



***Global Connectivity, Knowledge and Innovation for
Sustainability and Growth: New Paradigms of Theory and Practice***

June 21-24, 2016

Montclair, NJ, 07043

<http://www.sgbed.com/>

Nature and Scope of the Conference:

The world is becoming increasingly interconnected across all fronts at an unprecedented pace; it is deemed that networks, knowledge and innovation, and entrepreneurship drive growth and development. The rise of emerging markets and growth of global supply chains are attributed to globalization and ICT; nations and firms continue to form strategic levers using the power of comparative advantage; and human capital worldwide is becoming more mobile and engaged virtually despite the national boundaries. The developments have also caused dramatic structural and organizational changes and disruption of traditional businesses, and job markets. Global investments in commodities and indiscriminate exploitation of natural resources affected the sustainability of ecosystems. Equal access to education, knowledge and health are also under the microscope. The challenges of rising inequalities in wealth and income, economic stagnation, unemployment, and the impact of globalization have also taken the center stage of public discourse. These trends bring heightened levels of responsibility to business, institutions and society. In view of the strategic importance of these challenges the 14th International Business conference invites academic and professional perspectives in the form of empirical research, case studies and applications, and panel proposals on, but not limited to, the following topics:

1. Institutions and Global Economic Governance

- Gravitation of world economy towards the East & South & the rise of emerging markets
- WTO & international trade; implications of new regional trade arrangements (e.g., TPP and TTIP)
- Challenges of institutional governance (IMF, World Bank, etc.); new initiatives (Asian Infrastructure Investment Bank (AIIB) and New Development Bank (NDB/BRICS Bank)
- Impact of the UN Millennium Development Goals (MDGs) on subsistence markets
- Challenges of urbanization, inequalities, health, food & energy security, natural disasters, cyber threats, climate change, migration of workforce, etc.

2. Global Connectivity, Knowledge Clusters, & Entrepreneurship

- Knowledge clusters, innovation & diffusion effects in local, regional & global contexts
- Impact of social & technology networks on Micro, Small & Medium enterprises
- Role of networks & diaspora: women entrepreneurship; social & digital entrepreneurship
- Business models to nurture start-ups: incubation, mentoring, venture capital, crowd funding, etc.

3. Innovation in Education, Human Capital & Advancement of Skills

- Quality & standards; impact of ranking of academic institutions; business-academic partnerships
- Role of higher education clusters; Open Universities; Massive Open Online Courses (MOOCs)
- Corporate universities; models of executive education & training for professions/occupations
- Learning outcomes: study abroad, internships & community engagement programs

4. Emerging Markets, Global Connectivity & Competitive Strategy

- New paradigms of innovation & business models in emerging markets
- Leveraging resources & capabilities by firms from emerging markets
- Modes of entry & internationalization strategies of emerging market firms
- Competitive dynamics between western and emerging market multinationals

5. Management Practices, OB & HRM in a Global Context

- Workplace diversity, automation, labor relations, productivity, & wage differentials
- The millennials, intergenerational & flexible workforce
- Managing intellectual capital, virtual organizations & teams in multi-cultural contexts
- State-owned enterprises; family controlled conglomerates; family owned enterprises
- Supply chain management: on-shoring & off-shoring; national & regional pressures

6. Global Finance, Accounting, & Transparency Issues

- Corporate finance, banking, capital markets, sovereign wealth funds, & global debt
- FDI & M&As; volatility of exchange rates & risk management
- Role of corporate taxation, tax havens, subsidies & free trade zones
- Financing subsistence markets, social impact investing
- Accounting; IFRS reporting standards, business information value chain; XBRL

- Valuation of intangibles, intellectual property, brand equity, and goodwill

7. Marketing & Communication in a Connected Environment

- Value creation: service delivery models, customer life time value, & relationship marketing
- Emerging trends: data driven, social media and Internet-based, cause-related, and green marketing; e-market places: web marketing and e-commerce
- Services marketing; social marketing; and macro marketing theory & practice

8. Sustainability & Growth: CSR Perspectives in a Global Context

- Challenges of decoupling growth from natural resources to a knowledge-based economy
- Corporate & institutional response to climate change, water, food & energy security issues
- Philanthropy, social enterprises, and NGOs, & its impact on subsistence markets
- Challenges of urbanization, pollution, & infrastructure; community & individual responsibilities
- Ethical Challenges: CSR, Social impact & measurement issues

Pre-conference Activities:

June 21, 2016 (Forenoon): Half a day symposium for doctoral students.

June 21, 2016 (Afternoon): Half a day symposium on manuscript development for peer reviewed publications

June 21, 2016: One day workshop on workforce and skills development

June 21, 2016: Poster session

Submission Deadlines:

Full Manuscripts, Case Studies, Abstracts and Research in Progress, Proposal for Poster Session, Panel Session and Doctoral Symposium by **March 31**, 2016.

Special Issues of Peer-reviewed Journals:

International Journal of Business and Emerging Markets (IJBEM, Inderscience)

<http://www.inderscience.com/info/ingeneral/cfp.php?id=3074>

Journal of Indian Business Research (JIBR, Emerald)

<http://emeraldgroupublishing.com/products/journals/journals.htm?id=jibr>

Evidence Based HRM (EBHRM, Emerald)

<http://emeraldgroupublishing.com/products/journals/journals.htm?id=ebhrm>

Journal of Economics & Administrative Sciences (JEAS, Emerald)

<http://emeraldgroupublishing.com/products/journals/journals.htm?id=jeas>

International Journal of Society Systems Science (IJSSS, Inderscience)

<http://www.inderscience.com/jhome.php?jcode=ijsss>

Special Category Journal with cash award:

JCC: The Business and Economics Research Journal

Financial Reward of \$2,500 for Each Competitive Paper Accepted Based on Journal's Mandated Double Blind Review. Please visit journal website for more details: <http://centrumwebs.pucp.edu.pe/jcc/>

Best Paper Awards:

EADA Martin Rahe best paper cash award	- 1000 EURO
Feliciano School of Business best paper award	- two \$500 each
PSEG Institute for Sustainability Studies - best student paper award	- \$500
SGBED Doctoral student best paper award	- \$500

Registration Fee and Accommodation:

	<u>Faculties</u>	<u>Graduate students</u>
Early registration until April 15 , 2016:	\$ 300.00*	\$ 200.00
Regular registration after April 15 , 2016:	\$ 350.00*	\$ 250.00
Accompanying spouse or a friend:	\$ 150.00	
Poster session (only June 21)		\$ 75.00**

* "Faculty" from countries with a per capita GDP of less than US \$10,000 (World Bank, 2014) will receive a discount of \$50 on the registration fee.

**includes light refreshments

Note: Information on **Accommodation** and optional **Cultural Tours** will be posted on the conference website.

Principal Coordinators:

Dr. C. Jayachandran, President, SGBED, Montclair State University, NJ, USA

Dr. Silvio Cardinali, Vice President, SGBED, Università Politecnica delle Marche, Italy

Conference Program Co-Chairs:

Dr. Yam B. Limbu, Vice President, SGBED, Associate Professor of Marketing, Montclair State University, NJ, USA

Dr. Susana Yu, Professor, Economics & Finance, School of Business, Montclair State University, NJ, USA

**For full conference announcement, please visit <http://www.sgbed.com> OR
<https://business.montclair.edu/faculty-research/sgbed-conference>**

**Please submit your papers to your area coordinators with a copy to info@SGBED.com and
limbuy@mail.montclair.edu**

AREA COORDINATORS

AFRICA

Dr. Johan de Jager

Research Professor, Tshwane University of Technology
Private Bag X680, Pretoria 0001,
Tel: 27 12 382 5627 Fax: 27 12 382 5627
Email: dejagerjw@tut.ac.za

Dr. Soumendra Kumar Dash

Principal Risk Officer, Financial Management
Department, African Development Bank, HQs
BP - 323 - 1002 Tunis Belvedere Tunis, Tunisia Republic
Mobile Phone +216 27 41 54 72
Email: somendash@gmail.com

ASIA & MIDDLE EAST

CENTRAL ASIA

Dr. Jyldyz Aknazarova

Professor, Osh State University
331 Lenin St., Osh, 714000, Kyrgyz Republic
Tel: 996 777950410; Fax: 996 3222 57558
Email: akjyldyz@mail.ru

Dr. Gouher Ahmed

Professor of International Management, Skyline
University, PO BOX 1797 Sharjah-United Arab Emirates
Tel: 971 6544 1155-Ex 2046; Fax: 971 6544 1166
Email: gouher@usa.net

CHINA & GREATER CHINA REGION

Dr. Ming Men

Professor of Finance/ Director,
Center for Financial Markets and Investments
University of International Business and Economics
Huixian Z. St, Chaoyang District, Beijing 100029
Tel: 86 10 6449 3119
Email: ming_men@yahoo.com

Dr. Songbai LIU

Dean, International Business Faculty
Beijing Normal University Zhuhai
C201, Zong He Building, No. 18, Jin Feng Road
Tang Jia Wan, Zhuhai City
Guangdong Province, P.R.CHINA
Tel: 0086-756-6126033
Email: liusb@bnu.edu.cn

HONG KONG

Dr. Sherriff T.K. Luk

College of Marketing & Logistics Management, Nanjing
University of Finance & Economics, Nanjing, China
Mobile: 852 938 63950
Email: sherriff.Luk@polyu.edu.hk

MACAO

Dr. Alessandro Lampo

Lecturer at University of Saint Joseph
Email: alessandro.lampo@usj.edu.mo

SOUTH ASIA

Dr. Vishnuprasad Nagadevara

Dean, Woxsen School of Business
Plot No. 1267, 2nd Floor, Gateway Jubilee
Road No. 36, Jubilee Hills, Hyderabad 500 033, India
Tel: +91 974 222 1326 and +91 703 288 8489
Email: Vishnuprasad.nagadevara@woxsen.edu.in

Dr. Vasanthi Srinivasan

Associate Professor, Indian Institute of Management
Bannerghatta Road, Bangalore, India
Tel: 91-80-2699 3046
Email: vasanthi@iimb.ernet.in

Dr. Rajeshwari Narendran

Director, Academy of HRD, Ahmedabad
Professor of Management, ML Sukhadia University,
Udaipur, Thaltej-Habatpur Rd, Ahmedabad, 380059
Tel: 0 79 3048 2224; M 09414163199
Email: rajeshwari.narendran@gmail.com

Dr. Pamuru Raghunadha Reddy

Professor, Department of Management Studies
Sri Venkateswara University, Tirupathi, 517502, India
Tel: (0) +91 9346234167; (M) +91 9618436728
Email: prreddy@svuniversity.ac.in

INDONESIA

Dr. Nevi Danila

STIE Malangkecwara College of Economics (MCE)
Jl. Terusan Candi Kalasan, Malang, 65142 Indonesia
Tel: 62-341-491813, Fax 62 341 495619
Email: nevida@stie-mce.ac.id

Dr. Andreas Wahyu Gunawan

International Class - Faculty of Economics - Trisakti
University, Building "K" 1st Floor, Jl. Kyai Tapa Grogol
Jakarta Barat 11440, Indonesia
Tl: +62 21 5663232 ext 8351, Fax: +62 21 5638717
Email: andreaswg@trisakti.ac.id

JAPAN

Dr. Takao Fujiwara

Professor, Division of Planning and Management, Dept.
of Humanities & Social Engineering
Toyohashi University of Technology, 1-1 Hibarigaoka,
Tenpaku Toyohashi, Aichi 441-8580, Japan
Tel: 81 532 44 6946; Fax: 81 532 44 6947
Email: fujiwara@hse.tut.ac.jp

MALAYSIA

Dr. Shankar Chelliah

Sr. Lecturer in International Business
School of Management, Universiti Sains Malaysia
Pulau Pinang, Malaysia
Tel: 653 5282
Email: shankarchelliah1@gmail.com

SOUTH KOREA

Dr. Namjae Cho

Director, Digital Business & Management Center,
Chairman, Department of Bus Administration
Hanyang University, Seong-Dong,
Seoul, Korea 133-791
Tel: 82 2 2220 1058; Fax: 82 2 2292 3195
Email: njcho@hanyang.ac.kr

THAILAND, SINGAPORE & VIETNAM

Dr. Sununta Siengthai

Professor of HRM/Industrial Relations
School of Management, Asian Institute of Technology
P.O. Box 4, Klong Luang, Pathumthani 12120
Tel: (662)-524-5661 Fax: (662)-524-5667
Email : s.siengthai@ait.asia

EUROPE

AUSTRIA

Dr. Christian Stadlmann

Professor of Sales Management and Marketing
Faculty of Management, University of Applied Sciences
Upper Austria, Wehrgrabengasse 1-3
4400 Steyr/Austria, Tel.: +43 (0)50804-33512
Email: christian.stadlmann@fh-steyr.at

Dr. Andreas Zehetner

Vice President International Affairs
Professor of Marketing, University of Applied Sciences
Upper Austria, Wehrgrabengasse 1-3
4400 Steyr/Austria, Tel.: +43 (0)50804-33511
Email: andreas.zehetner@fh-steyr.at

CROATIA

Dr. Srecko Goic

Full professor in Management and Human resources
Management, Department of Management (Head)
Faculty of Economics, University of Split
Cvite Fiskovica 5, 21000 SPLIT, CROATIA
Tel.: +385 (0)21 430610, Mob.: +385 (0)91 7958540
Skype: Srecko Goic, LinkedIn: Srecko Goic
Email: goic@efst.hr

FINLAND, ESTONIA, NORWAY, SWEDEN & DENMARK

Dr. Vesa Routamaa

Professor of Management and Organization
Dept. of Management University of Vaasa
P.O. Box 700, FI-65101 Vaasa, Finland
Tel: 358 29 449 8462; Fax: 358 6 317 5210
Email: vmr@uwasa.fi

GERMANY

Dr. Harald Kupfer

Professor and Scientific Director of Studies
FOM University of Applied Sciences Nuremberg
City Park Center, Zeltnerstr. 19, 90443 Nuernberg,
Germany, Tel: 49 9187 2212; Fax: 49 9187 2212
Email: harald.kupfer@fom.de

ITALY

Dr. Silvio Cardinali

Dipartimento di Management ed Organizzazione
Industriale, Facoltà di Economia "G. Fuà" - Università
Politecnica delle Marche
Tel +39 071 2207221, +39 348 0743506
Email: s.cardinali@univpm.it

Dr. Michela Mason

Department of Economics and Statistics,
University of Udine, Via Tomadini, 30/A; 33100 UDINE,
Italy, Tel: +39 0432 249 223
Email: michela.mason@uniud.it

POLAND

Dr. Paweł Kawa

Vice-Rector for Scientific Research
Cracow School of Banking and Management
Al. Kijowska 14, 30-079 Cracow -Poland
Email: kawap@wszib.krakow.pl

Dr. Marcin Skurczyński

University of Gdansk
Email: marcin.skurczynski@gmail.com

ROMANIA

Dr. Cezar Scarlat

Director, Doctoral School - Entrepreneurship, Business Engineering and Management
University Politehnica of Bucharest
Splaiul Independentei No. 313, Sector 6
Bucharest, Romania, Tel: +40 722 290760
Email: cezarscarlat@yahoo.com

SLOVAK REPUBLIC

Dr. Jan Rudy

Professor and Director, Faculty of Management
Comenius University in Bratislava, Slovak Republic
P. O. Box 95 820 05 Bratislava 25, Slovak Republic
Tel: 421 2 50117521, Fax: 421 2 50117527
Email: jan.rudy@fm.uniba.sk

Dr. Zuzana Kovacicova

Faculty of Management, Comenius University in
Bratislava, Slovak Republic
P. O. Box 95, 820 05 Bratislava 25, Slovak Republic
Tel: +421 2 50117 477; +421 902 946 511
Email: zuzana.kovacicova@fm.uniba.sk

SLOVENIA, SWISS, LICHTEINSTEIN, BOSNIA & HERZEGOVINA

Dr. Štefka Gorenak

Senior Lecturer, Faculty of Commercial and Business
Sciences, Toneta Melive 12, 3210 Slovenske Konjice,
Slovenia, Tel: 00386 3 57 55 238, 00386 3 428 55 59
Email: gorenak.stefka@siol.net

SPAIN, PORTUGAL & FRANCE

Dr. Ramon Noguera

Academic Dean, EADA Business School
C/Aragon, 204, 08011, Barcelona, Spain
Tel: 34 934 520 844-118
Email: rnoguera@eada.edu

UNITED KINGDOM & HOLLAND

Dr. Nitin Sanghavi

Director, The Retail Centre
Manchester Business School
Booth Street West, Manchester M15 6PB, UK
Tel: 44 161 275 6481 Fax: 44 161 275 65 42
Email: nitin.sanghavi@mbs.ac.uk

Dr. Claudio De Mattos

Lecturer International Business & Marketing
Manchester Business School
Booth Street West, Manchester M15 6PB, UK
Tel: 44 161 306 3413 Fax: 44 161 306 3505
Email: claudio.de-mattos@mbs.ac.uk

OCEANIA

AUSTRALIA & NEW ZEALAND

Dr. Vasanthi M Peter

Course Leader for Master of Professional Accounting
Office: 1.11, 332 St Kilda Road, SouthBank - 3006
Holmesglen (City Campus), Phone: 61-3-81996616
Email: Vasanthi.Peter@holmesglen.edu.au

Dr. Piyush Sharma

Professor, School of Marketing, Curtin Business School
Curtin University, Bentley, WA 6102, Australia
Associate Editor – Journal of Business Research and
Journal of Services Marketing
Email: Piyush.Sharma@curtin.edu.au

RUSSIA

Dr. Sergey R. Yagolkovskiy

Associate Professor, Dept. of General and Experimental

Psychology, National research University - Higher school
of economics, 20, Mjasnitskaja str., 101000 Moscow
Email: yagser@mail.ru

NORTH AMERICA

CANADA

Dr. Bernard M. Wolf

Director, Certificate in Managing International Trade
and Investment, Professor Emeritus of Economics and
International Business, York University, Economics Area,
Room N205K, 4700 Keele Street, Toronto, ON, CANADA,
M3J 1P3, Tel: 416-736-2100, ext. 77933
E-mail: bwolf@yorku.ca

UNITED STATES OF AMERICA

Dr. Vasant H. Raval

Professor of Accounting, Heider College of Business,
Creighton University, Omaha, Nebraska, 68178
Tel: 402 280 5518; Fax: 402 280 5565
Email: vasantraval@creighton.edu

Dr. Phillip LeBel

Professor Emeritus, Montclair State University
1 Normal Avenue, Montclair, NJ 07043, USA
Tel: 973 655 7464; Fax: 973 655 7715
Email: lebelp@mail.montclair.edu

Dr. Robert W. Taylor

(Coordinator- at- large: For Submissions on
Sustainability & Environmental Issues)
Professor, Sustainability Science & Urban Environmental
Studies, Dept. of Earth & Environmental Studies
Montclair State University - Montclair, NJ, USA
Email: taylorr@mail.montclair.edu

Dr. Sivakumar Venkataramany

Burton D. Morgan Chair Professor of Business Enterprise
Suite 223, Dauch College of Business and
Economics, Ashland University
401, College Avenue, Ashland, OH 44805 USA
Phone: (001) 419-289-5956; Fax: (001) 419-289-5910
Email: svenkata@ashland.edu

Dr. Isaac Wanasika

Associate Professor of Management
Monfort College of Business
University of Northern Colorado
Office: 970-351-1882
Email: isaacwanasika@yahoo.com

Tel: +1 (217) 581 – 6924
Email: otopaloglu@eiu.edu

Dr. Arvinder P. S. Loomba

Professor of Project, Operations and Supply Chain
Management, School of Global Innovation & Leadership,
San José State University, One Washington Square, San
Jose, CA 95192-0164
Tel: 1-408-924-3578; Fax: 1-408-924-6885
Email: arvinder.loomba@sjsu.edu

CENTRAL & SOUTH AMERICA

MEXICO

Dr. José Sánchez-Gutiérrez

Jefe del Departamento de Mercadotecnia y Negocios
Internacionales, Centro Universitario de Ciencias
Económico Administrativas U de G.
Presidente de la Red Internacional de Investigadores en
Competitividad, Periférico Norte 799 Edificio G-
306, Zapopan, Jalisco C.P. 45100
Tel: (33) 3770 3343
Email: jsanchez@cucea.udg.mx

Dr. Ricardo Arechavala Vargas

IDITpyme - CUCEA
Edificio de Vinculación Empresarial,
Periférico Nte. 799
Zapopan, Jalisco, México CP 45150
Phone: (52) 33 3770 3499 X 25509
Email: yukoneagle2@yahoo.com

BRAZIL

Dr. Mario Henrique Ogasavara

Professor in International Business Strategy and
Innovation, Master and Doctoral Program in
International Management, ESPM (Escola Superior de
Propaganda e Marketing), Sao Paulo, Brazil
Tel: +55 11 5085-4689
Email: mario.ogasavara@espm.br

PERU

Dr. V. Charles

Director of CENTRUM Research
Distinguished Research Professor
CENTRUM Católica Graduate Business School
Tel: (511) 626 7100 ext 7182
Email: vcharles@pucp.pe

PRINCIPAL SPONSORS

Feliciano School of Business, Montclair State University, USA
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