



## **DBA AFRICA MANAGEMENT REVIEW**

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### **CALL FOR PAPERS 1<sup>st</sup> Quarter 2017 Publication**

DBA Africa Management Review : is a quarterly publication of University of Nairobi, School of Business, Nairobi, Kenya. DBA AMR invites original papers / Management Case Studies / Book Reviews from both academicians and practitioners in the following thematic areas;

Strategic Management, Insurance and risk management, Marketing Management, International Business, Supply Chain Management, Financial Management, Human resource Management, Production and Operations Management, Procurement Management

#### **Original Papers:**

Papers based on theoretical / empirical research or experience should illustrate the practical applicability and or the policy implications of work described.

**Management Case Studies:** Management Case Studies describe a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.

**Book Reviews:** Book Reviews cover review of current book on business and management.

#### **Instructions for the Author**

1. **Electronic Copy:** Authors are required to submit an electronic copy (soft copy) of the papers in MS-WORD format (.Doc format) via email to editoramr@uonbi.ac.ke. A single article (including charts, diagrams and pictures etc..) should not exceed six thousand

words. Times New Roman -Font size 12- to be used to type the manuscript.

2. **Cover Page:** The first cover page shall contain the title of the manuscript, the author's name, and affiliation including acknowledgement, if any. The first page of text should show the title but NOT the author's name. Complete Mailing Address along with Telephone and E-mail Address should be given.

3. **Abstract and Keywords:** Each manuscript should include an abstract of about 250 words. Key words used in the paper should also be given.

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**Articles Referred should be given as follows:**

Swann, W.B., Jr., Milton, L.P., & Polzer, J.T. (2000). Should we create a niche or fall in line? Identity negotiation and small group effectiveness. *Journal of Personality and Social Psychology*, 79: 238-250

**Books Referred:**

Swann, W.B., Jr., Rentfrow, P.J & Guinn, J.S. (2002). Self verification: The search for coherence. In M.Leary & J.Tagney (Eds.,). *Handbook of self and identity*: 367-383. New York: Guilford Press.

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10. **Submission Deadline for full paper:** 31<sup>th</sup> May 2017

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Editor-in-Chief,

DBA Africa Management Review (DBA AMR)

University of Nairobi, School of Business,

Nairobi, Kenya

P. O. Box P.O Box 30197

00100 GPO

Lower Kabete Campus

Lower Kabete Road

+254 722306185

+254 720565317

Email: [editoramr@uonbi.ac.ke](mailto:editoramr@uonbi.ac.ke)