/abstracts, registration, hotel reservations, and travel information, please visit [www.gbata.org](http://www.gbata.org)**

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Dean & Professor, School of Business  
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Twelfth Annual International Conference  
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**Global Business And Technology Association**

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**TWELTFH ANNUAL INTERNATIONAL CONFERENCE  
Kruger National Park Vicinity, Mpumalanga, South Africa**

July 5-9, 2010

**GENERATING INNOVATIVE SOLUTIONS TO RECURRING  
PROBLEMS IN THE GLOBAL BUSINESS ENVIRONMENT – A MULTI-,  
INTER-, AND TRANS DISCIPLINARY APPROACH TO FORMULATING  
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