



SAICON 2014- CALL FOR PAPERS

6th South Asian International Conference on

Ingenuity, Integration, and Inspiration: The Survival of the Fittest

11th-13th August 2014- Serena Hotel, Islamabad



Organized by:

COMSATS Institute of Information Technology, Islamabad Campus

INTRODUCTION TO SAICON

The South Asian International Conference (SAICON) is an annual conference organized by the COMSATS Institute of Information Technology (CIIT) the custodians of the South Asian Chapter of the Academy for Global Business Advancement (AGBA). SAICON is a platform through which contemporary and developing ideas on business, economics and social sciences are discussed where academics and researchers interact with the industry professionals.

SAICON provides an excellent opportunity to researchers and professionals to network and discuss market changes and transformation which are shaping the market demographics. The SAICON strives to develop a community which encourages the exchange of ideas and facilitates learning. The forum aims at connecting the research world with the industry through conference congregations at different parts of the world. SAICON is an intellectual's home where researchers and professionals are continuously in touch with each other through SAICON website and conferences where networking is an ongoing process.

The forum encourages researchers from all parts of the world to rise up and bring forward their research and integrate their research with the needs of the organizations and the changing trends. The SAICON does not limit itself to researchers but also supports professionals to bring their business ideas to researchers and try collaborating with them and seek answers. Therefore, the SAICON promotes collaborative practice amongst researchers and professionals to stay connected with the two worlds of research & industry simultaneously.



CONFERENCE OVERVIEW

Staying relevant is indeed the biggest challenge facing the businesses around the globe. In an ever changing hyper-competitive business world, full of challenges, it has never been more important for organizations to be able to not only overcome these challenges but also be able to adapt and take advantage of them. There are a plethora of macro-economic forces spanning from the increasingly competitive global marketplace to amplified technological innovations that have significantly accelerated since the advent of the world-wide-web. The effective way deal with this hyper

competitive environment is by incorporating innovation in the business culture of the organization and transforming it to a dynamic learning business. The current conference theme stresses upon people, product and process aspect of business to deal with this competitive and ever changing business environment.

SAICON 2014 aims to provide a platform to discuss the key issues faced by both entrepreneurial ventures and established firms in a competitive business environment. The conference seeks to enhance our understanding of how to incorporate innovation in the businesses effectively with considerations from academics and researchers.

CIIT- CONFERENCE ORGANIZERS

COMSATS Institute of Information Technology (CIIT) started its journey in 1998, and established its first campus at Islamabad in April 1998. In August 2000, in recognition of CIIT's achievements, the Federal Government granted it the status of a Degree Awarding Institute (DAI) through promulgation of its charter. The CIIT, besides its principal campus at Islamabad, has six other fully functional campuses at Lahore, Abbottabad, Wah, Attock, Sahiwal and Vehari, while five more campuses at Gujrat, Kotli, Karachi, Jaffarabad and Quetta are in the works. The CIIT is also exploring opportunity for opening an overseas campus in the Gulf region. CIIT at present comprises of five Faculties and 18 Departments. Presently, 86 undergraduate and graduate programs are on offer, in which around 27,000 students are enrolled. Almost 700 faculty members and academic managers holding PhD qualification are currently serving the CIIT. CIIT has proudly produced approximately 25,000 graduates since its inception in 2000.

AGBA – SOUTH ASIA REGIONAL CHAPTER

AGBA, the Academy for Global Business Advancement, is a worldwide network of professionals and academics committed to facilitating dissemination of scholarly findings in the field of global business and entrepreneurship. The main purpose of AGBA is to provide ongoing open forums to discuss and analyze global business and global entrepreneurship from different perspectives and viewpoints. The CIIT is the official custodian of the regional chapter. South Asia Regional Chapter of AGBA is a consortium of several leading public & private universities pursuing excellence in the field of research & development by shaping the destiny of developing countries in the contemporary globalized economy. The consortium constitutes of the



south-Asian countries: Pakistan, India, Sri Lanka, Bangladesh, Maldives, Bhutan, Nepal & Afghanistan. It is our vision to be the primary resource for advancing academics and researchers in the field of business and provide them opportunities & platform to express new advancements pertaining to their field of interest

THE CONFERENCE (SAICON 2014)

The COMSATS Institute of Information Technology custodians of the South Asian Chapter of the Academy for Global Business Advancements (AGBA) invite academics, consultants, leaders, researchers, professionals and students from around the globe to participate in an international conference to share their cutting-edge research, conceptual frameworks, business ideas and proposals, innovative concepts, business projects and business tools and technologies. The organizing committee of the SAICON 2014 provides an exquisite opportunity to interact with people from around the world and discuss developing issues in business, economics, finance and social sciences. The SAICON 2014 aims to change the traditional method of conference congregations by empowering researchers and professionals to customize their own sessions according to the area of their interest. It also aims to strengthen the post-conference implementation of ideas and concepts by providing a continuous forum where your proposals and ideas are discussed throughout the year (electronically on the internet).



In a series of efforts to link the academia and research with the industry and promote research in the South Asian sub-continent, the organizing committee of the SAICON 2014 in collaboration with AGBA has embarked on a distinctive journey to provide an annual forum to researchers exploring different areas of business, economics and social sciences. In August 2014, the Department of Management Sciences, COMSATS Institute of Information Technology (CIIT) is conducting an International Conference on *“Ingenuity, Integration, and Inspiration: The survival of the fittest”* – SAICON 2014 which seeks to invite the following:

- Research Papers (Theoretical & Empirical)
- Working Papers
- Case Studies
- Student Papers

THE CONFERENCE THEMES

The organizing committee of the 6th South Asian International Conference (SAICON 2014) aims (but not restricts) to include the following topics of research and discussion into its conference proceedings:

1. Human Resource Management
2. Management Learning and Innovation
3. Organization Development & Change Management
4. Strategy and Marketing Management
5. Cross Cultural Management
6. Economics
7. Finance & Accounting
15. Public Policy
16. Organization, technology and strategy
17. Entrepreneurship
18. Education Management
19. Ethics, and corporate social Responsibility
8. E-Commerce & E-Business
9. Hospitality & Tourism Management
10. International Marketing
11. New Venture Management
12. Management of International Organizations
13. International Business
14. Corporate Governance
20. Business internationalization
21. Marketing and consumer behavior
22. Leadership, Motivation and Strategy
23. Information Technology
24. Engineering Management

SUBMISSION GUIDELINES

Authors may submit abstracts of research papers (theoretical and empirical), working papers (research-in-progress), business proposals and plans, business projects and ideas, case-studies, professional articles, seminar papers, book-reviews or student papers.

The abstract submissions will then undergo a rigorous process of review. All submissions will be subject to a blind review. All authors of accepted abstracts will be notified through email indicating the submission of full papers. Authors of accepted abstracts will be required to send in their full papers by the due date, which will be published in the refereed conference proceedings. The authors must



adhere to the following guidelines for the submission of their work:

- Please submit your abstracts via email to: **secretariat@agba.org.pk** in Word Format/PDF file format exceeding to no more than 500 words which should fit on at least one (01) A-4 sized page only in English Language.
- The title of the paper must bold and underlined and the name of the author/authors may be placed below the title of the abstract (not bold, not underlined and not in italics) in Times New Roman font (11pt), both must be centered.
- Please mark margins of at least 1 inch on all sides, use Times New Roman font (11pt) and italicize the abstract and leave a line at the end.
- Full-length papers should not exceed 25 double-spaced pages; working papers, case-studies, seminar papers and student papers should not exceed 10 pages; proposals and business plans should not exceed 5 pages; poster presentations should not exceed 2 pages.
- A cover page should indicate the title of the paper, the name(s) of the author(s), and their affiliation(s). The main body of the paper should follow the abstract. For additional guidelines, please refer to our website **<http://www.agba.org.pk>**
- If you wish to serve as a session chair, discussant, and/or reviewer, please send an email to the conference co-chair local arrangements: **i.ghafoor@agba.org.pk**



If you have any queries regarding any details of the conference, please feel free to drop in an email at: **secretariat@agba.org.pk**

KEY DATES

Following are the key dates for prospective participants:

March 20th 2014	Last date for Submission of Abstract
March 30th 2014	Notification of Acceptance of Abstract
May 15th 2014	Last Date for Submission of Full Paper
June 15th 2014	Notification for Acceptance of Full Paper
July 20th 2014	Last Date for Conference Registration
July 31st 2014	Submission of Final Presentation
August 1st 2014	Confirmation of Bookings & Accommodation
August 5th 2014	Distribution of Conference Programme
August 11th – 13th, 2014	Conference Dates

TENTATIVE CONFERENCE PROGRAM

August 11th, 2014	<ul style="list-style-type: none">• Welcome Desk Arrival Registration• Inaugural Ceremony• Conference Sessions
August 12th, 2014	<ul style="list-style-type: none">• Conference Sessions• Conference Sessions• Gala Dinner
August 13th, 2014	<ul style="list-style-type: none">• Conference Sessions• Closing Ceremony

CONFERENCE REGISTRATION FEE

The conference registration fee - schedule is placed as follows:

Participants from Developed Countries	\$ 500 / person
Participants from Developing Countries	\$ 250 / person
Local Participants (with hotel stay)	PKR 15000 / person
Local Participants (without hotel stay)	PKR 5000 / person
Local Students(with hotel stay)	PKR 7500 / person
Local Students(without hotel stay)	PKR 2500 / person

Please Note:

**Those participants who register without hotel stay shall be entitled to a conference pack, lunch and tea only.*

***Those participants who register with hotel stay shall be entitled to a conference pack, breakfast, lunch, tea and a gala dinner and two nights stay at the beautiful conference venue i.e. Serena Hotel, Islamabad – Pakistan.*

CONFERENCE PACK

The conference pack shall be available at the registration desk from August 11th, 2014 (1800 HRS – 2100 HRS), August 13th, 2014 (0800 HRS to 1100 HRS).

The conference pack shall consist of the following items:

- Conference Programme
- Conference Proceedings CD
- Certificate of Participation
- Conference Bag
- A pen, pencil and a note pad

CONFERENCE VENUE

The Islamabad Serena Hotel stands at the foot of the Margalla Hills, on fourteen acres of land, with beautiful gardens and serene water shore of the Rawal Lake in close proximity, next to the Diplomatic Enclave. The architecture and interiors of this fabulous Hotel building is a mere reflection of typical Pakistani cultural heritage depicting the skills and craftsmanship of native artisans. In this state-of-the-art building, local traditions are elegantly combined with latest technologies in order to provide a comfortable stay to our prestigious guests. The true spirit of the Hotel is reflected in the aesthetics of the public areas, corridors, rooms, and restaurants, highlighting trademarks of Islamic architecture. The Hotel's remarkable architecture is a blend of rich, elaborated, and vivid designs where the artisans have really shown their magical skills especially on the ceilings, floors, and walls.



For further information on accommodation at Serena Hotel, please log on to the following website:
<http://www.serenahotels.com/serenaislamabad>

FOR FURTHER DETAILS CONTACT

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