



DBA Africa Management Review

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Call for Papers

DBA Africa Management Review : is a quarterly publication of University of Nairobi, School of Business, Nairobi, Kenya. DBA AMR invites original papers / Management Case Studies / Book Reviews from both academicians and practitioners in the following thematic areas;

- Strategic Management
- Insurance and risk management
- Marketing Management
- International Business and Economics
- Supply Chain Management
- Accounting and Financial Management
- Human resource Management
- Production and Operations Management
- Procurement Management
- Entrepreneurship and Innovation
- Small Business Enterprises
- Information Systems

Original Papers:

Papers based on theoretical / empirical research or experience should illustrate the practical applicability and or the policy implications of work described.

Management Case Studies: Management Case Studies describe a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.

Book Reviews: Book Reviews cover review of current book on business and management.

Instructions for the Author

1. **Electronic Copy:** Authors are required to submit an electronic copy (soft copy) of the papers in MS-WORD format (.Doc format) via email to editoramr@uonbi.ac.ke. A single article (including charts, diagrams and pictures etc.,) should not exceed six thousand words. Times New Roman -Font size 12- to be used to type the manuscript.

2. **Cover Page:** The first cover page shall contain the title of the manuscript, the author's name, and affiliation including acknowledgement, if any. The first page of text should show the title but NOT the author's name. Complete Mailing Address along with Telephone and E-mail Address should be given.

3. **Abstract and Keywords:** Each manuscript should include an abstract of about 250 words. Key words used in the paper should also be given.

4. **References:** References must be typed on a separate page, double-spaced, at the end of the paper. American Psychological Association's (APA) referencing method should be followed.

Articles Referred should be given as follows:

Swann, W.B., Jr., Milton, L.P., & Polzer, J.T. (2000). Should we create a niche or fall in line? Identity negotiation and small group effectiveness. *Journal of Personality and Social Psychology*, 79: 238-250

Books Referred:

Swann, W.B., Jr., Rentfrow, P.J & Guinn, J.S. (2002). Self verification: The search for coherence. In M.Leary & J.Tagney (Eds.,). *Handbook of self and identity*: 367-383. New

York: Guilford Press.

5. **Tables:** Tables must be numbered consecutively with Roman numerals. Please check that your text contains a reference to each table. Type each table on a separate page. Authors must check tables to be sure that amounts add up to the totals shown and that the title, column headings, captions, etc. are clear and to the point.

6. **Figures:** Figures must be titled and numbered consecutively with Arabic numerals (1, 2, 3.....0).

7. **Equations:** All but very short mathematical expressions should be displayed on a separate line and centered. Equations must be numbered consecutively on the right margin, using Arabic numerals in parentheses.

8. **Clarity and Consistency:** Please check your manuscript for clarity, grammar, spellings, punctuation, and consistency of references to minimize editorial changes.

9. **Submission Fees:** There is a submission fee of USD 200 per article when your article has been accepted for publication.

10. **Submission Deadline:** 28th February 2014

11. **Editing:** AMR reserves the right of making editorial amendments in the final draft of the manuscript to suit the requirement of the journal.

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13. **Complimentary Copy:** A free copy of the Journal will be mailed to the author whose article is published.

14. **Contact Address**

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