

ICMR 2012



INTERNATIONAL CONFERENCE ON MANAGEMENT RESEARCH
SUPERIOR UNIVERSITY, LAHORE - PAKISTAN

EMERGING MARKETS' ROLE OF EDUCATION MEDIA, GOVERNANCE, SOCIAL & INDUSTRIAL DEVELOPMENT NOVEMBER 29-30, 2012

JOINT ACADEMIC CONFERENCE ORGANISED BY



MEDIA PARTNER



Introduction

The International Conference on Management Research 2012 on “Emerging Markets’: Role of Education, Media, Governance, Social and Industrial Development” aims to encourage the delegates from different fields of life and help them gain an understanding of role of education, media, corporate governance, and social and industrial development in the growth of emerging markets. This thought provoking topic invites papers to help academia and corporate managers to increase their understanding of the factors that can contribute to the growth of organisations in Emerging Markets.

The conference will include plenary sessions on different tracks, symposia and workshops designed to share ideas and research findings. The panel discussion by international and national speakers will share their ideas, explore the issues faced by academia and practitioners and mutual discussion will result in generating applicable solutions to these issues.

This conference will offer a platform for intellectuals to network and share their tacit and explicit knowledge with one another. The activities are designed to facilitate a beneficial link among academics, policy makers and practitioners from across the globe. At this event, you will develop international links, gain exposure to latest research done at international and national level and be able to understand the practical challenges and its suggested solution.

We cordially invite you to join us at Superior University for this international event and let us share our expertise with one another and grow together. Registration is still open though we have a limited number of seats for participants.

Call for Papers

Globalisation brings opportunities and pressures for domestic firms in the emerging markets which necessitate innovating and improving the competitive position. The role of education, media, corporate governance, social and industrial development needs to be explored and discussed to achieve organisational objectives in the era of global competition. To be competitive and successful requires the continuous upgrading of knowledge and achieving excellence with the help of high quality research.

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 third consecutive International Conference on Management Research in Lahore on November 29-30, 2012. The conference theme is “Emerging Markets’: Role of Education, Media, Governance, Social and Industrial Development”.

This conference will provide a platform where leading scholars, academics, business leaders and administrators from around the globe will present their research papers, discuss and debate the issues and prospects faced by emerging markets and their solution will be explored. The conference will address the key issues including:

- Shaping the future of business education in emerging markets and integrating the demand of corporate sector with academic curricula
- Role of governance in social and industrial sustainable development
- Role of media and in particular social media in enhancing the democratic values in the emerging markets
- Developing globally responsible leaders in the emerging markets
- Developing human capital in emerging markets
- Managing diversity and cross-cultural management in the emerging markets
- Alliances and partnerships where focus will be on the cooperation among educational institutions, governmental and international 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 leaders of international agencies, business school heads, from regions including Pakistan, the UK, the USA, Sweden, France, Australia, Italy, China and India.

In the last year’s ICMR 2011, over 250 delegates presented 153 papers from renowned institutions of countries like Pakistan, the USA, Australia, Malaysia, Sweden, France & the UK. 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 3rd ICMR 2012.

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:

IESEG School of Management, France

ICRIM, international CENTER OF RESEARCH IN INTERNATIONAL MANAGEMENT, Italy

Publication Opportunities

The selected good research papers will be published in the following journals:

1. “International Journal of Economic Policy in Emerging Economies”(IJEPEE),ISSN (Print):1752-0452, ISSN (Online): 1752-0460
2. “Journal of Business Studies Quarterly” (JBSQ), Print: ISSN 2152-103, Online ISSN:2156-8626
3. “International Journal of Management Research and Emerging Sciences”(IJMRES),ISSN (Print):2223-5604

Papers

Papers may be written in the form of an article ranging maximum 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 of maximum 500 words should be sent to conference@superior.edu.pk by September 17, 2012. The deadline for submitting papers is November 9, 2012. Papers are also to be sent to the same email address either in PDF or DOC format.

Submission Full Paper/ Abstract	:	September 17, 2012
Notification of Acceptance	:	September 24, 2012
Full Papers for Accepted Abstracts	:	November 9, 2012
Registration	:	August 01 - November 20, 2012
Conference Date	:	November 29-30, 2012

Registration*

August 01 - November 20, 2012

International Participant Fee	:	USD 250
Research Student	:	USD 200
Local Participant Fee	:	Rs. 5,000
Local Research Student	:	Rs. 3,000

*Included only documentation, a lunch and conference charges.

Conference Venue

The Venue for International Conference on Management Research 2012 is Superior University, Raiwind Road, Lahore.

Submission Rules

The International Conference on Management Research on "Emerging Markets - Role of Education, Media, Governance, Social and Industrial Development" invites electronic submissions of papers which should be sent no later than September 17, 2012.

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 in word, RTF or PDF format, between 1 and 3 typewritten pages in length with spacing 1.5, and up to 7,000 characters. 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 paper can be accepted as first author. However, this author can be co-author of other submitted papers as well.

Papers will be evaluated by the committee and authors will be notified of acceptance/rejection by September 24, 2012.

Full papers are limited to 15 typewritten pages in length with spacing 1.5, (including tables and figures) excluding references. (Any paper exceeding the specified limit will not be included in the review process.)

Organising Committee

Prof. Dr. Muhammad Ramzan
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PREVIOUS CONFERENCES



International Conference on Management Research “Emerging Markets’ Future: Business, Innovation, Entrepreneurship & Finance at Superior University Lahore - Pakistan (December 15-16, 2011)”



In the continuation of our effort to promote research culture and facilitate superior human beings, a second International Conference On Management Research (ICMR), 2011 was organised by Superior University, Lahore. This conference was a step forward to achieve the vision of our chairman. He had a passion to inculcate research skills and nurture research culture in young researchers. His visionary leadership and support made this conference a success.

ICMR-2011 was jointly organised by Superior University, Lahore, Pakistan; Rouen Business School, France and the University of Newcastle, Australia. The conference was held on December 15-16, 2011 at Superior University, Raiwind Campus, Lahore. The conference theme was “Emerging Markets’ Future; Business, Innovation, Finance and Entrepreneurship”.

The registration was started at 0930hrs. Separate registration desks were organised for international and national presenters, presenters from Superior University and participants of the conference.

The Conference was well-attended. Conference delegates came from Australia, France, Italy, Sweden, the USA, the UK, and different private and public sector universities of Pakistan. At the registration desk, conference kit including the bag, abstract booklet, notepad, ballpoints and their cards was presented to the delegates.

Conference was started at 1100hrs with the recitation of the Holy Quran. The conference proceeding was started with the welcome address by Prof. Dr. Sikander Khan, Pro Rector, Superior University, Lahore. After the welcome address, Prof. Dr. Ch. Abdul Rehman, Chairman, Superior Group of Colleges addressed the audience and shared his vision. In his speech, he urged that HEC should be more supportive to promote research culture in private sector universities. The contribution to promote



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research was highlighted and an introduction of a high quality daily newspaper 'Daily Naibat' was given to the research scholars and experts.

Dr. Stephen Murdoch from Rouen Business School, France addressed the audience. His address was followed by Professor Dr. Alessandro Baroncelli, Director MIB Master in International Business, UCSC, Milan, Italy. Dr. Alessandro announced the intention to collaborate on respective Master programmes, and create student and faculty exchange opportunities with Superior University. His speech was followed by an MOU signing Ceremony. Dr. Sikander Khan, Pro rector, Superior University signed the MOU



on our behalf.

An interactive panel discussion on the conference theme was held and panelist and students exchanged their views. The panel included the following:

- Professor Dr. Sikander Khan, Pro Rector, Superior University, Lahore (Moderator)
- Professor Dr. Stephen Murdoch, Rouen Business School, France (Panelist)
- Professor Dr. Alessandro Baroncelli, Director MIB, UCSC, Milan, Italy (Panelist)
- Professor Dr. Azam Roomi, Bedfordshire, United Kingdom (Panelist)
- Professor Dr. Bahaudin G. Mujtaba, Nova Southeastern University, USA (Panelist)

After the panel discussion, the souvenirs were awarded to the guest. Then the presenters were invited for the group photo which was followed by sumptuous and delicious networking lunch. A team of media interviewed the guests and presenters and



everybody was excited about the whole event.

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Post lunch activities included three training workshops. The details are given below:
1. Entrepreneurship Teaching in Business Schools: Clarifying the Concept for the Classroom

Dr. Muhammad Azam Roomi, Director, Centre for Women's Enterprise, University of Bedfordshire, United Kingdom & Director, Chaudhry Muhammad Akram Centre for Entrepreneurship Development, Auditorium I.

2. Ethical issues in research and strategies to avoid plagiarism

Dr. Mohammad Ramzan, Director Library & Information Services, LUMS, HEC Approved Ph.D. Supervisor, Editor Pakistan Journal of Information Sciences Auditorium II

3. Situational Leadership Practices for Emerging Economies

Dr. Bahaudin G. Mujtaba, Associate Professor of Management Nova Southeastern University, President of ILEAD Academy, LLC, Author of "Coaching and Performance Management" (2008) Auditorium III.

The workshops were well attended and people liked the content and the trainers.

On day one, 8 parallel sessions were held and on day two, 18 parallel sessions were held. Two papers were presented through Skype very successfully and we planned to increase their number in next year's conference. At the end, the certificate awarding ceremony was held and participants and presenters went home with good memories and promises to come again. A copy of the group photo and 'Daily Naibat' were presented to all participants.





ICMR2010



International Conference on Management Research Local & Global Challenges in Emerging Markets' at Superior Univer- sity Lahore - Pakistan (December 2-4, 2010)

International Conference on Management Research (ICMR), 2010 was jointly organised by Superior University and the University of Newcastle, Australia at Superior Univer- sity, Raiwind Campus from December 2-4, 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, the USA, the 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 developed, 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 their expert advice to the paper presenters. The event proved 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 opened at 8:30 am on December 2, 2010 and the guests started coming at 9 am. Two separate registration desks were set up, one for the stu- dents of Superior University and the other for the foreign and local participants. At the registration desk, the conference participants were greeted and handed over confer- ence accessories including the conference bags filled with abstract booklet, writing pad, participant card, ball point and Superior Journal of Law and Superior Newsletter.



The guests were seated and the program started in time. Recitation of the Holy Quran was followed by the welcome address of Prof. Dr. Ch. Abdul Rehman, Rector and Chair- man, Superior Group of Colleges. Dr. Sikander Khan, Pro Rector, Superior University, made the opening speech. Dr. Stephen Nicholas, Pro Vice Chancellor of the University of Newcastle, Australia as a keynote speaker 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. Dr. Stephen Murdoch, Rouen Business School, France and Prof. Dr. Muhammad Ehsan Malik, University of the Punjab.

The Panelists discussed the challenges in emerging markets from different perspec- tives and reflected their unique findings which made it a very thought provoking ses- sion. 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 scenario of Pakistan. Chief Strategic Officer Warid Telecom was also present to represent his company in the conference. The souvenirs were distributed to the distinguished guests by Honorable Deputy Speaker Punjab Assembly.

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

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

- A) Training Workshop I: International Business Strategy
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
Mr. Uzair Ahson, Assistant Professor, Government College University,
Lahore
- C) Training Workshop III: Coaching Performance and Developing
Organisational Talent
Prof. Dr. Bahaudin G. Mujtaba, Associate Professor of Management, Nova
Southeastern University, President of Ilead Academy, Author of “
Coaching
And Performance Management” (2008)



International Conference on Management Research

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

The second day of the conference witnessed closing ceremony and awards distribution to the best papers. The best paper award in the scholar category worth Rs.25000 went to Ms. Farhat Saba from La Trobe University, Australia.

The best paper award in the student category worth Rs.10,000 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 delegates at Ziafat Restaurant and they were also taken to Wagah Border to watch the flag (removing) ceremony in the evening.

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

About Superior University

Please click on www.superior.edu.pk for more information and registration details.

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International Conference on Management Research





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