

**4TH DBA-AMR JOURNAL INTERNATIONAL CONFERENCE
24th OCTOBER 2018**

**THEME: “MILLENNIALS, BUILDING RELATIONSHIP AND BUSINESS
KNOWLEDGE IN THE 21ST CENTURY”**

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

CALL FOR PAPERS

SUB-THEMES

- Knowledge Management
- Enhancing Youth /Graduates Employability
- Research and Innovation in Emerging Markets
- Growing Business – Improving Customer Service
- Millennials and Employers (Managing the workplace)
- University’s Role in Building Businesses

CONFERENCE INFORMATION

Conference Aims and Objectives

The **DBA-AMR 2018: 4TH DBA-Africa management Review Journal International 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 honourable 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 Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Business Management Education and Research are cordially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 2018 has teamed up with the Special Journal Issue on *DBA Africa Management review*. A number of selected high-impact full text papers will also be considered for the special journal issues. 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; kogollah@uonbi.ac.ke

Important Dates

| | |
|---------------------------------|--------------------------------------|
| Abstract Submission: | 05th October, 2018 |
| Full Paper Submission: | 10th October, 2018 |
| Normal Registration: | 10th October, 2018 |
| Exhibitors Confirmation: | 10th October, 2018 |
| Late Registration: | 24th October, 2018 |
| Conference Date: | 24th October, 2018 |

Conference Registration Fee will be charged as follows:

| | EARLY REGISTRATION | LATE REGISTRATION |
|---|-----------------------|-------------------|
| STUDENTS (MASTERS & PhD) | 2,000/= | 3,000/= |
| (UNDERGRADUATE) | 500/= | 500/= |
| ACADEMICIAN/PRACTITIONERS KENYAN | 6,000/= | 8,500/= |
| FOREIGNERS | USD 200 | USD 220 |
| EXHIBITORS FEE | 50,000/= | 50,000/= |

GUIDELINES FOR SUBMISSIONS:

- Abstract to be submitted in soft copies and not to exceed 300 words.
- Abstract should clearly state the Problem, Methodology, Key findings, Conclusions, Recommendations and Key words (Not exceeding 5)
- Abstract should include the name of the author, their affiliate institutions and contact addresses (both Email & Telephone).
- Complete paper not to exceed 20 pages, A4 size, MS-Word format, Times New Roman with font size 14 for the headings and font size 12 for the body and 1.5 line spacing.

For All general Enquiries please contact: editoramr@uonbi.ac.ke; kogollah@uonbi.ac.ke