

**CONFERENCE CHANGE OF DATE**  
**3<sup>RD</sup> DBA-AMR INTERNATIONAL CONFERENCE**  
**28<sup>TH</sup> APRIL 2017**

**THEME: “DRIVERS OF BUSINESS GROWTH IN EMERGING MARKETS”**

**Venue: University of Nairobi, School of Business, Lower Kabete Campus,  
Nairobi, Kenya**

**CALL FOR PAPERS**

**SUB-THEMES**

- Social Media Marketing as a Driver of Business Growth
- Entrepreneurial Marketing in Emerging Markets
- Technology and Innovations as Drivers of Business Growth
- Education, Training and Employment as Drivers of Business Growth
- Strategic Thinking for the Growth of Businesses in the Emerging Markets
- Insurance in the Emerging Business Markets
- Private Equity Funding as a Driver for Business Growth
- Financial Innovation for New Business Growth
- Strategic Investment Decision as a Catalyst of Business Growth
- Supply Chain in the Emerging Markets
- The Trends of Operations and Procurements on the Growth for the Firms in the Emerging Markets

**CONFERENCE INFORMATION**

**Conference Aims and Objectives**

The **DBA-AMR 2017: 3<sup>rd</sup> DBA-Africa management Review conference** aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Business Management and Research. It also provides the premier interdisciplinary forum for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the field of Business Management Education and Research.

## **Call for Contributions**

All able authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts and papers. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Business Management Education and Research are cordially invited for presentation at the conference. The conference solicits contributions that address themes and topics of the conference, including figures, tables and references of novel research material.

## **Conference Proceedings**

All submitted conference papers will be blind peer reviewed by competent reviewers. The conference abstracts and proceedings book, CD and certificate of presentation will be distributed to the conference participants at the conference registration desk.

## **Special Journal Issues**

DBA-AMRC 2017 has teamed up with the Special Journal Issue on *DBA Africa Management review*. A number of selected high-impact full text papers will be considered for the special journal issue. All submitted papers will have opportunities for consideration for this Special Journal Issue. The paper selection will be carried out during the peer review process as well as at the conference presentation stage. Submitted papers must not be under consideration by any other journal or publication. The final decision for paper selection will be made based on peer review reports by the Guest Editors and the Editor-in-Chief jointly. Selected full text papers will be online published as free of charge.

## **Conference Sponsor and Exhibitor Opportunities**

The Conference offers the opportunity to become a sponsor or exhibitor in the Conference.

## **SUBMISSION**

**Paper Submissions will be through:** [editoramr@uonbi.ac.ke](mailto:editoramr@uonbi.ac.ke)

## **IMPORTANT DATES**

<b>Abstract Submission:</b>	<b>28<sup>TH</sup> February 2017</b>
<b>Full Paper Submission:</b>	<b>28<sup>th</sup> March 2017</b>
<b>Feedback for Paper Acceptance:</b>	<b>10<sup>th</sup> April 2017</b>
<b>Deadline for Conference Registration:</b>	<b>21<sup>st</sup> April 2017</b>
<b>Conference Date:</b>	<b>28<sup>th</sup> April 2017</b>

**Conference Registration Fee US \$150**

*Those not able to pay ahead of the conference will be allowed to pay at the registration Desk during the conference*

For All general Enquiries please contact: [editoramr@uonbi.ac.ke](mailto:editoramr@uonbi.ac.ke) or Secretary DBA [dept.busadmin@uonbi.ac.ke](mailto:dept.busadmin@uonbi.ac.ke) or call Tel: **+254713906003**