



UNIVERSITY OF NAIROBI  
7TH AIBUMA CONFERENCE

27TH & 28TH JULY 2016

THEME: **“LEVERAGING ON TECHNOLOGY IN EXPANDING THE FRONTIERS OF BUSINESS”**

Venue: University of Nairobi, School of Business, Mombasa Campus,  
Mombasa, Kenya

CALL FOR PAPERS

**SUB-THEMES**

1. Technology and SMEs
2. Technology and manufacturing, service, design and delivery
3. Technology and sustainable development
4. Technology and marketing effectiveness
5. The role of technology in strategic management
6. Human Resource Management and Technology
7. Operations management and Technology
8. Insurance and Technology
9. Procurement and Supply chain management and Technology
10. Role of Technology in sustainable business

**CONFERENCE INFORMATION**

**Conference Aims and Objectives**

The AIBUMA conference aims at providing a forum for disciplinary and interdisciplinary communications, where researchers (in Social and Natural Sciences, as well as in Engineering), intellectuals, policy/decision makers and Consultants would share the results of their research, studies and thoughts, with regards to societies and private/public organizations.

This is an annual event that began in 2010 and is organized and hosted by the School of Business, University of Nairobi. The conference seeks to;

- Showcase research as well as provide a forum for collaboration and fusion with business leadership practice.
- Plug into the global business thinking by engaging in activities that elevate her visibility in the global arena.

**Conference Proceedings**

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

**Journal**

High-impact full text papers will be considered for publication in the annual African Journal of Business Management (AJBUMA). All submitted papers will have opportunities for consideration. 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.

**Conference Sponsor and Exhibitor Opportunities**

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

## **PAPER SUBMISSION GUIDELINES**

All papers should be directed to the appropriate sub themes. Accepted papers will be published in the conference proceedings. As a guide, paper abstracts should have a maximum of 200 words. The abstract include the full name, affiliation, as well as the corresponding author's e-mail address and telephone numbers. In addition keywords of the Paper should be included. Once the abstract is accepted, the author should submit the full paper to the editorial team. The paper should be a maximum of 8,000 words.

The abstracts and papers should be submitted online as e-mail attachments in Ms. Word to **[aibumaorg@uonbi.ac.ke](mailto:aibumaorg@uonbi.ac.ke)**.

### **Important Dates**

Full Paper Submission: **2nd June 2016**  
Late Registration: **18th June 2016**  
Conference Date: **27th & 28th July 2016**

### **REGISTRATION**

Conference Registration Fee US \$200

Doctoral students KShs. 4000

Masters students KShs. 2000

Undergraduates KShs. 1000

All Payments should be made through;

Account Name: African International Business and Management (AIBUMA)

Account No.: 2022998199

Bank: Barclays

Branch: University of Nairobi

Swift Code: BARKENX

Branch Code: 083

For enquiries please contact: [aibumaorg@uonbi.ac.ke](mailto:aibumaorg@uonbi.ac.ke)

## **About AIBUMA Conference**

**African International Business and Management Conference (AIBUMA)** brings professionals and researchers from various fields, institutions and organizations to take part in its yearly conference. Since 2010, different themes have been advanced to guide the presentation of papers.

This year's (2016) Theme is **Leveraging on Technology in Expanding the Frontiers of Business.**

The conference is organized by University of Nairobi's School of Business.

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Announcement date: May 04<sup>th</sup>, 2016

University of Nairobi related websites

**AIBUMA Conference website:** <http://aibumaorg.uonbi.ac.ke/>

**AIBUMA abstracts for 2015:**

<http://aibumaorg.uonbi.ac.ke/sites/default/files/aibuma/papers%20to%20be%20presented%20AIBUMA%202015.pdf>

**School of Business:** <http://business.uonbi.ac.ke>

**College of Humanities and Social Sciences, Faculty of Arts:** <http://arts.uonbi.ac.ke>