



**MTMI - TRU
2010 INTERNATIONAL CONFERENCE
ON**

**Emerging Paradigms and Practices in Business Management
& Technology
(June 12 – June 13, 2010)
Kamloops, British Columbia, Canada**

Jointly Organized by:

**School of Business and Economics
Thompson Rivers University
Kamloops, Canada
www.tru.ca**

**Modern Technology &
Management Institute Inc., USA
www.mtmi.us**

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Frostburg State University
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**Open Learning
TRU,
Kamloops, Canada
www.tru.ca**

CALL FOR PAPERS

Modern Technology and Management Institute Inc., USA; in collaboration with Thompson Rivers University, Canada, Thompson Rivers University (Open Learning), Canada, University of Maryland Eastern Shore, USA; and Frostburg State University, USA is happy to announce the 2010 International Conference on '**Emerging paradigms and practices in Business Management & Technology**'.

The objectives of the conference are:

- To provide academicians, practitioners, business leaders, researchers and students around the globe, a platform to present and discuss emerging paradigms and practices in business management and technology.
- To facilitate sharing research based knowledge among participants.

AREAS OF INTEREST

During the past two decades phenomenal changes have taken place in the global market place, due to the advancements in technology, lowering of trade barriers in different countries of the world and with the advent of organizations like WTO. European Union has become the single largest market in the world and emerging economies like India and China in Asia and Brazil in Latin America have become very important for the success of many businesses. The global business landscape has become very dynamic and is throwing up new challenges to organizations with unending regularity. In a digital economy that characterizes the world today, the successful drivers of the competitive advantage of the past, seems to have become ineffective or fast losing their effectiveness. The new challenges the business organizations face, need innovative solutions in business management.

We welcome papers that broadly address the conference theme and issues related to emerging paradigms in business management and technology. Academicians and professionals are encouraged to contribute new ideas, concepts and paradigms for discussion. Papers could be based on original empirical research or real life case studies relating to emerging trends. Special consideration will be given to papers that highlight emerging theories, cutting-edge research or best corporate practices and facilitate exchange between scholars and practitioners.

Papers dealing with the national and international level business strategies, technology management issues and papers with innovative ideas in traditional areas of management like human resource management, accounting, finance, information technology, marketing, operations and supply chain management, policy issues that provide new insights and generate discussion are also encouraged.

Some suggested themes are listed below. All papers related to, **but not limited to these areas**, are welcome:

Business Strategy

- Acquisitions and Mergers
- International Strategies
- Corporate Social Responsibility
- Corporate Governance
- Balanced Score Card and Triple bottom line

- Supply Chain Management including green supply chains
- Innovations

Entrepreneurship

- Small Businesses and national Economies
- Entrepreneurship as growth engine for national Economies
- Economic recession and effect on small businesses

Operations and Supply Chain Management and Decision sciences (Operations Research)

- Quantitative Methods/Mathematical Programming
- Operations Management
- Total Quality Management

Marketing

- Marketing Research
- Services Marketing
- International Marketing
- Customer Relationship Management
- Search Engine Marketing / Online marketing
- Comparative marketing practices - East and west

Information Technology/Computer Science

- E- Commerce
- E-Commerce security and encryption
- Cyber Security/ Cyber law / Cyber Forensics
- Enterprise System Architecture
- Applied IT Issues & Applications
- E-Governance
- Digital Divide
- Open source Architecture
- IT Project Management

Human Resources Management

- Knowledge Management
- Intellectual Property Rights
- Managing Technically skilled resources
- Compensation management in Multinational Organizations
- Training and development in International organizations

Finance

- Rise of China
- Asset Backed Security
- Rating Firms
- Government Debts
- Alternatives to Stock Markets

- Financial Markets
- Corporate Finance – Best Practices
- Executive Compensation

Accounting

- New International Accounting Standards
- Bank Regulation
- Financial Reporting
- Activity Based Costing

Economics

- Microeconomic Issues
- Macroeconomic Issues
- Public Economic Issues
- Environmental Economics
- Financial Economics (Financial Crisis)
- Economic policies for national competitiveness

Open Learning/ Distant education

- Online Education
- Issues in delivering business and technology education in open Learning environment
- Enhancing effectiveness virtual teams in open learning
- Technology as a facilitator

Tourism Management

- Economic Diversification via Tourism
- Tourism Product Development and Innovation
- Destination Marketing Organizations
- Tourism and the Experience Economy
- Local Tourism and the Partnership Imperative

Submission of Abstracts and Papers

To facilitate peer review process, authors are requested to follow the following guidelines. The first page must include the title of the paper, author(s) name, Institutional affiliations and contact information. The second page must contain the paper title, and the abstract but should not have any personal identification information of the author. The abstracts should not more than 250 words. (Title 14 point Times New Roman and body 10 point Times New Roman). Guide Lines: Guidelines for format of the papers are provided at <http://www.mtmi.us/services/doc/ManuscriptGuidelines.pdf>

Abstracts:

Please send the abstracts/papers by email to:

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Last Date for Abstract Submission: March 20, 2010

Notification of Acceptance of the Abstract: March 30, 2010

Last Date for Submission of Full Paper(s) (Camera Ready): April 15, 2010

Notification of Acceptance of the full paper: April 30, 2010

Last Date for Submission of Registration Fees without late fee: May 10, 2010

Conference Dates June 12 – June 13, 2010

Note: Full papers (Camera Ready) received by the deadline will only be published in the conference proceedings. Hence all the authors are requested to ensure that the papers are submitted before the deadlines. Papers received after the deadline would be published in next year conference proceedings. Your papers would also be considered for publication in one of MTMI journals. Visit <http://www.effectivemanagement.org/index.html> for more information.

To encourage research among students, if there are sufficient papers from students, a separate session for students' paper presentation shall be organized. A separate session would also be organized for the tutors, instructors and teachers of open learning. Further, two best papers, shall be awarded a cash prize of \$100.00.

REGISTRATION

Registration Fee by due date (May 10, 2010)

Participants:

The registration fee for the conference is US\$ 250 per participant. The registration fee covers conference materials and proceedings, lunch, tea and a formal dinner during the conference. It does not include accommodation.

Students, retired teachers and participants from developing countries:

The registration fee for the conference is US\$ 125.

Note: After due date, please add \$50 to the registration fee.

All payment must be in favor of "Modern Technology and Management Institute" payable at USA or payment can be made through ONLINE: http://www.mtmi.us/Global_Digital/index.html

The **non-refundable/non-transferable** registration fee includes attendance at sessions, a copy of MTMI Journal (CD) and other conference materials for each registered attendee, and food and refreshments at several session breaks and social gatherings. In order to be included in the MTMI Conference publications, at least one of the authors of each selected paper for publication must separately register before the specified date in the guidelines for authors. The Academy encourages all co-authors of papers to register and attend the Conference. In case of multiple papers, coauthored by the same individual, MTMI expects each paper to be presented by a different individual. **No author in any case will be permitted to present more than two papers.** MTMI reserves the right to alter any policy without notice. Registration Forms can be downloaded from **or MTMI website www.mtmi.us**. The registration form should be sent along with the demand draft. The Registration fee is non refundable

Accommodation

A limited amount of accommodation is available at the TRU residency (near the conference venue), from June 10 – June 14, at conference rates, on first come first served basis. The charges are as follows:

Single Room	- CAD \$ 89.95 + taxes per day
Two participants sharing two room suit	- CAD \$ 45.00 (50% of CAD \$ 89.95) + Taxes per day
Four participants sharing four room suit	- CAD \$ 30.00 (25% of CAD \$ 120.00) + taxes per day

The room rent also includes continental breakfast served between 7:00 AM -10:00 AM

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