

## 4th AIBUMA CONFERENCE, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI

Date and time:

Tue, 2013-07-02 08:28

Location / Venue:

School of Business, Lower Kabete



The banner features the AIBUMA logo on the left, which includes a blue shield with a white bird and a giraffe. To the right of the logo is the text '4th AIBUMA Conference' in large red font, followed by 'School of Business, University of Nairobi' and 'African International Business and Management Conference' in blue. On the far right is the University of Nairobi crest. A dark red horizontal bar contains the conference theme in white: 'Business and Management Outlook: Optimism or Pessimism?'. Below this, the date 'Date: 11<sup>th</sup> - 12<sup>th</sup> July, 2013' and venue 'Venue: University of Nairobi, School of Business, Lower Kabete' are listed. At the bottom, a small image shows a modern building and a large golden sculpture. A footer line reads: 'Please visit [www.aibuma.org](http://www.aibuma.org) for registration details or contact conference administrator: Truphena Owiti on +254-20-318262/722-363504 or email [admin@aibuma.org](mailto:admin@aibuma.org).'

The *AIBUMA 2013 Conference* aims at providing a forum for disciplinary and interdisciplinary communications, where researchers (in Social and Natural Sciences, as well as in Engineering), intellectuals, policy/decision makers and Consultants would share the results of their research, studies and thoughts, with regards to societies and private/public organizations. This is an annual event that began in 2010 and is organized and hosted by the School of Business, University of Nairobi. The conference seeks to: showcase research as well as provide a forum for collaboration and fusion with business leadership practice; and plug into the global business thinking by engaging in activities that elevate her visibility in the global arena. The AIBUMA 2013 is organized into two tracks: the Business conference, which brings in senior corporate leaders and executives; and, the academic conference in which research papers are presented.