Second International Conference on "Business Research"
Under Higher Education Quality Enhancement Project (HEQEP), CP-3289
May 27-28, 2016
Department of Business Administration, East West University, Dhaka, Bangladesh

Introduction

With the goal of promoting multidisciplinary knowledge sharing in the constantly evolving field of Business Education, East West University is proud to be hosting an International Conference on "Business Research" in May 2016. This Conference is funded by Higher Education Quality Enhancement Project (HEQEP), CP-3289.

Accounting, Education Management, Finance and Banking, Human Resources Management, Management Information Systems, Management, Marketing ,Productions Operations Management will be the focal areas of the Conference and it will strive to bring together participants from around the world, thereby bridging the gap between the East and the West. Researchers, academicians, practitioners and students are invited to take part in the event and to translate it into a success through their scholarly contributions and the sharing of their ideas and experiences.

Conference Tracks
Accounting, Education Management, Finance and Banking, Human Resources Management, Management Information Systems, Management, Marketing ,Productions Operations Management

Call for papers

In order to render the conference into a forum for the exchange of information and thoughts on business education, we invite contributions of abstracts and/or full papers in accordance with the following guidelines.

Guidelines for Submission of Abstract
- Abstracts should be submitted only as word files with the word count not exceeding <u>300</u> words.
- All abstracts must incorporate the following elements:
    - Clear statement of problem, research objective(s) or research question(s)
    - Methodology
    - Major findings
    - Implications
- The front page of the document should be the title page with clear mention of:
    - The Title of the Paper(Times new Roman, with size 16), within a maximum of fifteen words
    - Name, Affiliation and Contact Details of the Author(s) Name(s) of the Author(s) – Should be typed using Times new Roman , size 14 and centered below the Title of the Paper on the first page, with two empty lines both before and after it*(Please note that the author's name and identification information should not be included elsewhere in the document)*
    - Name of the Conference Track under which the paper can be classified
- The second page of the document should include
    - Title of the Paper and a maximum of 4 keywords, followed by the content of the submission.

- Times New Roman, Type Size 12, should be adopted as the standard font for the entire abstract, with the exception of the following parts:
  a. Headers and Footers – Should be typed using Size 9. The Header should mention the title of the paper along with the name of the track to which it belongs.

Guidelines for Submission of Full Paper

Authors interested in submitting full papers are requested to adhere to the guidelines for submission of abstract with regard to document format, construction of title page, choice of font, choice of spacing and style of referencing as mentioned in the preceding section. The additional requirements for contributions of full papers are as follows.

a. Papers must be between 3,000 and 5,000 words in length, with the total number of pages (including illustrations and references)
b. All papers must include an abstract and the abstract should be typed in italics, with 1 inch margin on both sides.
c. Introduction, literature review, methodology, findings/discussions, conclusions/implications and references should be incorporated as standard components of all full papers.
d. Section subtitles should be numbered sequentially and can use Type Size 14, at the discretion of the author.
e. All illustrations used within the paper should be properly labeled and should not break across pages. Authors are also requested to refrain from using illustrations in the introduction or conclusion of the paper.

Submission   **:** sayeed@ewubd.edu

Contact   **:** sbl.dhk@gmail.com

Important Dates

Last date of Abstract   : 10 May 2016

Notification of Acceptance   : On or before 14 May 2016

Last date of Full Paper   : May 18 2016

Registration   : May 20, 2016

Conference date   **: May 27-28, 2016**

Evaluation and publication

All contributions will be evaluated through a blind peer review process, with selection contingent on the following criteria:

- Relevance to the overall theme of the conference and to the chosen track
- Credibility of the information and analysis
- Soundness of the methodological framework
- Originality of the research topic and/or its findings
- Importance and implications of the findings for the chosen field of research

All selected abstracts will be published as part of the Conference proceedings, while selected full papers will be published in the form of an edited book.

In addition, the <u>three</u> most outstanding contributions will be honored with best paper awards, as chosen by a panel of experts based on the above-mentioned criteria.

Review Committee

Professor Dr. Tanbir Ahmed Chowdhury, Dean Faculty of Business and Economics, East West University

Professor Dr. Nargis Akhter, Department of Business Administration, East West University

Professor Dr. Mahfuzul Haque, Advisor, MBA, EMBA and MBM Program Department of Business Administration, East West University

Dr. Anup Chowdhury, Chairperson and Associate Professor, Department of Business Administration, East West University

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Convener
Professor Tanbir Ahmed Chowdhury
Dean, Faculty of Business & Economics
East West University, Dhaka, Bangladesh &

Sub Project Manager (SPM),
"Optimizing classroom learning through   understanding student   psychology"
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