



## *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 14<sup>th</sup> 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 <b>until April 30</b> , 2016:	\$ 300.00*	\$ 200.00
Regular registration <b>after April 30</b> , 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](mailto:info@SGBED.com) and  
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