



**Makerere University Business School (MUBS)**  
**24<sup>th</sup> ANNUAL INTERNATIONAL MANAGEMENT CONFERENCE**  
**(AIMC)** September 10-13, 2019

**CALL FOR PAPERS**

**Theme:** Managing businesses in the digital era

**Hosted by:**

Makerere University Business School, Kampala - Uganda

**VENUE: KAMPALA, UGANDA**

**Deadline for submission of papers: August 08, 2019**

**2019 Conference Chair**

Dr. Timothy Esemu: [tesemu@mubs.ac.ug](mailto:tesemu@mubs.ac.ug)

**2019 Deputy Chair**

Dr. Milburg Atcero: [matcero@mubs.ac.ug](mailto:matcero@mubs.ac.ug)

**BACKGROUND**

Since 1995, the MUBS Annual International Management Conference (AIMC) has served as an important forum for interaction between the academia, researchers, government and practitioners. The conference has become a unique platform for discussing and sharing business related research, sharing ideas and experiences on a wide range of topics relevant in the emerging market. It provides a platform that encourages and promotes research done for and in perspective of emerging markets and creates dialogue between academics and practitioners about recent trends in management, economics and business.

**CONFERENCE THEME:**

The 24<sup>th</sup> AIMC under the theme, "**Managing business in the digital era**" is being fronted in light of the emerging digitization and digital transformation processes of businesses, which is confronting management, regulators and other stakeholders involved in the running of various entities. This conference aims at bringing together academicians and leaders spearheading the digital initiatives in their organizations to offer insights into their digital transformation journey. Digitalization transformation is everywhere as every sector of our economy has been impacted by the digital wave. This digital wave is responsible for a raft of new opportunities. In the years to come, it will be one of the strongest drivers for growth, jobs and wellbeing.

**INVITATION FOR PAPERS:**

The School invites papers that address the global, national and institutional challenges impacted by the digital wave under the various conference tracks identified. Please download the **official call** and **guidelines for authors** for additional information.

## **THE 2019 CONFERENCE CALL**

The 2019 conference will add a new dimension relating to the adoption of languages as a key aspect that affects international business. As the face of international business changes, so do the languages used to communicate. From professional networking and academic collaboration to transport and traveling, the business world requires business owners to use different languages in order to scale up their companies. Small companies aspiring to sell their services and products to different linguistic backgrounds and cultures do need to take its content to the next multilingual level. Some of the important Business Languages in the Global Market in the digital era comprise of French, Chinese, Arabic, German, among others. The world is shrinking to a global village therefore it is crucial to communicate in the customers' preferred language. Whether you represent a local start-up or a global corporation, embracing multiple uses of languages will help to overcome language barriers and open a world of opportunity.

The conference will be divided into three components: the doctoral symposium, the academic conference and the business forum. These will be guided under the following sub-themes.

## **CONFERENCE SUB-THEMES:**

### **Track 1: Finance, Insurance & Banking in Emerging Markets - Dr. Isaac Nkote/Dr. R. Mindra**

- Behavioural Finance
- Capital Market Pricing and Microstructure
- Risk management and Asset financing
- Debt and Credit Rating
- Cost of Capital and financing
- Financial Distress and Crisis
- Bank Efficiency and Stress Tests
- Interest and Exchange Rates
- Islamic Banking
- Infrastructure and Project Finance
- Microfinance
- Insurance and micro insurance
- Development finance
- Real estate finance and management

### **Track 2: Accounting, Taxation and Auditing – Prof. Stephen Nkundabanyanga/Assoc. Prof. Twaha Kawaase**

- Accounting Challenges – Strategic Accounting
- Creative Accounting and Earnings Management
- Financial Reporting
- Auditing
- Taxation
- Corporate Governance
- Behavioural Accounting
- Public Sector Accounting
- Accounting Information System
- Accounting Standards and Regulation
- Globalization and Accounting Practices
- New and Emerging Roles for Accountants
- International Accounting Research, Education, and Practice

### **Track 3: Information Management - Assoc. Prof. Moya Musa/Dr. Joseph Kizito Bada**

- Business Information Management
- Information Forensic for Business
- Knowledge Management and Business Intelligence

- Human Information Processing
- IS Management and Governance
- Social Media Research
- E- Business & E- Government Issues, Trends and Case Studies
- Innovation and Competitive Advantage in IS
- Contemporary Issues in developing countries

**Track 4: Governance, Leadership & Public Administration** - Dr. Annet Nabatanzi/ Dr. Isaac Kayongo

- Leadership Traits in a Dynamic World
- Business Negotiations
- Leadership Performance and Management Development
- Social Governance
- Regulatory and Business Change
- Public – Private Partnerships
- New Public Management and Economic Transformation
- Performance management

**Track 5: Marketing and Tourism** - Dr. Aaron Ecel/Dr. Sam Dawa

- Consumer Behaviour
- Technology & marketing
- Public sector Marketing
- Ethics in Marketing
- Services Marketing
- Management of R&D and new product development
- Environmental marketing
- Tourism management
- Hospitality management ( demand & supply issues)
- Corporate Social Responsibility
- Social media marketing
- Languages as a transactional media
- Multilinguism in international business
- Multilinguism in economic and political integration in Africa
- Language and Organization Growth in a global context

**Track 6: Energy & Economics** – Prof. Joseph Ntayi/Ms. Ronnet Atukunda

- Creating the Optional Incentives for Economy
- Competitiveness of SME in Economy
- International Trade and Economic Development
- Health Economics
- Economics Sustainability of SMEs
- The Role of Cloud Economy in Developing Countries
- Energy Production in The Innovation Economy
- Renewable Energy
- Sustainability and Economic Policy
- Innovation and Entrepreneurship in the Energy supply

**Track 7: Operation Research, Procurement, Logistics and Supply Chain** - Assoc. Prof. Moses Muhwezi/Dr. Levi Kabagambe

- Operations Research/Optimization Models (Transportation, assignment, queuing, networks, linear programming etc.)
- Operations Management
- Public and private procurement
- Innovations in procurement
- Public private partnerships
- Transportation and logistics management
- New Producer Development
- Supply Chain Integration
- Modern Operations Practices
- Behavioural Operations Management
- Managing Innovations
- Supply Chain Management and Logistic

- Technology and Operational Management
- Total Quality Management emerging Issues
- Strategies for Managing Supply Chains

**Track 8: Entrepreneurship & Project Management**– Dr. Edith Basalirwa/Dr. Ernest Abaho

- Social Entrepreneurship
- Entrepreneurship Ecosystems
- Business Incubation
- Local Entrepreneurship capacity building & BUBU
- The Ugandan Agricultural Value Chains opportunities
- Private sector development

**Track 9: Management** – Dr. Isaac Magoola/Dr. Jolly Byarugaba

- Work, Culture & Organizations
- Managing Diversity in Business
- Intellectual Property Strategy & Management
- Project Management
- Human Resource Management emerging Issues
- Contemporary Workforce
- Management in a Global Context
- Culture and Creative Industries
- Power & Politics in academic institutions
- Strategic Management Contemporary Issues
- Business sustainability
- Crisis and conflict management
- Organizational Transformation
- HR Models

**Track 10: Legal Issues in Business** - Ms Waliya Gwokyalya

- Money laundering
- Corporate governance
- Business Associations
- Employment and Labour regulations
- Taxation, banking and insurance regulations
- Regulatory issues in banking, finance, microfinance and investment

**Doctoral symposium** – Prof. John Munene/Assoc. Prof. Mohammed Ngoma

- Developing a PhD concept
- Steps in a PhD proposal
- Different PhD models and the Mak best practices
- PhD politics and how to manage interfaces
- PhD synopsis by various prospective applicants
- PhD proposals from various students
- Publishing as a PhD requirement

**BUSINES FORUM: Panel Discussions**– Assoc. Prof. Vincent Bagire/Dr. Ken Semogerere

**Panel 1:** Public Private Partnerships (PPP): Prospects and challenges for developing countries. Presentations by Cohorts from the PPP inception course and the role of legal processes, regulators and consumer protection agencies in the digital journey

**Panel 2:** The future of banking, insurance and SMEs in the digital wave

**Panel 3:** The future of the Fintech Industry, academia and knowledge management agencies in the digital journey

**Paper submission**

The expected paper submissions should be related to the sub-themes under a specific track and authors of accepted papers will be invited to present their work at the conference in September 10-12, 2019.

## **CONFERENCE ACTIVITIES**

- **Doctoral symposium** –September 10, 2019  
This is a forum that enables doctoral students to share and engage other scholars on the latest developments in the fields of study.
- **Academic Conference** - September 11-12, 2019  
A purely academic forum aimed at bringing together scholars to present their research work and findings, exchange professional critique and network.
- **Business forum** - September 13, 2019  
This forum addresses topical business, management and economic issues with a view to transferring the learning to intellectual business development and growth.
- **Excursion** - September 14, 2019 - Optional

### **Call for Papers schedule**

Timely submission of the papers is critical to the success of the conference. Therefore the following dates should be considered as critical.

### **Important Dates:**

<b>Deadline</b>	<b>Expectation</b>
August 08, 2019	• Submission of full paper
August 15, 2019	• Notification of and feedback on paper
August 20, 2019	• Deadline for submission of revised paper

### **Presenting the Paper**

Authors will be invited to present their papers at the Conference. Each invited author should make every effort to attend and present his/her paper.

### **Publication in the *Makerere Business Journal (MBJ)* series**

Best papers will be published in the MBJ after review by the Editorial Committee to conform to set guidelines.

### **Submission Guidelines**

Papers must not be more than 7,000 words and should be prepared in accordance with the standard Research Paper Template.

### **Registration Information**

Registration fees will be as per the table below to cater for breakfast, lunch and conference materials.

<b>Participant category</b>	<b>Fees per person</b>
Local participants (Ugandans)	Shs.350,000
International (Non-Ugandan)	\$250
Students (International)	\$100
<b>Students attending only the Doctoral Symposium</b>	\$50
Accompanying persons (Children/Spouses)	\$100
Excursion-Optional (destinations to be announced later)	\$100

### **Accommodation**

Delegates who wish to be resident are advised to secure accommodation at a hotel selected by the Organizing Committee at discounted rates or within the conference venue proximity. The Organizing Committee can make accommodation arrangements for individuals on request.

### **Welcome to the 24<sup>th</sup> Annual International Management Conference in Kampala, Uganda.**

### **Conference Contacts**

For correspondence and enquiry, please contact the Conference Chair or Coordinator via; Makerere University Business School, Plot 21A, Portbell Road P. O. Box, 1337, Kampala, Uganda: Tel: +256-414-338112; Fax: +256-414-505921 Email: [24aimc@mubs.ac.ug](mailto:24aimc@mubs.ac.ug); [aserina@mubs.ac.ug](mailto:aserina@mubs.ac.ug) Website: [www.24AIMC.mubs.ac.ug](http://www.24AIMC.mubs.ac.ug)

## **INSTRUCTIONS GUIDELINES FOR AUTHORS**

Papers will be accepted in line with the guidelines used by the Editor/Reviewers of the Makerere Business Journal and these include:

### 1. **Original Articles only**

Submission of a manuscript to the *Makerere Business Journal* represents a certificate on the part of the author(s) that it is an original work, and that neither this manuscript nor a version of it has been published elsewhere nor is being considered for publication in successive journal issues.

### 2. **Manuscript length:**

Your manuscript may be approximately 10 – 30 A4 typed pages double-spaced (including references and abstract). Lengthier manuscripts may be considered, but only at the discretion of the Editor.

### 3. **Manuscript preparation:**

*Margins:* leave at least one –inch margin on all four sides.

*Paper:* Use clean, white A4 bond 80 paper

*Number of copies:* 2 (the original plus 1 photocopy).

*Cover page:* Important – staple a cover page to the manuscript, indicating only the article title (this is used for anonymous refereeing).

*Second "title page":* enclose a regular title page but do not staple it to the manuscript, include the title again, plus:

- Full authorship
- An ABSTRACT of about 200 words (Below the abstract provide 3 – 5 key words for index purposes).
- A header or footer on each page with abbreviated title and page number
- An introductory footnote with authors' academic degrees, professional titles, affiliations, mailing and e-mail addresses, and any desired acknowledgement of research support or other credit.

### **Spelling, grammar, and punctuation**

You are responsible for preparing manuscript copy which is clearly written in acceptable, scholarly English and which contains no errors of spelling, grammar, or punctuation. Neither the editor nor the publisher is responsible for correcting errors of spelling and grammar. The manuscript, after acceptance by the editor, must be immediately ready for typesetting as it is finally submitted by the author(s).

Check your paper for the following common errors. Also, check the accuracy of all arithmetic calculations, statistics, numeric data, text citations, and references.

- Dangling modifiers
- Misplaced modifiers
- Unclear antecedents
- Incorrect or inconsistent abbreviations

### 5. **Inconsistencies must be avoided**

Be sure you are consistent in your use of abbreviations, terminology, and in citing references, from one part of your paper to another.

### 6. **Preparation of tables, figures and illustrations**

Any material that is not textual is considered artwork. This includes tables, figures, diagrams, charts, graphs, illustrations, appendices, screen captures, and photos. Tables should be integrated in the text and figures (including legend, notes, and sources). We request that computer – generated figures be in black and white. Camera-ready art must contain no grammatical, typographical, or format errors and must be reproduced sharply and clearly in the dimensions of the final printed page. Photos and screen captures must be on disk as a TIFF file, or other graphic file format such as JPEG or BMP (White background with black images and/or wording) in

addition to files on disk. Tables should be created in the text document file using the software's Table feature.

7. **Submitting art**

Both a printed hard copy and a soft copy of the art must be provided. We request that each piece of art be sent in its file, on a disk separate from the disk containing the manuscript text file(s), and be clearly labelled. We reserve the right to (if necessary) request new art, alter art, or if all else has failed in achieving art that is presentable, delete art. If submitted art cannot be used, the publisher reserves the right to redo the art. The *Makerere Business Journal* is not responsible for errors incurred in the preparation of the new artwork. Camera-ready artwork must be prepared on separate sheets of paper. Always use black ink and professional drawing instruments. On the back of these items, write your article title and the Journal Title lightly in soft-lead pencil (please do not write on the face of art). In the text file, skip extra lines and indicate where these figures are placed. Photos are considered part of the acceptable manuscript and remain with the publisher for use in additional printings.

8. **Alterations required by referees and reviewers**

Many times a paper is accepted by the Editor contingent upon changes that are mandated by anonymous specialist referees and members of the editorial board. If the Editor returns your manuscript for revisions, you are responsible for retyping any sections of the paper to incorporate these revisions (where applicable, a softcopy of the revisions should also be provided).

9. **Typesetting**

You will not be receiving galley proofs of your article. Editorial revisions, if any, must therefore be made while your article is still in manuscript. The final version of the manuscript will be the version you see published. Typesetter's errors will be corrected by the production staff of the *Makerere Business Journal*. Authors are expected to submit manuscripts and art that are free from error.

10. **Reprints**

The senior author will receive one copy of the journal issue as well as a complimentary reprint of his or her article. The junior author will receive one copy of the journal issue. These are sent several weeks after the journal issue is published and in circulation. An order form for the purchase of additional reprints will also be sent to all authors at this time. (Approximately 8 weeks is necessary for the preparation of reprints.) Please do not query the journal's editor about reprints. All such questions should be sent directly to the *Editor/Makerere Business Journal, Makerere University Business School, P. O. Box 1337 Kampala- Uganda, Phone: + 256-41- 338120/112 Email: [mbjeditor@mubs.ac.ug](mailto:mbjeditor@mubs.ac.ug), Fax: +256-41-505921.*

11. **Copyright**

Copyright ownership of your manuscript must be transferred officially to the *Makerere Business Journal* before we can begin the peer – review process. The editor's letter acknowledging receipt of the manuscript will be accompanied by a form fully explaining this. All authors must sign the form and return the original to the editor as soon as possible. Failure to return the copyright form in a timely fashion will result in a delay in review and subsequent publication.

**SUBMISSION OF FULL PAPERS**

Full papers should be submitted taking into account the following format:

1. Each submission should be related to the major theme or at least one of the sub-themes.
2. Each submission should have a title.
3. Abstracts should have 200 to 600 words.
4. Full papers should have 2000 to 7000 words, in English.

5. Author(s) with names, addresses, telephone and fax numbers, and e-mail addresses should be included.
6. Each author making a submission should necessarily suggest at least one or two (accordingly to the submission option selected) and a maximum of two reviewers for the open review of the submitted abstract or full paper according to the acceptance policy stated above.
7. Authors should submit their work with the following font type and size.
  - Times New Roman Font Type
  - 12 Font Size

Full papers should be sent via the conference website by filling in the respective form and uploading the respective paper. If the conference website is not accessible for you, you can also make your submission by email.

### **Audio visual Equipment**

The audio visual equipment provided for most meetings will be a screen, projector, and a laptop. Any other equipment, if needed, will have to be supplied by the presenter.