

GCMRM 2014

GLOBAL CONFERENCE ON MANAGING IN RECOVERING MARKETS
3rd in the Series of GCMRM Conferences

(8TH & 9TH NOVEMBER 2014)

ORGANIZED BY

AUSTRALIAN CENTRE FOR ASIAN BUSINESS, **UniSA**

in association with

MANAGEMENT DEVELOPMENT INSTITUTE (MDI), INDIA

www.mdi.ac.in

Venue: Hawke Building, University of South Australia, City West Campus, Adelaide.

<http://www.unisa.edu.au/asianbusiness>



The GCMRM Conference

The last two decades have seen extensive research on the topics of emerging markets. There has been number of international conferences and articles reported on this topic. The developed markets saw an opportunity in the developing and emerging markets. This scenario changed over a period of time. Various parts of the world moved to the next orbit of development. The developed markets have seen severe financial turbulence in the last decade, which influenced the overall growth of the emerging as well as the developed markets. This led to initial stagnation in certain markets followed by signs of recovery. In view of this, researchers have started realizing the need of an extensive research on managing in the recovering markets.

This conference has been planned to initiate a debate on this important issue of 'managing in recovering markets', the opportunities and challenges of it. Taking a multi-disciplinary approach, this conference will have several sessions.

Australian Centre for Asian Business

The Australian Centre for Asian Business (ACAB) is located within the UniSA Business School. We are a community of leading academics in the fields of Business, Commerce, Law, Management and Marketing dedicated to producing high-quality research on Asian business, and broadening the Australian understanding of the Asian business environment. We also encourage the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.

Management Development Institute

Management Development Institute (MDI), established in 1973, a top ranking business school in India, is a centre of excellence in management education, high quality research, executive development, and value added consultancy. It is the first Indian business school and second in Asia to be accredited by 'Association of MBAs' (AMBA), UK. MDI is also South Asian Quality Systems accredited by AMDISA in 2005. Various surveys have consistently ranked MDI amongst the top B-schools of the country.

Conference Tracks

Researchers, academics, policy makers and practitioners are encouraged to present their findings, case studies and observations on various spectrums of economy and society, **including but not limiting to the following:**

Accounting & Finance (Track No. 1)

Chair: **Assoc. Prof. Bruce Gurd** (Uni. of SA)

- ✓ Financial markets
- ✓ Risk management
- ✓ Debt management
- ✓ Management control systems – comparative studies
- ✓ Accounting standards and reporting
- ✓ Comparative studies of stock markets
- ✓ Auditing standards and practices in India and the region
- ✓ Trajectories of Indian conglomerates

Dr Tony Cavoli (Uni. of SA)

Economics (Track No. 2)

Chair: **Assoc. Prof. Mandar Oak** (Uni. of Adelaide)

- ✓ Internationalization and globalization
- ✓ FDI and emerging economies
- ✓ Growth and development
- ✓ Financial markets, integration and interconnections

Dr Tony Cavoli (Uni. of SA)

Dr. Rajabrata Banerjee (Uni of SA)

- ✓ Trade promotions and investment
- ✓ FTAs and regionalism
- ✓ Political economy of China and India
- ✓ Political economy of Economic Reforms in India
- ✓ Fiscal vs Monetary Policy

Cross Cultural Management (Track No. 3)

Chair: **Assoc. Prof. Bruce Gurd** (Uni. of SA)

- ✓ Growth of new management systems
- ✓ Leadership styles cp. East and West
- ✓ Managing for stakeholders – comparative studies
- ✓ Institutional norms and business ethics
- ✓ Managing expatriate employees

Strategy & Entrepreneurship (Track No. 4)

Chair: **Dr. Shruti Sardeshmukh** (Uni. of SA)

- ✓ Critical perspectives on strategy
- ✓ Strategic decision making
- ✓ Strategy as process
- ✓ Resource based view
- ✓ Impact of environmental complexity and dynamism
- ✓ Family business
- ✓ Growth strategies
- ✓ Intrapreneurship
- ✓ International new ventures
- ✓ Social entrepreneurship

Assoc. Prof. Pi-Shen Seet (Flinders Uni.)

Human Resource Management (Track No. 5)

Chair: **Prof. Ying Zhu** (Uni. of SA)

- ✓ Employee-employer relationships
- ✓ Organizational fairness in HR practices
- ✓ Leadership and leadership development
- ✓ Strategic human resource management
- ✓ Managing human capital
- ✓ High-skilled migration
- ✓ Managing expatriate employees

International Business (Track No. 6)

Chair: **Prof. Ying Zhu** (Uni. of SA)

- ✓ The internationalization process
- ✓ Strategic alliances, JV, M & A activities
- ✓ Globalization and its impact
- ✓ Cross-cultural and comparative studies
- ✓ Foreign Direct Investments (FDI)
- ✓ Head office and subsidiary relationships
- ✓ Regional economic integration

Marketing Management (Track No. 7)

Chair: **Dr. Richard Lee** (Uni. of SA)

- ✓ Consumer behaviour
- ✓ Branding issues
- ✓ Technology and marketing
- ✓ Consumer networks
- ✓ International Marketing

Dr. Vipul Pare (Flinders University)

- ✓ Managing changing expectations

Tourism Management (Track No. 8)

Chair: **Dr. Robert van der Veen** (Uni. of SA)

- ✓ Innovation and sustainability
- ✓ Education and the workforce
- ✓ Tourist behaviour and experiences
- ✓ Destination branding and marketing
- ✓ Emerging markets and transformation
- ✓ Resilient and adaptive organisations
- ✓ Environmental and technological change

International Relations (Track No. 9)

Chair: **Dr. Shamsul Khan** (Uni. of SA)

- ✓ Major Asian Powers in the Global System
- ✓ Neighbourhood Policies of the Major Asian Powers
- ✓ RCEP and TPP and the Competing Models for Trade, Commerce and Security Partnerships.
- ✓ ASEAN's Foreign Relations between Bilateralism and Multilateralism
- ✓ Asian Regional Groupings and Extra-Regional Linkages
- ✓ China and India Relationship

Assoc. Prof. Peter Mayer (Uni. of Adelaide)

IT and Cyber Security (Track No. 10)

Chair: **Dr. Ke Xing** (Uni. of SA)

- ✓ Business intelligence
- ✓ Decision support systems
- ✓ E-governance
- ✓ Challenges in managing information systems
- ✓ Cyber security

Urban Transformation and Sustainable Design (Track No. 11)

Chair: **Prof. Thomas Mical** (Uni. SA)

- ✓ Creativity, Innovation, and Design Principles for Management
- ✓ Sustainable Practices and Methods
- ✓ Built Environments and Workspace Innovation
- ✓ Sustainable Urban Policies and Practices
- ✓ New Workplaces and New Work-Life Practices
- ✓ Urban Transformations in the Workforce
- ✓ Socio-economic considerations for Megacities development
- ✓ Investment in property, infrastructure and clean technologies

Assoc. Prof. David Ness (Uni. SA)

SPECIAL TRACK on Business Engagement with India (Track No. 12) Chair: **Prof. Adrian Vicary** (Uni. SA)

Prof. D P Goyal (MDI, India)

Since ACAB (UniSA) is hosting this conference in association with MDI, Gurgaon, we have devoted one special track on 'business engagement with India'. This special track is also timely in the sense that the South Australian government released a policy direction paper titled *South Australia-India: Economic Development Directions Paper* in 2012. This document identifies India as the key strategic trade partner for South Australia.

This track will have sub-topics, including but not limited to the following:

- ✓ Policy Issues
- ✓ Business opportunities in India
- ✓ Challenges of engaging with India
- ✓ Business environment in India.

Publication Opportunities

One of the objectives of the conference is to achieve concrete results in the form of publications. Several noted publishers have indicated their willingness to consider publishing **edited books** built around conference theme and some of the tracks that we organize. This will however depend on the quality of the papers that we receive.

Selected papers will be provided with quality feedback. Furthermore some of the selected papers will be further screened for their viability as a book chapter for the proposed edited book. Authors of those papers will then be invited to participate, and if they accept the invitation, they will be asked to submit their final revised version.

In addition to edited books, we are also hoping to bring out a **“special issue” with one or more reputed international journals**. These peer-reviewed journals could either be discipline based or more broadly based catering to management field. Our initial talks with some of the international journals have been fruitful. However, much would depend on the quality and quantity of papers that we receive.

The above mentioned are some of the tangible results that we are looking for as an outcome of this conference. In addition, it will provide you with an opportunity to network with your peer group and like-minded individuals.

Author Guidelines

GCMRM 2014 invites submissions of papers (full papers; work in progress papers, case studies; critical policy observations) that provide insight into key research issues. The submitted papers can be either conceptual or empirical. Conceptual papers should be extending our understanding of a particular concept or a theory; they should not be simple literature review.

Submissions should be in MS Word file (doc or docx). The submitted paper should be of length 3000-6000 words. They should be written in Times New Roman, 12 pt. font and double spaced. A consistent style guideline needs to be followed; APA style guideline is the preferred style guideline.

*** One paper can be submitted to only one track.

The main document of the submitted paper must be devoid of any reference to the authors or the institute that they belong to. The first page of the main document should only have the title of the paper and an abstract. Tables, charts and figures are to be included in the main document.

The title page of the submitted paper should have: title of the paper; names of all the co-authors; the track for which paper needs to be considered; abstract; and keywords.





All the submitted papers will have to **undergo double blind review process** and accepted papers will be duly notified of.

In order to include your contribution in the conference and the compilation of the conference papers **at least one author per accepted manuscript must register for the conference.**

Note: Authors shall fully retain copyright of their submissions.

Please **SUBMIT** your papers to **Dr. Deepak Sardana** (deepak.sardana@unisa.edu.au) and CC to **Prof. D P Goyal** (dpgoyal@mdi.ac.in). The subject of the email should state “Paper submission for GCMRM Conference (Track No. ...)”. Please mention the track number for which you want your paper to be considered for.

Important Dates (2014)

-  **May 1:** Paper submission opens
-  **July 15:** Paper submission closes
-  **August 30:** Notification for acceptance of paper
-  **September 15:** Deadline for paper presenters to register

Conference Fees

Conference fees is AUD \$100 per person. However, for students, fee will be \$ 50 per person. The fee is non-refundable. It allows admittance to all sessions of the conference (including lunch and afternoon tea). All the attendees will also be provided with digital copy of conference proceedings.

To register yourself, please visit <http://www.unisa.edu.au/asianbusiness> . Then follow the link to 'GCMRM 2014 Conference'.

Accommodation

The conference delegates are responsible to make their own accommodation bookings; however ACAB will help them find an accommodation in local vicinity of the conference venue. Institute is in the process of finalizing talks with a few hotels to offer a special discount to the participants of the conference. The discounts and bookings will be offered on first come first serve basis. So, it is advisable to register for the conference in advance and inform us about your requirements for accommodation well in advance. Please write to Dr. Deepak Sardana (deepak.sardana@unisa.edu.au) to receive advice or assistance on your accommodation requirements.

Travel to Australia

Any international delegate wishing to participate in the conference will need to look into visa requirements and if required, must apply for a visa that will remain valid for the duration of the conference. Obtaining valid travel documents is the responsibility of the participant.