

27 – 31 AUGUST 2012

# 6<sup>th</sup> International Business Conference -

SECOND CALL FOR PAPERS

6<sup>th</sup>

*Tropical South Coast*

**Kenya**



## 6<sup>th</sup> International Business Conference



**BSPN**  
Business School Partners Network

### AIM OF THE CONFERENCE

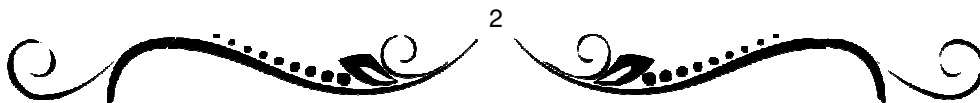
The 6<sup>th</sup> IBC 2012 conference has two main goals. The first goal is to provide an international platform for the presentation, discussion and debate of different academic and professional approaches and research on recent developments in a turbulent business arena. The second goal is to provide the opportunity for academics, practitioners and doctoral students to have their work validated and benchmarked within the benevolent academic and professional community.

### CONFERENCE ACCREDITATION

The 2008 and 2009 conferences were accredited by the South African Department of Education. The 2010 conference has just been accredited and the 2011 conference is undergoing the accreditation process currently. (There is a 2-year waiting period at the Department.)

### THE CONFERENCE THEMES will cover the following areas

- Marketing
- Entrepreneurship
- Human capital management and leadership
- Strategic, innovation and knowledge management
- Operations and supply chain management
- Financial management and investments
- Business ethics
- Economic, social, technological and environmental impacts on business
- Quality management
- Project management
- Business school research
- Forum for young academics and doctoral students
- Organisational behaviour
- Business education
- Technology acceptance



## VENUE:

The conference hotel is the **Leopard Beach Resort** at **Diani Beach** on the Tropical South Coast of Kenya, East Africa (<http://www.leopardbeachresort.com/>). Delegates are to book their accommodation directly with the Leopard Beach Resort.

## CONFERENCE DATES

27<sup>th</sup> – 31<sup>st</sup> of August 2012

## IMPORTANT DATES AND DEADLINES

- |                      |   |
|----------------------|---|
| <b>1 June 2012</b>   | Registration opens.   |
| <b>18 June 2012</b>  | Deadline for the submission of abstracts for the work-in-progress stream <b>and/or</b> full-length papers for the competitive stream (only full-length papers will be published in the conference proceedings). Delegates are, however, encouraged to make early submissions.<br>Notification of acceptance of abstracts and full-length papers will be provided to authors via email as soon as possible after the double-blind peer-review process. |
| <b>15 July 2012</b>  | Final submission of corrected papers for publication in conference proceedings.   |
| <b>1 August 2011</b> | Deadline for registration. Please note that all conference fees must be paid by this date.  |

## CALL FOR PAPERS

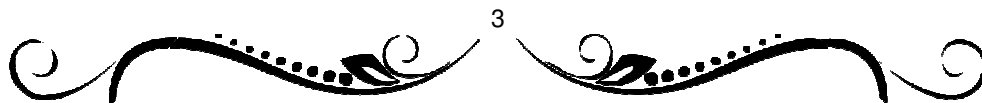
Full paper or abstract submission deadline: **18 June 2012**.

Final day for submission of corrected papers or abstracts: **15 July 2012**.

Deadline for registration: **1 August 2012**.

## GUIDELINES FOR SUBMISSION:

- Only electronic submissions will be accepted. These should be e-mailed to Ms Antoinette Bisschoff at ([IB-Conference@nwu.ac.za](mailto:IB-Conference@nwu.ac.za) or [pbscab@telkomsa.net](mailto:pbscab@telkomsa.net)) on or before 1 June 2012 (earlier submissions are highly encouraged). Receipt of your paper will be acknowledged. Reviewed abstracts and papers will be returned as soon as possible.
- Papers submitted will be double-blind peer reviewed by selected reviewers.

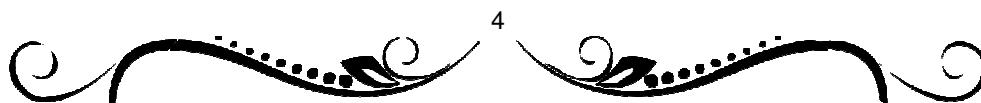


- Papers should not have been previously published or accepted for publication.
- The conference proceedings will be formally published with an ISBN number.
- At least one author must register for and attend the conference to present the paper. All conference attendees must register.
- Authors must agree to return by e-mail attachment a copy of the final draft of the paper to Ms Antoinette Bisschoff ([IB-Conference@nwu.ac.za](mailto:IB-Conference@nwu.ac.za) or [pbscab@telkomsa.net](mailto:pbscab@telkomsa.net)) on or before 1 July 2012.
- Technical requirements:
- Papers should not exceed 25 pages and abstracts should not be longer than 1 500 words.
  - MS Word documents only
  - Font: Times New Roman; Font size: 12; Spacing: 1.5 line spacing;
  - Margins: 2.5 cm all round.
  - Referencing technique: Harvard method only.
  - All manuscripts should be proofread and edited before submission.
- Posters sessions are also welcomed at the conference.
- Doctoral students who wish to present their research in front of an integrated colloquium session are encouraged to make use of this opportunity.

***A maximum of two papers per author will be accepted.***

## GUIDELINES FOR THE SUBMISSION OF FULL-LENGTH PAPERS

- Submissions should include a separate title page that clearly indicates the following: Title of the paper;  
Title(s), name(s) and affiliation(s) of the author(s); Complete postal address(es); Telephone numbers, fax numbers and email address(es); Up to four keywords describing the paper to be presented.
- The next page should NOT include the name(s) of the author(s) as papers will be double-blind peer reviewed. The following sections should preferably be included in the paper: Title of paper; Abstract (150 words); Introduction; Problem investigated; Research objectives and/or hypotheses; Literature review; Research methodology; Results/Findings; Conclusions.
- Only competitive papers will qualify for subsidy purposes.



## GUIDELINES FOR THE SUBMISSION OF ABSTRACTS

- Submissions should include a separate title page that clearly indicates the following: Title of the paper;  
Title(s), name(s) and affiliation(s) of the author(s); Complete postal address(es); Telephone numbers, fax numbers and email address(es); Up to four keywords describing the paper to be presented.
- Abstracts should include: Title of the paper; an introduction providing a brief background to the nature of the problem or case study under investigation; a clear formulation of the main problem(s) or issue(s) to be investigated or scrutinised; preliminary literature review; envisaged research design and methodology; preliminary findings; conclusions and managerial implications/recommendations.

## CONFERENCE FEE

Early-bird registration fee is R3 000 valid until 1 June 2012. After that date, the amount of R3 500 is payable.

## ACCOMMODATION & TRAVEL

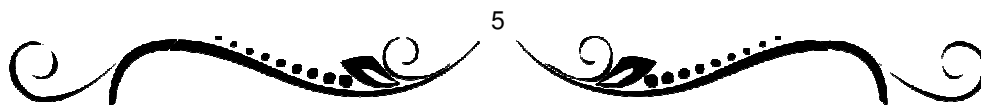
### **Booking details:**

Please note that all bookings are to be made with the Nairobi office at [nbbookingoffice@leopardbeachresort.com](mailto:nbbookingoffice@leopardbeachresort.com) with a copy (cc.) to [reservations@leopardbeachresort.com](mailto:reservations@leopardbeachresort.com) under **BSPN** booking code: **BSPN-12900**. Fees need to be fully pre-paid on or before July 27<sup>th</sup>, 2012 pending receipt of LBR pro-forma invoices. Please note once more that rates quoted for are net of commission and strictly for direct bookings/direct payments ONLY.

### **Accommodation fees:**

The negotiated fees for accommodation during the conference are:

- Single occupancy: 110 US\$ per person per night
- Sharing occupancy: 92-50 US\$ per person per night
- The fee is "full board" which includes breakfast, lunch and supper.
- The negotiated fee applies for 7 days prior or after the conference for guests who would like to extend their stay in Kenya.



### Travel tips and suggestions

There are a number of possibilities to travel to the conference. One is to fly to Mombasa, while the other is to fly to Diani Beach. Delegates can arrange with the Leopard Beach Resort for transport to and from the airports and hotel at a fee of US\$5 (Diani Beach) and US\$25 (Mombasa).

### Possible flights:

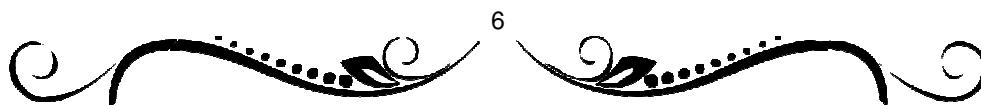
- *1Time* flies directly from OR Tambo International to Mombasa (Confirm on their website for the schedule as they do not fly to Mombasa every day).
- Delegates can fly to Nairobi using *Kenya Airways The Pride of Africa* or *South African Airways* and take a connecting flight to Mombasa.
- Other African airlines also service Mombasa (such as *Ethiopian Air*) and Nairobi from where a connecting flight may be booked.
- There are also connecting flights between Nairobi and Diani Beach with Air Kenya (Note that *Kenya Airways The Pride of Africa* (<http://www.kenya-airways.com/>) and *Air Kenya* (<http://www.airkenya.com/>) are different airlines and that the domestic airline Air Kenya operates from *Wilson* airport in Nairobi, servicing a number of smaller airports throughout Kenya. International flights arrive and depart from the *Jomo Kenyatta International Airport* (JKIA)).

### Tourist attractions

The coast of Kenya is renowned for a wide variety of activities and attractions. The Tsovo East Game Reserve (the largest park in Kenya) is situated close by. Excellent deep-sea fishing, snorkeling and diving, air- and land safaris, exotic islands, nature walks, bird watching and much more activities could be enjoyed. See the internet as well as the website on Diani beach for more details: <http://www.dianibeach.com>.

It is also noteworthy that *Air Kenya* flies air safaris from Diani Beach (and Nairobi) to various destinations into the Mara-area, Mount Kilimanjaro and other domestic Kenya locations. Please visit their website for details and online bookings.

Another attractive possibility is to travel via Nairobi with a stop-over. Must see attractions are the Elephant nursery, "Out of Africa" Karen Blixem's house, Nairobi National Park and the Giraffe sanctuary. This can all be done in one day, while Nairobi is also better located to visit the Mara-area situated in the west of the country.



## PAYMENT OF CONFERENCE FEES

The conference registration fee is to be deposited at Standard Bank taking into account the following very important details

Branch:	Potchefstroom
Branch code:	052838
Account Name:	Business School Partners Network
Account Type:	Current account
Swift code:	sbzazajj
Account number:	201331942
Reference:	Your name and surname (most important)

Please take note that delegates pay ONLY the conference registration fees to the BSPN. Bookings and payments towards travel and accommodation are made directly to the hotel and travel agent of your choice. The BSPN is not involved in the travel arrangements of the delegates. Please refer to the IBC Registration form attached which is also available at the conference website.

[www.nwu.ac.za/webfm\\_send/55049](http://www.nwu.ac.za/webfm_send/55049). Registration opens 1 May 2012.

## LOCAL ORGANISING COMMITTEE

### CONFERENCE SECRETARY

**Antoinette Bisschoff** E-mail: [IB-Conference@nwu.ac.za](mailto:IB-Conference@nwu.ac.za) or [pbscab@telkomsa.net](mailto:pbscab@telkomsa.net)  
Telephone: +27 18 293 3046 : Fax: +27 18 299 1416

### ACADEMIC ENQUIRIES

**Prof Tommy du Plessis** E-mail: [tommy.duplessis@nwu.ac.za](mailto:tommy.duplessis@nwu.ac.za)  
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**Dr Christoff Botha** E-mail: [christoff.botha@nwu.ac.za](mailto:christoff.botha@nwu.ac.za)  
Telephone: +27 18 299 1672 : Fax: +27 18 299 1416

**Prof Christo Bisschoff** E-mail: [christo.bisschoff@nwu.ac.za](mailto:christo.bisschoff@nwu.ac.za)  
Telephone: +27 18 299 1411: Fax: +27 18 299 1416

**Conference website:** [www.nwu.ac.za/webfm\\_send/55049](http://www.nwu.ac.za/webfm_send/55049)

