

The [School of Business](#), takes great privilege in hosting the 4th African International Business and Management (AIBUMA) Conference 2013 and it is our sincerest wish that you will experience and enjoy the magic of our multicultural and vibrant City in the Sun, Nairobi. The conference will be held at the School of Business, Lower Kabete Campus, Nairobi, Kenya between July 11th and 12th 2013.

The AIBUMA Conference is an annual event that seeks to showcase world class research that is relevant for Africa from that in academia and from practitioners. The emphasis of AIBUMA will be on real-world business applications. Therefore, submitted papers should highlight the benefits and applications of business and management practices that are relevant for Africa . The idea of the conference is to discuss how to solve business problems or take advantage of new opportunities from various business and management disciplinary areas such as finance, ICT, management, marketing, operations management, human resource management, international business practices, and business administration. All papers will be directed to the appropriate theme and/or track. All accepted papers will be published in the conference proceedings.

See a sample paper ([download here](#)), whose formatting guidelines you can adopt. The paper should be a maximum of 8,000 words. The sample paper is about 6,200 words. This should give you an idea of the expected paper size. Also see some [review guidelines](#) which the reviewers of your paper will be looking at.

CONFERENCE THEME

The broad main aim of this conference, AIBUMA 2013, is to provide an international platform for academic, business professional and government officials from all over the world to come together to exchange ideas on applying global business and management.

The AIBUMA 2013 Committee has settled on the theme of: "Business and Management Outlook:Optimism or Pessimism?". This was borne out of the fact that economies are currently emerging from the global financial crunch and it behooves businesses to rethink and adopt innovative practices.

Sub themes

The program committee also noted that since this is a multi - disciplinary Business and Management Conference, conference papers can address subthemes in these categories:-

- Innovation and Knowledge management
- Green culture
- E-Business management
- International Business management strategies
- Entrepreneurship
- Business process outsourcing
- Marketing and commercialization strategies
- IS Issues

- R & D management
- Performance contracting
- Projects and programs management
- Public sector management
- Risk and insurance issues
- Change management
- Performance management
- Global economic crisis
- Governance and leadership
- Best practices in accounting and financial management
- Quality management issues
- Poverty eradication
- E-learning and the Role of education in economic growth.
- Economic integration

Your contacts for this conference are:

Academic/Submission enquiries: (editor@aibuma.org)

Registration enquiries: Truphena Owiti (admin@aibuma.org)

Other enquiries: admin@aibuma.org

Important dates

- Deadline for Abstract Submission -31st March 2013
- Notification of Abstract acceptance-15th April 2013
- Deadline for Full Paper Submission -30th May 2013
- Notification of paper acceptance (with any requested changes) - 5 days after receipt of full paper

Publication opportunity

Papers accepted for the conference will be published in the conference proceedings and the [African Journal of Business & Management](#) (AJBUMA,; ISSN 2079 - 410), subject to author registration.

Submission of Abstracts/Papers

The abstracts and papers should be submitted online ([online submission link here](#)) or as e-mail attachments in Ms Word or pdf to editor@aibuma.org

Note to Authors: Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.