

# **Kabarak University International Conference on Business and Economics**



**Thursday 25 October 2018 - Thursday 25 October 2018**

**KLAW - Conference Center**

## **Scientific Programme**

## **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

## **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.

## **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.

## **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

## **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