



# KABARAK UNIVERSITY *Education in Biblical Perspective*

## INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMICS

**25<sup>TH</sup> –26<sup>TH</sup> OCTOBER 2018**

### CALL FOR PAPERS

The School of Business and Economics, Kabarak University, wishes to call for research papers documenting novel and empirical works for presentation at the Kabarak University International Conference on Business and Economics.

#### OBJECTIVES OF THE CONFERENCE

1. To create a forum for discussion and exchange of ideas on contemporary issues in business and economics
2. To provide a forum for discussion on the impact of technology and innovation, national policies, national and global trends business and economics.
3. To provide an opportunity to discuss the emerging business and economic issues arising from the implementation of political restructuring such as devolved county governments, regional integration and international trade treaties.
4. To provide for intellectual exchange on opportunities and challenges faced by businesses in the advancement of new technological developments and innovations

#### CONFERENCE THEME

*Business and Economic Innovations for Global Competitiveness*

#### CONFERENCE SUB THEMES

1. **Marketing and Tourism Innovations Paradigm Shift**  
Destination marketing, digital marketing, personality branding, relation, integrated marketing, social media. Innovations in hospitality industry, Impact of Global tourism on developing countries, Adoption of technology in Hospitality operations, Current trends in hospitality industry with regard to technology
2. **Emerging Trends and Opportunities in Entrepreneurship**  
Traction of agribusiness to youths and its adoption of technology and innovation - the challenges, and opportunities, entrepreneurship for self-employability and poverty eradication, county interventions, indigenous entrepreneurship, talent and performing arts entrepreneurship, internet and entrepreneurship development, global entrepreneurship, green entrepreneurship, real estate agency farming.
3. **Financial and Accounting Topical Issues**  
Impact of bank interest rate capping in Kenya, impact of prolonged electioneering period on business in Kenya, challenges of financing of SME's, financial management and accounting in County devolved Governments in Kenya, global financial instruments, cyber fraud and businesses, taxation for going global businesses, measuring company performance and green policy in business.
4. **Trending Issues in Human Capital, Operations Management and Procurement**  
New labour laws (Kenya, 2007), graduate employability, labour dynamics, job satisfaction, employee performance, change management, work environment and gender affirmative action, performance measurement and contracting, Balance Score Card, Business Process Reengineering (BPR), Sigma Integration of Business Process. Materials Resource Planning (MRP) Supply Chain Management Modern Management Approaches, negotiation practices, Procurement Controls
5. **Emerging issues of Economic Development and Sustainability**  
International Trade and Economic Growth, Global Inclusion Practices Global Economic Volatilities and Impact on National Economies, Export-led Growth & Sustainability, Climate Change & Challenges of Sustainability, Industrialization vs. Environment

#### CONFERENCE OUTPUTS

- All accepted and presented papers will be published in an open-access conference proceedings to be made available as indicated in the conference timelines.
- Authors wishing to have their papers published in the Kabarak Journal of Research and Innovation will be required to pay a discounted rate of KES 3,000 (40% discount on normal publication fee).

#### CONFERENCE TIMELINES

Full Paper Submission:	25 <sup>th</sup> June 2018
Paper Acceptance and Notification:	27 <sup>th</sup> July 2018
Registration Deadline:	7 <sup>th</sup> September 2018
Conference Dates:	25 <sup>th</sup> -26 <sup>th</sup> October 2018
Proceedings publication date:	21 <sup>st</sup> December 2018

#### SUBMISSION GUIDELINES

- The conference papers must be formatted and referenced following the APA version 6 style. A sample paper is provided on the conference system.
- All conference papers must contain the following sections; introduction/ background, the problem, research objectives, literature review, methodology, findings and discussion, recommendations and areas for further research.
- All presenters will be required to submit their presentations 4 weeks prior the conference using the template provided on the conference system.
- Papers previously published elsewhere or currently under review for publication should not be submitted.

#### CONFERENCE REGISTRATION FEES

Kenyan Presenters	KES 8,000
International Presenters	USD 100
Kabarak University Graduate Students	KES 5,000
Kabarak University Undergraduate Students	KES 3,000
Attendance Fee for other Participants	KES 4,000

All fees must be deposited in any of the following university bank accounts:

Standard Chartered Bank	0104-943637-01 Nakuru ( <i>USD Payments Account</i> )
Trans National Bank	0040503005 Nakuru
Kenya Commercial Bank	1109663161 Nakuru
Equity Bank	0310294445167
Mpesa Pay Bill No.	511480; use full names for account number information.

*\* Kindly note that the participation fees will cover coffee/tea, lunch and conference materials only.*

*\* All conference fees for paper presenters (authors and co-authors) must be paid by the dates indicated in the conference timelines*

#### ACCOMMODATION

Limited accommodation is available at Kabarak University Guest House at KES 3,000 bed and breakfast. Other accommodation venues are available in Nakuru Town.

To plan for accommodation contact:

Kabarak University Guest House

Telephone: +254 710 760 545

e-mail: [guesthouse@kabarak.ac.ke](mailto:guesthouse@kabarak.ac.ke)

#### ENQUIRIES

For further information and clarifications kindly contact us or visit the conference website; <http://www.kabarak.ac.ke>

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