

Fourth Annual General Business Conference

April 13-14, 2012

Sam Houston State University, Huntsville, Texas, USA
FIRST CALL FOR PAPERS



Deadline for Submission: March 1, 2012

Conference Chair: Dr. Bala Maniam, Sam Houston State University, gbconference@shsu.edu

Program Chair: Dr. Laura Sullivan, Sam Houston State University, lls003@shsu.edu

Visit www.shsu.edu/gbaconference for more details

The Department of General Business and Finance at Sam Houston State University is organizing its Fourth Annual General Business Conference in Huntsville, Texas. Huntsville is located on I-45 just north of Houston. This day and half conference is a platform to share research findings and initiatives to enhance research and teaching in the areas of business, education, and economics.

The organizers hope to provide an avenue for intellectual discourse among conference participants to promote discussions and share knowledge, experiences and expertise in these areas.

Paper Submissions. Papers or abstracts are invited in, but not limited to, the track areas listed below. All papers will be blind-refereed electronically, and accepted papers will be published in the conference *Proceedings*. Abstracts should be of sufficient detail to indicate clearly the objectives of the research. Submission of a paper implies that an author will register for the conference, attend the conference, and personally present the paper, if accepted.

Topic Areas and Tracks

Business Law/Ethics

Finance/Investments

Innovation and Entrepreneurship

Management/Business Strategy

MIS/CIS/GIS

Economics

Cases, Workshops, Special Sessions

Logistics and Transportation

Assessment and Assurance of Learning

Business Communication

Accounting

International/Global Business

Marketing

E-Business/E-Commerce

Human Resource Management

Teaching and Teaching Pedagogy

Online Education/DL and other Education Issues

Organizational Leadership/Educational Leadership

Organize a Session. Besides submitting a paper for a regular session, you can organize a session on a topic of interest to you. Sessions include a chair and three or more paper presenters. The organizer of the session would need to contact the other participants of the session and submit the proposals to gbconference@shsu.edu for approval and scheduling. If you have any questions, please email the conference chair at gbconference@shsu.edu

Organize a Table Discussion. You may also organize a Table Discussion group by inviting researchers in your area of interest. Authors must exchange their papers and prepare to discuss all papers. The objective is to provide each author detailed and helpful comments that may make their papers publishable in academic journals of their choice. Organized Table Discussion proposals should be submitted to gbconference@shsu.edu for approval and scheduling. If you have any questions, please email the conference chair at gbconference@shsu.edu

Program Participation. Paper reviewers, discussants, and session chairpersons are needed for this conference. Please contact the conference chair or program co-chair to indicate your interest.

Journal Publication. Best papers are eligible for publication in journals published by the Allied Academies. Each author(s) of papers selected for journal publication must pay a fee of \$75.00 in order to have their paper published. This nominal fee is to cover the publication fees of Allied Academies. Only **completed papers** that are submitted by the due date will be considered for journal publication. Authors will be notified at the conference of their selection for journal publication. If you do not wish your paper to be considered for publication, please inform us so that we do not send it for publication review.

Electronic Conference Proceedings. Submitted papers go through a double-blind, peer-reviewed process. In the submission document, authors should indicate if they wish to publish either an abstract or their full article in the *Electronic Conference Proceedings*. Authors of accepted papers will be notified by email. Publishing in the *Proceedings* does not exclude publication of the paper in any subsequent venue. Authors must submit their final abstracts or papers for the *Proceedings* by **March 15, 2012**.

Student Papers. Students are encouraged to submit papers to the student track. Papers submitted in the student track must be solely of student authorship in order to qualify for student registration fees.

INSTRUCTIONS AND OTHER INFORMATION FOR CONTRIBUTORS

1. Please submit your manuscripts, proposals, and other research material to the Conference Chair at gbconference@shsu.edu. Include your topic area in the email subject. All presentation materials should include the following on the first page:
 - a. Title
 - b. Author(s) - Clearly indicate corresponding author
 - c. Author address and email
 - d. Institution address
 - e. Topic area (listed in the first page)
2. All submissions must be received by **March 1, 2012**. Acceptance/rejection notifications will be provided on a rolling basis so that authors can make plans to attend the conference.
3. Papers accepted for *Proceedings* must be submitted by **March 15, 2012**.
4. **Registration:** Authors of accepted articles will be required to register and pay the registration fees for their conference participation. The registration fee for each participant is \$199 if paid by **March 15, 2012**, and \$250 thereafter. The registration fee for students will be \$100 if paid by March 15, and \$150 thereafter. Students must request their advisor/supervisor to email a letter verifying the student's status to gbconference@shsu.edu. Second submissions by the same author, if accepted, must be accompanied by a second paper fee of \$150. The registration fee includes the a *Electronic Conference Proceedings*, admission to all conference sessions and activities, continental breakfast for two days, and the conference dinner on Friday evening. **Please note that registration fees are non-refundable.**

Note: All authors/participants attending the conference must pay the \$199 (\$250) registration fee. If you are an author/co-author of multiple papers and none of the additional authors are attending the conference, you will be required to pay \$150 for each additional paper you will be presenting at the conference. If any of the co-authors are attending the conference, they must also pay the \$199 (\$250) registration fee.
5. **Accommodations.** The University Hotel is located on the Sam Houston State University campus. A limited number of rooms will be available for conference participants at a special rate of \$79.95 per night. This rate includes breakfast at the hotel's cafe. The reservations deadline is **March 15, 2012**. To reserve a room call: 1 (866) SHSU INN (747-8466), or email Ms. Amy Payne at adp023@shsu.edu and mention that you are attending the General Business 2012 Conference. **Please note that sometimes there are other events on campus during this time, therefore you are strongly urged to book your room early before they run out of rooms.**
6. **Huntsville Area Information.** Sam Houston State University is 55 minutes from Houston's George Bush Intercontinental (IAH) Airport. Interstate 45 provides direct access from both the Houston and Dallas areas. Car rental at IAH is the most cost-effective means of transportation to Huntsville. Please visit the conference web site for additional information.
7. **Transportation for Conference Participants Only.** On a limited basis we can also arrange individualized travel options for fee of \$100 per person. Please note that this service is only provided for transportation from George Bush Intercontinental Airport Houston (IAH) to Huntsville for arrivals on Thursday (April 12, 2012) and for departures on Saturday (April 14, 2012). Contact program chair, Laura Sullivan by March 1, 2011 at lls003@shsu.edu with any questions you may have regarding this service.
8. Houston airport (IAH). Many international airlines serve IAH including AeroMexico, Air Canada, Air France, British Airways, Emirates, KLM, Lufthansa, Qatar airways, Singapore Airlines, and Taca as well as most U.S. carriers.
9. **Refunds:** Once payment has been received, no refunds will be given. NO EXCEPTIONS