

## **Call for papers: 1<sup>ST</sup> DBA-AMR International Conference**

**Theme: “Research and Innovation for Socio-Economic Development in Africa”**

**Venue: University of Nairobi, School of Business, Lower Kabete Campus, Nairobi, Kenya**

The University of Nairobi, School of Business, Department of Business Administration plans to hold a one day International Conference on 20<sup>th</sup> March 2015. We would like to invite research papers based on original research work from researchers, academicians, corporate leaders and students to be reviewed by renowned experts in various thematic areas from Commerce, Industry and Academia.

With the same, we take this opportunity to invite you to participate in this conference and share your innovative ideas and research outputs. We would highly appreciate your confirmation and participation in the conference.

This conference is relevant for corporate personalities, research scholars, students and practitioners.

### **Sub Themes**

- Marketing Research and Innovation for Socio-Economic Development
- Global Strategies for SMEs Development
- Financial Innovation Landscape
- Mobile Technologies and Socio-Economic Development
- Knowledge and Change Management
- University – Industry Linkages for Socio-Economic Development
- Agribusiness and Socio-Economic Development
- Business Processing and Change Management
- Procurement and Supply Chain Management
- Operations Management
- Strategic Thinking Innovations and performance in Organizations
- Human Capital attributes in public and private sector

### **Cross Cutting Areas**

- Sustainability and the Environment
- Urbanization Management in Africa
- Regional Integration
- Human Resource Development in Africa

## **Important Dates**

Last Date of Paper Submission (including abstracts): **16<sup>th</sup> February 2015**

Communication of Acceptance: **17<sup>th</sup> February 2015**

Last Date of Registration: **1<sup>st</sup> March 2015**

## **Conference Fees**

Registration Fee: \$150 in favor of University of Nairobi - College of Humanities and Social Sciences

Account No: 073-1100217

Bank Name: Barclays Bank

Branch: Westlands

Swift Code: BARCKENX

## **All correspondence should be addressed to:**

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