

Fourth International Conference of Business Innovation & Economic Sustainability Challenges

28th March 2018

Call for Papers

E-mail business.conf@pua.edu.eg

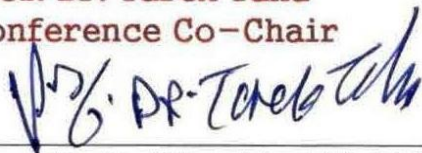
Website: <http://www.pua.edu.eg/Page.aspx?Page=Business-conf&PID=17&CID=21>



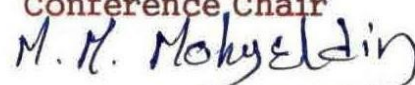
Invitation

The faculty of Financial and Administrative Sciences, Pharos University in association Dublin Institute of Technology, Ireland and Faculty of Commerce, Alexandria University is delighted to invite you to participate in the fourth International Conference of Business Innovation & Economic Sustainability Challenges. Authors are invited to submit their original research papers, case study, reviews, work in progress, within the broad scope of this conference. All accepted papers will be published in the conference proceeding The main aim of this conference is to elucidate a wealth of issues in business management through bringing together academic, professionals, scholars, social scientists and students to exchange and share their experiences, new ideas and research results about broad aspects of business and social sciences.

Prof. Dr. Tarek Taha
Conference Co-Chair



Prof. Dr. Mahmud Mohy Eldin
Conference Chair



Faculty of Financial and Administrative Sciences –Pharos University In Alexandria

Ph:+2 03 3877367 , e-mail business.conf@pua.edu.eg, Website: www.pua.edu.eg/business.conf

Conference Themes

Contributors are kindly invited to submit papers that reflect the theme of the conference within their areas of expertise and interest. Broad research areas include, but not limited to, the following:

- Marketing Management
- Innovation Management
- Knowledge Management
- Information Management
- Human Resource Management
- Bank Management
- Finance and Islamic Banking
- Accounting
- Economics
- E-Business
- Political Sciences

Important Dates

- Abstract submission deadline: Wednesday, 31st January, 2018
- Full paper submission deadline: Wednesday, 28th February, 2018
- Acceptance notification for participation by Wednesday, 14th March, 2018

Submission procedure

Authors can send either abstract (of no more than 300 words) or full paper via email: business.conf@pua.edu.eg by the deadline as a Microsoft Word document (Doc or Docx). The submission should include author's name, institutional affiliation, complete mailing address, mobile phone, and e-mail address as well as the track name relating to the paper subject. All papers will be subjected to formal double blind peer review. Accepted papers will be published in conference proceedings. To be eligible to publish your paper in the conference proceedings, at least one of the authors has to register for the conference.

Venue

The conference will be held at Pharos University conference hall. The hall is equipped with state-of-the-art audio-visual facilities, wireless web access, an in-house cafe, and purpose-built lecture theatre.

Standards of Research and Oral presentation

- [1] Research should address one of the conference themes and topics;
- [2] Research must not have been previously published, presented at previous conferences or submitted for publication elsewhere
- [3] Originality and validity of research and in terms of approaches, methodologies, and citation must be guaranteed.
- [4] Research should not exceed 25 pages (size, A4 with portrait orientation), including one-page abstract.
- [5] Research or work paper text must be written in *Arabic* or *English* languages only, within normal margins and the font (Simplified Arabic) for Arabic papers or (Times New Roman) for English papers
- [6] Font size 16 for paper title, 14 for subtitles and 12 for text, with single line spacing and justified on both sides, numbering of the paper must be at the center of the bottom of the page including the first page
- [7] Research papers submitted to the conference, whether accepted or not, are unrecoverable
- [8] Researchers must attach one-page curriculum vitae of themselves
- [9] Research submitted shall be peer-reviewed
- [10] All researchers are allocated a 30 minute session (20 for presentation, 5 for discussion and 5 for changeover).

Registration fees

The basic registration fee includes attendance of all conference sessions during two days, certificate of participation for all attendances, conference bag, conference proceeding, two lunches and two coffee-breaks. Payment may be made cash or transferred directly to CIB bank, Pharos University Branch Alexandria, Egypt as follows:

- **L.E 200** for Pharos University and Alexandria University staff
- **L.E 450** for Egyptian author (per person)
- **US\$ 450** for non Egyptian author (per person)
- **L.E 300** for Egyptian participant without paper (attendance only)
- **US\$ 300** for non Egyptian participant without paper (attendance only)

SWIFT code and bank account number will be provided for accepted contributors

The authors will be provided with receipt of payment and a letter/certificate of participation upon registering at the conference.

Cancellation Policy

There is a US\$ 100 fee on cancellations received prior to January. 31, 2018. There will be no refunds on cancellations received after this date.

Best Paper Award

As per choice of the authors, abstract and/or full papers will be published in the refereed conference proceeding and will be published electronically via a dedicated website, namely, www.pua.edu.eg. Best paper award will be announced soon after the conference and the author of best paper will receive a recognition letter

Conference Information and Contacts

If you have any question, please direct it to Dr. Wael Mostafa, conference coordinator or Prof. Dr. Twfik Mady, Head of conference steering committee (business.conf@pu.edu.eg). For further information about the conference please visit www.pua.edu.eg/business.conf.

Invite your Colleagues

We would be grateful if you could forward this call of paper to your colleagues who might be interested to join with us at.

Accommodation

Participants are required to make their own accommodation arrangements. To help for choosing your accommodation, a selected high quality hotel list near conference venue (just a 5-minute walk) is included.

Hilton Green Plaza

Website: <http://www3.hilton.com/en/hotels/egypt/hilton-alexandria-green-plaza-ALYGPHI/index.html>

TEL: 0020-3-420-9120 FAX: 0020-3-420-9140

14th of May Bridge Road - Smouha, Alexandria, 21615, Egypt



Green Plaza Inn

E-mail: greenplazainn@gmail.com

TEL: 0020-3-3830284/3830285/3830286/3830287 FAX: 0020-3-3830282

14th of May Bridge Road - Smouha, Alexandria, Egypt

<p><i>Location and Transportation</i></p> <p>Green Plaza is situated in the heart of Smouha district, close to most of the transportation facilities.</p> <p>Transportation Duration to the Hotels:</p> <table border="0"> <tr> <td>Al Nozha Airport</td> <td>5 km</td> <td>15 minutes</td> </tr> <tr> <td>Sidi Gaber Train station</td> <td>10 km</td> <td>30 minutes</td> </tr> <tr> <td>Raml station</td> <td>15 km</td> <td>40 minutes</td> </tr> <tr> <td>Cornish Road</td> <td>10 km</td> <td>30 minutes</td> </tr> <tr> <td>Alexandria Library</td> <td>15 km</td> <td>40 minutes</td> </tr> </table> <p>جمال الموقع وسهولة الوصول</p> <p>يقع الفندق داخل المركز التجاري جرين بلازا وهو موقع فريد يحيط به جميع وسائل المواصلات بشكل مثالي. دقائق ومن محطة قطار سيدى جابر ١٥ دقائق ومن محطة الرمل ١٥ دقيقة ومن طريق الكورنيش ١٠ دقائق ومن مكتبة الاسكندرية ٢٠ دقيقة.</p>	Al Nozha Airport	5 km	15 minutes	Sidi Gaber Train station	10 km	30 minutes	Raml station	15 km	40 minutes	Cornish Road	10 km	30 minutes	Alexandria Library	15 km	40 minutes	<p><i>Mall Facilities</i></p> <ul style="list-style-type: none"> - 300 different stores - 10 cinema halls - Hyper market - Fun Town Center - Banking facilities - Diners and Cafés <p>السوق التجاري</p> <ul style="list-style-type: none"> - ٣٠٠ محل متاجر - جميع سينمات ١٠ صالات - سوبر ماركت - مدينة ملاهي ترفيهية - خدمات مصرفية - مطاعم وكافيتريات <p>للحجز والإستعلام</p> <p>طريق كوبري ١١ مايو - سموحة - الاسكندرية - مصر تليفون ٢٠٣- ٣٨٣٠٢٨٤ / ٨٥ / ٨٦ / ٨٧ فاكس ٢٠٣- ٣٨٣٠٢٨٢</p>	<p>For Reservation & Informations 14th of May Bridge Road - Smouha Alexandria - Egypt Tel: +2 -03- 3830284 / 85 / 86 / 87 Fax: +2 -03- 383 0282</p>
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