



**University**  
October University for  
Modern Sciences and Arts  
جامعة أكتوبر للعلوم الحديثة والآداب

*Faculty of Management Sciences*

## **CALL FOR PAPERS**

**The Faculty of Management Sciences Organizes  
The 2<sup>nd</sup> International Conference  
May 8-9, 2016**

**Managing the Transition Period in Egypt  
“Integrated Strategies towards Developmental Reform”**

**The conference is held under the auspices of  
Professor Dr. Nawal El Degwi  
*Head of Board of Trustees*  
and**

**Professor Dr. Khayri Abdel Hamid Ali  
*MSA University President***

**Conference Chairman  
Professor Dr. El Sayed Nagy  
*Dean of the Faculty of Management Sciences  
MSA University***

**Conference Co-Chairman  
Professor Dr. Doaa Salman  
*Vice –Dean for Community Service and Environmental Affairs  
Faculty of Management Sciences-MSA***

**Conference Co-Chairman  
Associate Prof. Yasser Tawfik  
*Head of Quality Unit  
Faculty of Management Sciences-MSA***

**Conference Co-Chairman  
Dr. Ola Emara  
*Head of Academic Research Committee  
Faculty of Management Sciences-MSA***

**M** *anagement* of the transition period in Egypt hypothesizes a parallel consideration to strategies. Strategies are of core value and are central for deeply-rooted development and accelerated reform. We realize that the strategic management of the aspects of developmental reform requires an integrated perspective of macro-micro arrangements and relationships. Government and business players are the potential key holders of such integration, in addition to interactive networking and societal involvement. Our conference perceives an enlarged concept that entails partnerships and alliances. Thinking of Egypt challenging transition from a multi-visionary diversified perspective is our contribution to the concurrent movement of socio-economic-politico deliberate shifts.

**M** *ain* aim is to bring together leading academic scientists, researchers, and scholars, to exchange and share their experiences and research results about all aspects and strategies that boost the transition in Egypt; also to provide the premier interdisciplinary forum for practitioners and educators to present and discuss the most recent innovations; trends and concerns; practical challenges encountered, and the solutions adopted in the field of strategic development.

**A** *ll* honorable authors are kindly encouraged to contribute to, and help shape the conference, through submissions of their studies' papers. Also, high quality research contributions describing original and unpublished results of conceptual; constructive; empirical; experimental; or theoretical work in all areas of "developmental reform" are cordially invited for presentation at the conference. We solicit contributions of papers that address themes and topics of the conference, including figures, tables and references of novel research material.

# CONFERENCE THEMES AND TRACKS

**Management Development:** Institutional reform; business alliances; legal frameworks; small business enterprises; corporate and international conceptualization of business operations; corporate and competitive strategies; industrial management; production and operations; supply chain management; industry/service value chains; environmental impacts; technology management; information systems; integrated strategies for government activities; strategic perspective of public service reform; e-governance; political, bureaucratic and business relations in developmental reforms; global management strategies.

**Global Marketing Strategies:** Product and service development; product and service customization; international perspective of marketing orientation; challenges of open-market competitions; the potential reflections of international networking; emerging markets; exports; global marketing strategies in crisis.

**Accounting and Financial Development:** Corporate governance; cost leading strategies; optimizing government performance from an accounting perspective; tax-reforming; capital markets; deregulation of financial markets; corporate financial performance; role of accounting in management control; investment management; drivers for reforming financial environment.

**Economic Development:** Sectoral transitions and sustainability; economics of development; new instruments of finance for development-with focus on productive sectors; economic turmoil's and stability in financial institutions; fiscal and budgetary reforms.

**Scientific and Mathematical Models:** Models of statistical and mathematical applications; econophysics-risk management; simulation models for guiding managerial decision making.

**Open Discussions-Proposals and Ongoing Research:** Proposed areas for future research; discussions of current research trends and applications; presenting ideas and conducting scientific debates/presentations/and posters.

# CONFERENCE EDITORIAL BOARD

## *Management*

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*Professor of Economics and Finance, Plymouth University, United Kingdom*

# **ABSTRACT AND PAPER SUBMISSION**

## **Submission of Abstract**

The abstract -500 words-should be sent by **January 1, 2016**. Preference of abstracts will be for those that are empirically and theoretically academically grounded, meeting the criteria of “relevance to conference themes and tracks”.

## **Submission Policy**

Both *abstract and paper* should be submitted by email to:  
**MGT-Conference-2016@msa.eun.eg**

*To the attention of:*

***Prof. Dr. Doaa Salman***

*Vice –Dean for Community Service and Environmental Affaires*

*Faculty of Management Sciences*

*October University for Modern Sciences and Arts (MSA)*

***Dr. Ola Emara***

*Head of Academic Research Committee*

*Faculty of Management Sciences*

*October University for Modern Sciences and Arts (MSA)*

## **Notification of Abstract Acceptance**

Notification for the abstract acceptance will be sent by **January 15, 2016**.

## **Paper**

The conference accepts papers in both languages: English, and Arabic. The full paper, 7000-9000 words, should submitted by **March 15, 2016**. All text should be in single space with 1-inch margin on all sides using Time New Roman, “12”. For References, please follow APA guidelines –as per the following link: <http://www.apastyle.org>

## **Notification of Paper Acceptance**

Notification of paper acceptance will be sent by **March 31, 2016**

## **Final Paper Submission and Authors' Registration**

Paper submission after final review will be sent by **April 7, 2016**, along with authors' registration

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### *Summary of Conference Critical Dates*

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<b>Abstract submissions</b>	January 1 <sup>st</sup> , 2016
<b>Notification of abstract acceptance</b>	January 15 <sup>st</sup> , 2016
<b>Paper submissions</b>	March 15 <sup>st</sup> , 2016
<b>Notification of paper acceptance</b>	March 31 <sup>st</sup> , 2016
<b>Final paper submission and authors' registration</b>	April 7 <sup>th</sup> , 2016

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## **PUBLICATION OPPORTUNITIES**

Participants have opportunities to present their papers in a professional atmosphere and to have them published in the proceedings of the “Faculty of Management Sciences 2<sup>nd</sup> International Conference”, as well as a special issue publication for the conference, based on a fee. Articles in English will have the opportunity of publication in “*journal special issue*”, indexed by DOAJ, EconPapers, ProQuest, RePEc and other indexes, these include:

- Publication in the Journal of International Business and Finance (JIBF), UK.  
[http://serialsjournals.com/journal-detail.php?journals\\_id=274](http://serialsjournals.com/journal-detail.php?journals_id=274)
- International Journal of Research in Business and Social Science (ISSN: 2147- 4478)  
<http://www.ssbfnct.com/ojs/index.php/ijrbs>
- International Journal of Finance & Banking Studies (ISSN: 2147- 4486)  
<http://www.ssbfnct.com/ojs/index.php/ijfbs>

## **REGISTRATION FEES**

Egyptians: 300 L.E.  
Non-Egyptians: \$100

## **CONFERENCE DATE**

May 8-9, 2016

## **VENUE**

The conference will be hosted by Faculty of Management Sciences, October University for Modern Sciences and Arts (MSA), 26 July Mehwar Road intersection with Wahat Road, 6<sup>th</sup> October City, Egypt.

## **CONFERENCE LINK**

<http://msa.edu.eg/msauniversity/index.php/the-2nd-international-conference-2016>