



جامعة أبوظبي
ABU DHABI UNIVERSITY



College of Business

at Abu Dhabi University in collaboration with **Asia Academy of Management**

Organizes

The 3rd International Conference on Organization and Management (*ICOM*) 2017

Conference theme:

Corporate Social Responsibility in the 21st Century

Date: **November 19-20, 2017**

Venue: **Park Rotana, Abu Dhabi, UAE**




College of Business



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Abu Dhabi University, Abu Dhabi, UAE in collaboration with Asia Academy of Management (AAOM) invite papers for its conference on the theme of **“Corporate Social Responsibility in the 21st Century”**. In particular, this conference aims at exploring “a set of business practices for the purpose of making difference in the lives of those whom we care for and also in ourselves so as to make the society a lively place for us to thrive”.

In today’s world, firms across industry and geography need to practice an organizational value symbolizing corporate social responsibility in all their internal processes as well as offerings of products and services. As a result, organizations should develop and encourage their employees to have concern for or helping others to improve the welfare and happiness of others. In other words, the organization should show concern for the welfare of humanity, especially in acting to improve the living conditions of the impoverished people. It does not mean doling out money to the needy people but to partner with the government to create training and developmental centers, nursing homes, charitable institutions, etc. for developing competencies, skills, knowledge and attitudes which will enable them to be contribute to the continual growth of the society, the nation, and the world. Therefore, organizational leaders should implement an organizational architecture wherein the value called “corporate social responsibility” could thrive and mold organizational behavior wherein “helping others” become a buzz word and get institutionalized through a performance appraisal system which gives high weightage for such a desired job behaviors. The corporate social responsibility if practiced more a kind of dominant than soft beliefs & value system, it helps organization to seamlessly achieve both internal integration as well as external adaptation in the present day world order.

This conference aims to focus on how does “the corporate social responsibility” values should be developed and leveraged by managers and leaders to drive their organizations to achieve the reasons of their existence. Moreover, issues related to the broad theme of the conference include, but are not restricted to, the following:

- How come the corporate social responsibility helps resolve sustainable business challenges that managers in national, trans-national, and multinational enterprises have had to contend in their organizations in 21st century?
- How do sustainable management practices with intrinsic organizational values of serving the larger society influence changes in the strategies of Asian firms in the emerging, the frontier, and the developed markets?
- What kind of structural, cultural and technological architectures should be installed in organizations operating across different economies of the world when corporate social responsibility becomes core beliefs & values of both organization and society?
- How does corporate social responsibility as organizational beliefs & value systems help managers to manage the turbulent business environment in the Asia and the world?
- How does corporate social responsibility affect business strategy of the Asian and non-Asian firms and corresponding changes in organizational systems and practices to be competitive in the booming as well as dooming business environment?
- Does organization need to innovate different accounting, auditing, and financial practices to stay competitive in the complex business environment in 21st century when organization practices a kind of beliefs & value systems where the goal is to make a difference in the societal life? What are new skills and competencies that accounting and finance managers should possess in the present era to be efficient as well as effective at workplace?
- How does corporate social responsibility values affect entrepreneurial ventures to remain competitive in the emerging markets of Asia and the globe?
- What are the key challenges inbuilt marketing strategy of products and services in the frontier, the emerging, and the developed markets in the world? How does corporate social responsibility influence sustainable marketing strategies for organizations to stay relevant and competitive in the arena of international business?

The conference program will consist of keynote speeches, competitive paper sessions, and interactive poster sessions. **All submitted papers will undergo a standard review process for an acceptance/rejection decision based on peer review report that will be communicated in 15 days from the date of paper(s) submission.**





KEYNOTE SPEAKER

Jane Lu is Professor of Management at China Europe International Business School, while on leave from her role as James Riady Chair in Asian Business and Economics in the Department of Management and Marketing, the University of Melbourne. She is currently the Editor-in-Chief of Asia Pacific Journal of Management and a consulting editor at Journal of International Business Studies. She is also the vice president of Asia Academy of Management.

Jane's research centers on international strategy such as internationalization, entry mode choice and alliance partner selection. Her work showed how theories of multinationality and performance need to be adapted to consider the case of small and medium-sized enterprises, alongside the case of large multinational firms, pointing to a life-cycle theory of the costs and benefits of internationalization which may help reconcile the inconsistent findings in the literature. Her work also demonstrated how bridging ideas and concepts from organization theory can provide new insights into international strategy. Her recent research continues this line of research but with a focus on emerging market firms and their internationalization.

Jane Lu has published in leading academic journals such as Administrative Science Quarterly, Academy of Management Journal, Strategic Management Journal, Journal of International Business Studies, Journal of Management and Journal of Business Venturing, among other journals. She received Fundação Dom Cabral Best Paper award at Academy of Management Meeting (2014), Haynes Prize for Best Paper Award at Academy of International Business Conference (2006), Best Paper Award for Strategy Stream at annual conference of Australian and New Zealand Academy of Management (2008).



SUBMISSION GUIDELINES

- Though submissions relating to the major theme of the conference are encouraged, papers can deal with other issues relating to the broad topic of Asia and global sustainable management systems and strategies of Asian and global firms. Papers may be grounded in any major management discipline including business strategy, organizational behavior and theory, human resource management, international management, accounting, finance, marketing, education management, business ethics, and social issues in management. Conceptual, theory-building, or empirical papers from the above disciplines are welcome.
- All submissions must be original and should not have been previously accepted for publication in a journal, presented in another conference or be under review at another conference.
- All papers will be blind reviewed. Accepted papers will be assigned to paper or interactive paper sessions by the Conference Chair(s). The abstract(s) of the paper(s) presented at the conference will be included in the CDROM and hosted on the ICOM2017 website until it is operational. Qualified papers from the conference will be published in special issue of some of the best management journals indexed in the SCOPUS and / or the ADBC after an expedited standard review & revision process of the particular journal(s). Details about these management journals will be posted in due course.
- Papers should be prepared and presented in English. There is no page limit but contributors are encouraged to limit their paper to less than or equal to 20 pages (A4 paper, font 12, double spacing with margins of 1 inch) including the cover page, abstract, text, references, table and figures. The format follows the ***Academy of Management Style***.
- At least one of the authors must register before the deadline of registration, attend and present the paper in the conference. Otherwise, the paper will not be included in the conference program and proceedings. If absence from a scheduled meeting is unavoidable, participants must contact at icom2017@adu.ac.ae
- Manuscript prepared in Microsoft Word should be submitted electronically at icom2017@adu.ac.ae **Do not send submissions directly to track chairs. Please indicate the appropriate track in which you wish your paper to be reviewed in the cover page of the submission.**



RELATED ACTIVITIES

The ICOM2017 will organize the **Doctoral Consortium** and the **Paper Development Workshop (PDW)** on **November 19, 2017**. The details about the Doctoral Consortium and Paper Development Workshop will be announced later. The Doctoral Consortium is designed for the Doctoral students in the dissertation stage. The **Paper Development Workshop (PDW)** is designed to sharpen research publication skills of the junior faculty members. Details of applications will be announced later at ICOM2017 website (<https://www.adu.ac.ae/en-us/icom2017>).

IMPORTANT DEADLINES

Full Paper Submission

October 30, 2017

Last Date to Register

October 30, 2017

ICOM 2017 REGISTRATION:

Registration fees: USD 425 per paper per person

All the participants are requested to register by filling the online registration form. The registered author(s) will receive one year Asia Academy of Management (AAOM) individual membership and will avail all the benefits of annual member of the (AAOM). A single author presenting multiple entries should register for each paper. **You should not deduct the bank transaction charge(s) from the ICOM2017 Full Registration Fee of USD425 per paper per person or you will be considered as NOT paid the full registration fee and your paper will not be scheduled for presentation in the conference.**

For registration follow the payment instructions in the following link:

[Paypal Instructions](#)

Please be sure to use the reference **“ICOM 2017”** for the payment and kindly provide a copy of the transfer receipt to EMAIL ID: icom2017@adu.ac.ae





TRACK CHAIRS

Do not send submissions to track chairs. All submissions must be sent to Conference Chair(s)

Track 1: Strategic Management Prof. Ajai Gaur, Rutgers University, USA	Track 2: Entrepreneurship & Innovation Management Prof. Chinmay Pattnaik, University of Sydney Business School, Australia
Track 3: Operations & Supply Chain Management Prof. Amrik Sohal, Monash University, Australia	Track 4: Organizational Behavior Prof. Manish Kumar, IIM Kozhikode, India
Track 5: International Management Prof. Vikas Kumar, University of Sydney Business School, Australia	Track 6: Human Resources Management Prof. C. S. Wong, Chinese University of Hong Kong
Track 7: Technology & Project Management Prof. Anke Piepenbrink, ESC Rennes, France	Track 8: Leadership Prof. Vijay Pereira, University of Wollongong in Dubai, UAE
Track 9: Marketing Management Prof. Sanjaya Singh Gaur, Sunway University, Malaysia	Track 10: Accounting Prof. Christian Prat dit Hauret, University of Bordeaux, France
Track 11: Finance Prof. Shahin Shojai, Capco Institute, London, UK	Track 12: Education Management Prof. Alex Settles, Rutgers University, USA
Track 13: Sustainable Development Prof. Hafez Abdo, Nottingham Trent University, UK	Track 14: Corporate Governance & Social Responsibility Prof. Achyarra Madhu, Glasgow Caledonian University, UK

PUBLICATION OF PROCEEDINGS

The abstracts of all accepted papers shall be published in *CDROMS* and also hosted on the ICOM2017 website (<https://www.adu.ac.ae/en-us/icom2017>) until it is operational.



JOURNAL PUBLICATION OPPORTUNITIES

Selected papers presented at ICOM2017 will appear, after standard reviews and revisions, such as:

1. Journal of Asia Business Studies (SCOPUS Indexed, Emerald Publication)
www.emeraldinsight.com/journal/jabs
2. International Journal of Educational Management (SCOPUS Indexed, Emerald Publication)
www.emeraldinsight.com/journal/ijem
http://emeraldgroupublishing.com/products/journals/call_for_papers.htm?id=7263
3. International Journal of Engineering Business Management (SCOPUS Indexed, Sage Publication)
<http://journals.sagepub.com/home/enb>
<http://journals.sagepub.com/page/enb/call-for-papers/people-process-enterprise-management>
4. International Journal of Innovation Science (SCOPUS Indexed, Emerald Publication)
www.emeraldinsight.com/journal/ijis
5. Journal of Accounting, Ethics & Public Policy - SCOPUS Indexed
6. Journal of East-West Business (SCOPUS Indexed, Taylor & Francis Publication)
<http://www.tandfonline.com/loi/wjeb20>
7. Management of Environmental Quality: An International Journal (SCOPUS Indexed, Emerald Publication)
<http://www.emeraldinsight.com/journal/meq>
http://emeraldgroupublishing.com/products/journals/call_for_papers.htm?id=7252
8. Negotia: A Journal of Business and Entrepreneurship - Non-SCOPUS Indexed
<https://fsujbe.sites.uncfsu.edu/>
9. Journal of Hospitality Marketing & Management (SCOPUS & ABDC Indexed, Taylor & Francis Publication)
<http://www.tandfonline.com/loi/whmm20>
10. Journal of Management & Governance (SCOPUS & ABDC Indexed, Springer Publication)
<http://www.springer.com/business+%26+management/journal/10997>



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50	Prof. Zahirul Hoque	La Trobe Business School, Melbourne, Australia

TRANSPORTATION AND ACCOMMODATION

Participants may fly directly to Abu Dhabi International Airport. There are shuttles to transport you from the airport to the **Conference Venue - Park Rotana, Abu Dhabi, UAE**. For hotel bookings and room reservations at Park Rotana (the venue for the ICOM2017) at concessional rates please visit the following link: [ICOM 2017](#)

ENQUIRY [For questions concerning submission of papers, please contact Conference Chair(s)]

CONFERENCE CHAIR(S):

Name	College	Email
Dr. Sanjay Kumar Singh	College of Business Administration, Abu Dhabi University, Abu Dhabi, UAE	sanjay.singh@adu.ac.ae icom2017@adu.ac.ae
Dr. Sherine Farouk	Assistant Provost for Academic projects, Abu Dhabi University, Abu Dhabi, UAE	sherine.farouk@adu.ac.ae icom2017@adu.ac.ae



About Abu Dhabi University, Abu Dhabi

In 2003, a group of prominent citizens of the United Arab Emirates (U.A.E.) established Abu Dhabi University (ADU) as a private institution of higher education with campuses in Abu Dhabi and Al Ain. The University has already achieved several successes in a short span of ten years. It began by offering graduate and postgraduate degree programs in the Arts, Sciences, Management and Engineering. Later, it partnered with the UAE military for the delivery of specialized degree programs to military personnel at the Zayed Military College in Al Ain and the General Command Head Quarters in Abu Dhabi. In January 2010, ADU achieved the ISO 9001 certification. In 2011, after a comprehensive review of all its processes, the University became the first educational institution in the UAE to receive the Sheikh Khalifa Excellence Award (SKEA). In 2012, ADU became the youngest university ever to be ranked in the top 550 universities in the world by QS World Ranking.

The College of Business Administration is, an **AACSB** and **EQUIS** accredited, offers degree programs in business at three locations, with the bachelors, masters and doctoral programs offered on the main campus of the University in Abu Dhabi; the bachelor and master's programs on the Al Ain campus; and the MHRM degree program in Arabic on the Military college campus in Abu Dhabi. As part of the internationalization initiative, the College developed an EMBA program in collaboration with the Freeman School of Business at Tulane University. The College is currently working on dual degree programs with the Indian Institute of Management, the University of Tampa, and Jacobs University in Germany. For more details, please login at www.adu.ac.ae

About Asia Academy of Management

The Asia Academy of Management is designed to encourage management research, education and knowledge dissemination that are of relevance to management in Asia. The Asia Academy is a global organization that welcomes both ethnic Asian and non-ethnic Asian researchers and managers who are interested in management issues relevant to Asia. The mission of the Asia Academy is to assume global leadership in the advancement of management theory, research and education of relevance to Asia. In August 1997, more than 60 Academy of Management conference participants met and agreed to set up the Asia Academy of Management with the above mission. They endorsed the principle that the Asia Academy should be an independent organization run in Asia, with links to the Academy of Management and other scholarly organizations. The objective of the Asia Academy is thus to encourage contextualized management research with Asia relevance towards global contribution to scholarship. Please login to learn more about Asia Academy of Management at <http://aom.asia/>





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Conference Registration Fees: **USD425 per person per manuscript, excluding bank transaction cost.**

The co-author(s) of the accepted manuscript for presentation will have to register separately if s/he attends the ICOM2017. Please fill this registration form and email it back to icom2017@adu.ac.ae



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