

**2nd International Conference
Of
Nepalese Academy of Management (NAM) 2013, March 10-12
at Kathmandu, Nepal**

Theme:

**International Interdisciplinary Conference on:
Reshaping Organizations to Develop Responsible Global Leadership**

Rationale:

The rapid industrialization of emerging countries like China, India, Brazil, South Korea, growth in south-south trade, lower business ethics, corruption and bribery and the challenge posed by the UN Millennium Development Goals to lift developing country populations out of poverty, have prompted businesses and institutions to seek sustainable and balanced economic development. How should organizations address the need to balance corporate success and social benefits, especially, when nations are at different stages of development? The emergence of a global economy, faster technological change and innovation, growing interdependencies among nations, lead to new opportunities/threats for private and family businesses. Private and family entrepreneurship is critical to political, social, and economic development in the Asia Pacific region. At the same time, the complexities of operating across borders, risks and uncertainty in global networks, problems on sustainability and accountability have never been higher. Foreign Direct Investment (FDI) can raise labor productivity, output, employment, and incomes because of the increased competition and discipline generated by foreign firms, from technological, managerial, and organizational spillovers, and from learning-by-doing demonstration effects benefiting local suppliers. However, FDI flows may also have negative effects on growth when there is a mismatch between the investment and the host country's socio-economic conditions and absorptive capacity.

The Vice President of World Bank- Otaviano Canuto argues that developing countries will be engines of growth and could carry the world economy in the future, provided they have a clear strategy. This suggests enormous opportunities for business, government, and non government organizations in many aspects of their operations. The push and pull of global and domestic priorities in business-government relations has intensified. Internationalization has historically been associated with multinational corporations. However, the international market is increasingly populated by small and medium-sized enterprises. With globalization, many medium-sized enterprises can no longer survive in sheltered domestic markets and others have been obliged to follow their customers as they move into foreign markets.

In this context, the Nepalese Academy of Management in its 2nd International Conference invites theoretical or empirical research, quantitative or qualitative studies, case studies, multi-country comparative studies, and studies of specific projects relating to broad areas of human resource management, organizational behavior, entrepreneurship, strategic management, organizational change and development, accounting and finance, marketing and supply chain management, tourism and hospitality, micro and macroeconomic perspectives, business education, corporate social responsibility and ethics, statistics and quality control, technology management, emerging markets, and methodological issues are invited to address a range of themes related to policy issues and corporate

practices. We welcome papers from a variety of contexts that advance our theoretical and empirical understanding of the processes that shape and determine the organizational and national development.

Conference Objectives

The second international conference of Nepalese Academy of Management intends to provide a unique international forum to facilitate the exchange of cutting-edge information to scholars and practitioners and foster research cooperation. Academicians, practitioners, research scholars, as well as doctoral or graduate students are encouraged to participate in the conference to network and interact with fellow researchers who share a similar interest in learning the business/government/non government organizations across the globe. The conference will have a mix of contributed paper sessions, plenary presentations, case studies, round table seminars, panels, and workshops. Referred proceedings will be published and disseminated.

Conference Tracks included but not limited to:

- 1) **HRM and Cross Cultural Study:** *Strategic HRM/ Strategic International HRM/ Cross- Cultural Management of HR/ Human Resource Development/ HRM-Performance Linkage/ Talent Management/ Quality of Work Life/ Labour Productivity/ Labour Relations/ Unionism/ Reward and Performance/ Multi Cultural Work Teams/ Careers/ Cross-national Diversity/ Employment system/; Expatriates/ Foreign assignment/; Global mindsets/ Global leader competencies/ HRM strategies and practices across countries/ Intra-national Diversity/ Multicultural work teams/ War for talent.*
- 2) **MNCs and International Business:** *Adaptation to local contexts/ Entry strategy/ Global networks of operations/ Institutional perspectives on FDI/ Interactions between foreign-owned and indigenous firms/ Internalization theory/ Internationalization processes/ Local linkages; FDI; strategy/ MNE theory/ MNEs and local economic development/ Global-Multi-domestic- International-Transnational Strategies/ International joint ventures and alliances/ Social capital/ Parent-subsidiary relationships/Transnational-Meta-national-Geographic Location/ Regional- Local embeddedness/Power- Influence/ Competitive advantage- disadvantages of MNCs/ Competition and Performance management.*
- 3) **Organizational Leadership and Change:** *Public Relation Management/ Organizational Change and Development/ Challenges of Organizations/ Organizational and Individual Behaviour/ Logistics management/ Tourism Management/ Leadership/ Changing Business Environments/ Organization and Information Technology/ Corporate Performance/ Group and work Teams/ Virtual Organizations/ Decision Making/ Competitiveness/ Organization-Configuratio-Structure Systems/ Culture/ Network/; Teams/ Autonomy-Control/ Coordination/ R&D- Innovation/ Learning/ Capability/ Evolution/ Communication/ Strategic Management/ Global Strategy/ Competitiveness of Firms/ Competitive Advantages/ Proactive and Risk Bearing Behaviour/*
- 4) **SMEs, and Entrepreneurship:** *National-International SME/new ventures-incubation/ Global start-ups/International entrepreneurship/Early internationalization/ Rapid internationalization; strategy for SMEs; Exporting-Importing by SMEs/ SMEs versus large MNEs/ Globalization and SMEs/ Advanced technologies and SMEs/ Economic geography and location for SMEs/ value chain organization and configuration/ Offshoring-Outsourcing/ National and regional innovation systems. Young and Women Entrepreneurship/ Family Business.*
- 5) **Innovation and Knowledge Management:** *Innovation/ Organizational Learning/ Exploration vs. Exploitation/ Knowledge Strategies/ Global and Local Knowledge/ Knowledge Seeking- Search- Access-Creation- Acquisition- Sharing- Exchange-, Transfer/ Governance Mechanism/ Knowledge Productivity and Spillovers/ Intra-firm and inter-firm networks for innovation/ MNCs and global innovation- regional innovation systems/ Internationalization of R&D/ Learning across borders/ Learning alliances/ Reverse knowledge transfer.*
- 6) **Economics, Finance and Accounts:** *Bailout/ Capital market developmen/ Capital structure/ Comparative accounting systems and practice/ Cost of capital/ Ownership structure/ Corporate performance/ Initial Public Offerings (IPOs)/ Cross-border M&As/ Institutional investors/ Current account adjustment/ Econometrics/ Economic theor/; Exchange rate exposure/ Exporting-Importing/ International macroeconomics/ Financial risk management/ Fiscal policy/ Foreign portfolio investment/ Game theory/ Government intervention/ International accounting-asset pricing-cross-listin/ International economics-finance and taxation/ financial integration-reporting/ Economic development/ International investment-migration-trade*

flows/ Mergers and acquisitions/ Monetary policy/Policy coordination/ Quantitative research methods/ Short-term capital movements/Trade environment/ Transfer pricing/ WTO.

7) Marketing Management: *Market orientation/ Branding/ Advertisement/ New product development/ Global logistics/ Cross-border marketing activities/ Multinational marketing operations/ Operations management/ Buyer behavior/ Buyer-Supplier relations/ distribution and supply chain management/ service marketing/ pricing strategies/ integrated marketing communication/ national-international retailing/ green marketing/ quality and ethical sourcing/ customer relation management.*

8) Corporate Social Responsibility: *Business Partnership/ Business and Legislations/ Accountability and Transparency/ Corporate Governance/ Business and environment/ Business-government interaction/ Corporate political strategy/ Civil society/ International legal domain/ Triple bottom line/ Environment and strategy/ Green management/ White collar-crime/ Corporate corruption/ Corporate values/ Bottom of the pyramid/ Ethics and codes of conduct.*

Panel for Doing Business

- Doing Business in Hydro-power
- Doing Business in Tourism and Hospitality
- Doing Business in Higher Education
- Business in Computer and Information Technology
- Doing Business in Herbs and Natural Resources

Key Note Speakers- 2013

International Business Perspectives

Prof. Dr. Farok J. Contractor



Professor in the Management and Global Business department at Rutgers Business School, Prof. Farok has also taught at the Wharton School, Copenhagen Business School, Fletcher School of Law and Diplomacy, Tufts University, Nanyang Technological University, Indian Institute of Foreign Trade, XLRI (India), Lubin School of Business, Theseus, EDHEC and conducted executive seminars in the US, Europe, Latin America and Asia. He has served Rutgers University in many capacities such as Department

Chair for the International Business, Research Director of Center for International Business Education and Research, Coordinator of the Ph.D. program in International Business, the Dean's Leadership Council, and several other key school and university initiatives.

He is a graduate of the Wharton School, University of Pennsylvania, where he received his Ph.D. and MBA, and the University of

Prof. Dr. Rajesh Narula



Professor of International Business Regulation and Director of the John H. Dunning Center for International Business at Henley Business School, Professor Narula is also a

Non-Residential Fellow at the OECD Development Centre, Paris and the United Nations University - MERIT in the Netherlands, and Editor-in-chief of The European Journal of Development Research. He obtained an MBA and PhD from Rutgers University, USA and has previously held posts at at the Copenhagen Business School, University of Oslo, BI

Michigan, where he received an M.S. in Industrial Engineering. Dr. Contractor has written well over a hundred scholarly papers and has among the highest citation counts amongst scholars in the field of International Management (Academy of International Business (AIB), or Academy of Management (AOM)) counting Google Scholar citations. Dr. Contractor has chaired or been on the supervisory committees of 14 doctoral dissertations, and served on the faculty of several Doctoral and Junior Faculty Consortiums organized by AOM, AIB, and CIBERs, has served on the Executive Board of the AOB's International Management Division, was Chair of the division and Program Chair at the AOM, was elected a permanent Fellow of the AIB, and has also held other term fellowships such as the Fulbright Fellowship and Unilever Fellowship.

Norwegian School of Management and the University of Maastricht. Before academia, Professor Narula worked as an Engineer in Nigeria, and later as a Planning Analyst at IBM Asia/Pacific Headquarters in Hong Kong. He regularly acts as a consultant for UNCTAD, UNIDO, the European Commission, the Inter-American Development Bank and the OECD. He has undertaken research and consultancy projects or taught in Tanzania, Uganda, Thailand, China, Vietnam, Russia, India, Qatar, UAE, in addition to almost all the countries of the EU.

Corporate Culture and People Management Perspectives

Prof. Dr. Tony Fang

Tony Fang is Professor of Business Administration at School of Business Stockholm University, Sweden. He is also Visiting Professor at Asia Research Centre, Copenhagen Business School. He holds his PhD in International Management/Industrial Marketing from Linköping Institute of Technology, Sweden. He earlier worked as Director of International Graduate Program in the Institute of International Business, Stockholm School of Economics. He is an internationally respected scholar well-known for his research on Chinese business negotiating style and his debates on Geert Hofstede's culture theory and served as visiting scholar in Massachusetts Institute of Technology. The emerging Yin Yang perspective on culture which Tony Fang has been developing makes important contribution to academia. His research and teaching interests include global cross-cultural management, industrial marketing and purchasing/sourcing, international business negotiation, and China business studies. He is the author of the books *Chinese Business negotiation style* (Thousand Oaks: Sage, 1999) and *Doing Business in Today's China*. Tony Fang's academic writings have also appeared in the form of book chapters, book reviews, conference papers, and peer-reviewed articles published. Tony Fang serves on the editorial board of the *International Journal of Cross Cultural Management (IJCCM)*, the *International Business Review (IBR)* and *Journal*



Prof. Dr. Michael J. Morley

Michael J. Morley is Professor of Management at the Kemmy Business School, University of Limerick, Ireland, where he teaches international and cross-cultural management. In conjunction with his collaborators, he has published some 20 books, 22 guest-edited journal special issues and over 140 journal articles and book chapters. Among his recent contributions are: *International Human Resource Management: Policy & Practice* (Routledge, 2011); *Managing Human Resources in Central and Eastern Europe* (Routledge, 2009); *New Directions in Expatriate Research* (Palgrave Macmillan, 2006); and *Global Industrial Relations* (Routledge, 2006). He is Associate Editor of the *Journal of Managerial Psychology*, Regional Editor of the *European Journal of International Management* and is a member of the Editorial Board of 12 other international journals including the *International Journal of Cross Cultural Management*, *Human Resource Management Review*, *Leadership and Organization Development Journal* and the *International Journal of Emerging Markets*. He is Past-President of the *Irish Academy of Management* and



Organization and Changes in Asian Emerging Countries

Prof. Dr. Wang Guo-An (Andrew Wang)



Dr. Wang Guo-An (Andrew Wang) is a professor of *International Trade* at Zhejiang Gongshang University in Hangzhou in China. He was Secretary General of IAUP (www.iaup.org) Northeast Asia Council during March 2007-March 2010, Foreign Assistant to President and Director of

the International Affairs Office during May 2006-May 2009. As a visiting professor, he taught to both graduate and undergraduate students in Pakistan (Feb. 2011), Australia (2010), South Korea (2009) and the USA (2003 and 1999). He was also invited to deliver seminars on *Doing Business with China* in the following universities: University of Canterbury in New Zealand (2010), T.C. Kadir Has University in Istanbul, Turkey (2009), Southeast University in Bangladesh (2008), European Business School and Glyndr University (NEWI) in the UK (2007); Far Eastern University (2006) and University of Santo Tomas (2008) in the Philippines; the University of Sydney (2004) in Australia; the University of Guelph (2003) in Canada; Yongsei University (2009), Dongguk University, Chung-ang University (2007), Yeungnam University (2005) and Kunsan National University (2001) in South Korea; and Southeast Missouri State University in the USA (1999). He is the coauthor of two books, *World Economy Research* and *International Service Trade*, and has published more than forty papers in academic journals organized and hosted several international conferences.

Prof. Dr. Jyotsna Bhatnagar



Dr. Jyotsna Bhatnagar, Professor of management at Management Development Institute Gurgaon is elected board of governor for Asia Academy of Management, and Treasurer, Indian Academy of Management. She was associated with XLRI Fellow programme in HRD 1996-2000, and completed GCPCL at Harvard Business School, in 2010 -2011. She earned Masters in Psychology from Lucknow University, Ph. D from Indian Institute of Technology, and launched her academic career at IIM-Ahmedabad in 1990. Jyotsna received the Best Faculty Award, Students Choice-PGHR-2011; Excellence in Teaching Award-2008, The Best Faculty award students' choice (PG 2004-2006). Best Research Paper for Practical Implications, 2009-Emerald Literati, UK at AOM Conference, Montréal, Canada, 2010. Jyotsna has published Over 60 International & National level Cutting edge research papers and Practitioner oriented Case Studies on Innovative HRM in India. Presented her papers at Academy of Management, 2010; 2008, USA; Apros 12 (2007); APROS 11 (Australia-2005); ECLO, UK (2005) Academy of HRD, Leeds, Toulouse, France; Edinburgh, UK (2004, 2003, 2001, 2000); knowledge management conference, 2000-Netherlands.

Conference Patrons

Prof. Dr. Chris Brewster

Chris Brewster is Professor of International Human Resource Management at Henley Business School, University of Reading. He gained substantial experience in trade unions, Government, specialist journals, personnel management in construction and air transport, and consultancy, before becoming an academic twenty years ago. He is a frequent speaker at Universities around the world. He has acted as editor of several special editions of journals, and is a reviewer to many of the leading journals in the field including International Journal of HRM, HRM Policy and Practices, Journal of Professional HRM, Journal of World Business. He is the author or joint author of some 20 books; has contributed chapters to around 30 others and has had over 100 articles published.



Amongst practitioners, Prof. Brewster is a Board Member of the Association of Human Resource Managers in International Organizations and an Associate Director of the Center for Research into the Management of Expatriates. In 2002 Chris he was awarded the Georges Petitpas Memorial Award by the practitioner body, the World Federation of Personnel Management Associations, in recognition of his outstanding contribution to international human resource management. In 2005, a University of Chicago survey found he was one of the most published authors in the international business journals, one of only a handful of non-US authors and a handful of human resource management specialists in the list. In 2006 Chris was awarded an Honorary Doctorate by the University of Vaasa in Finland.

Prof. Dr. Garry D. Bruton

Garry Bruton, is a professor of entrepreneurship at the Neeley School of Business at Texas Christian University where he holds Fehmi Zeko Faculty Fellowship. Garry was one of the founders of the entrepreneurship program at TCU which is ranked as one of the top 20 in the United States by US News & World Report - 2009. Professor Bruton's research focuses on entrepreneurship in emerging economies and he has published or has forthcoming over 75 academic articles in leading journals such as the Academy of Management Journal, Strategic Management Journal, Journal of Business Venturing, Journal of International Business Studies, and Entrepreneurship Theory & Practice.



In addition, Garry has co-authored three text books – small business management (McGraw-Hill), technology and innovation management (Cengage), and international management (Cengage). In 2005 Professor Bruton was the first holder of the Hall Chair in Entrepreneurship in Emerging Markets offered by the Fulbright Foundation. He is currently the President of the Asia Academy of Management and editor of the Academy of Management Perspectives. Garry in addition serves on the editorial board of five other academic journals.

International Advisory Board of NAM

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President of NAM and Chair of the Conference

Prof. Dr. Dev Raj Adhikari is head of Central Department of Management and Program Director of M. Phil. Program of management at Tribhuvan University, Nepal. He is the founding President of Nepalese Academy of Management, Chairman of Nepal Bank Limited (the oldest bank of Nepal), Chairman of National Insurance Corporation and advisors of many business colleges of Nepal and abroad. He has been involved in various researches on human resource management, institutional development, knowledge management, strategic Management and organizational behavior for the last 20 years. He received post doctoral degree (1999-2000) from the Department of Human Resource Management, University of Innsbruck, Austria. He worked as Visiting Professor at Michael G. DeGroote School of Business Administration, McMaster University, Canada, in 2001 and worked as visiting Researcher (July 2004- March 2005), at Japan Institute of Labour Policy and Training, Tokyo, Japan. He is an official representative of Cranet- Network to Nepal. Recipient of North-South-Dialogue Fellowship- Austria, 1989, Research fellowship from European Academy- Bolzano and Institute of Public Sector Management, 1999, Mahendra Bidhaya Bhushan 'Ka' from His Majesty King Birendra, 1993, and “outstanding performance” award in the auspicious occasion of 49th anniversary of Tribhuvan University, 2008, Professor Adhikari published many research articles in National and International journals.



Coordinator of the Conference

Dr. Dhruva Kumar Gautam – Faculty of Management at Tribhuvan University (TU), did his Ph. D. in Strategic Human Resource Management and obtained dual degree in Master’s Level-MBA and MPA from TU. He has been teaching to MBA, students since 1995 and supervising their dissertations. Recipient of research scholar from TU, University Grants Commission (UGC), he has published few books in management and some articles in peer reviewed International Journals, besides many



research articles in national journals. Dr. Gautam- founding secretary of Nepalese Academy of Management (NAM) and coordinator of the 1st International conference of NAM: *Changing Perspective of Management-Revisit the Existing and Explore the Novel Ideas-2011*, is associated with some International Academic forum like AIB, ISLE, IAM, and served as Editor of *Economic Review*, *International journal of Nepalese Academy of Management*, editorial board member of *an international Journal – Asian Journal of Business and Management Science*, and board of mentors on: *Birala Institute of Management Technology (BIMTECH)*. He actively participated and presented some papers in International conferences including ILO, APROS, ISLE, IAM, ICBC, ICMC, and much interested to involve in international research / cross cultural research in collaboration with international researchers and associations. He served as a budget expert, expert member of revenue advisory committee, and member expert of economic policy advisory committee of Government of Nepal (2009-12).

Important Dates	
Abstract submission (full paper can be submitted with abstract)	Opens till June 10, 2012
Last day for Full paper submission	September 10, 2012
Notification of acceptance	November 10, 2012
Early Registration (with discounted fee)	Till January 30, 2013
Conference Date	March 10-12, 2013

Submission of papers

All abstracts and full papers submitted for the 2nd international conference should be sent to: nepaleseacademy@gmail.com; conference_am@yahoo.com and cc to Dr. Dhruba Kumar Gautam: gautamdhruba@yahoo.com

Scientific Committee for the NAM Conference 2013

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Best Paper award and Proceedings Publication

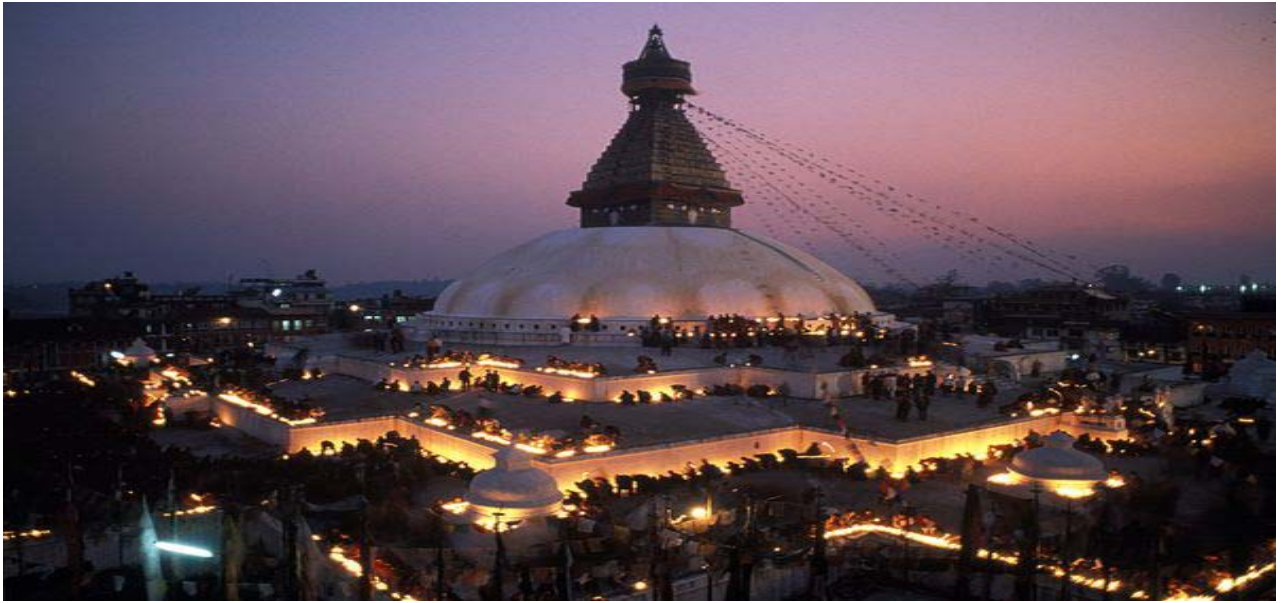
All papers will go through a blind review process before they are accepted. All accepted abstracts and selected outstanding papers will be published in the ISSN conference proceedings (print form). All full papers presented, and published proceedings will be further available through electronically via Nepalese Academy of Management website, namely, www.nam.org.np which also contains proceedings of previous conferences. A **Best paper award** from young male and female scholars will

be announced and certificates of participation/ paper presentation/ best paper awards will be issued in the valedictory session of the conference.

Manuscript Requirements

- ✓ Manuscripts should be submitted in “double spaced format” with wide margins, with a short (not more than 150 words and pp sized photo) autobiographical note describing each author.
- ✓ Manuscripts should be between 5000 to 6000 words in length and must be in ONE document created in Word format. Number all of the pages of the paper.
- ✓ **An abstract is compulsory in each paper and should be between 250 to 400 words.** All papers must be submitted in English, before the deadline.
- ✓ References should be completed in Emerald Publication Style, and shown within the text by giving the author's last name following the year of publication all in round brackets, e.g. (Adhikari, 2008).
- ✓ Notes/Endnotes should be used only if absolutely necessary.
- ✓ Participants must register by the due dates. For registration, follow the instructions that will be posted in the web page of NAM: www.nam.org.np
- ✓ Submitted papers must NOT have been previously presented, published, accepted for publication, and if under review, must NOT appear in print before NAM Conference - 2013.
- ✓ NO changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
- ✓ Each paper can only be submitted to ONE track and a person can submit only to 2 tracks maximum.
- ✓ When a paper is accepted, at least one author must register and present their work at the conference
- ✓ Submissions should be submitted as attachments in e-mails to: nepaleseacademy@gmail.com; conference_am@yanoo.com with a cc to dhrubakumargautam@yahoo.com





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Closing the divide...



