



Academy for Global Business Advancement
14th Annual World Congress
<http://www.agba.us>
<https://conferences.mu.ac.ke/index.php/muc/agba2017>



Conference Theme:
"Business and Entrepreneurship Development in a Globalized Era"
November 23 -- 25, 2017

School of Business and Economics
MOI University
(Eldoret, Uasin Gishu County, Rift Valley, KENYA)

Conference Chair	Conference Co-Chair	Chair: AGBA's Global Board of Trustees	Keynote Speaker
Robert Grosse Past President Academy of International Business Thunderbird School of Global Management Arizona State University Glendale, Arizona, USA	Simeon Mining Director of Research MOI University Kenya	Gary L. Frankwick Marcus Hunt Chair of International Business College of Business Administration University of Texas at El Paso, Texas, USA	Norman Wright Dean Woodbury School of Business Utah Valley University Orem, Utah, USA
Conference Patron	Conference Patron	Conference Patron	Conference Patron
Laban Peter Ayiro Vice Chancellor MOI University Kenya	Thomas Kimeli Cheruiyot Dean School of Business and Economics MOI University Kenya	Daing Nasir Ibrahim Vice Chancellor University of Malaysia at Pahang Kuantan City, State of Pahang Malaysia	Abdul Razak Ibrahim Vice Chancellor Kolej Universiti Poly-Tech MARA Kuala Lumpur Malaysia
Distinguished Speaker # 1	Distinguished Speaker # 2	Distinguished Speaker # 3	Distinguished Speaker # 4
Dana-Nicoleta Lascu Associate Editor Journal of Global Marketing University of Richmond Richmond, Virginia USA	Wolfgang Hinck Dean College of Business Prince Mohammad University Saudi Arabia	Paul Sergius Koku, Esq. Professor of Marketing College of Business Florida Atlantic University Boca Raton, Florida USA	Lavanya Rastogi President & CEO Digital Business Group Happiest Minds Technologies Houston, Texas, USA
Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7	Distinguished Speaker # 8
Corrado Crocetta Professor Department of Economics University of Foggia Italy	Haim Hilman Abdullah Dean School of Business Management University Utara Malaysia Malaysia	Zainal Abidin Mohamed Associate Dean Graduate School of Muamalat Islamic Science University of Malaysia Malaysia	Arindam Banik Director International Management Institute Kolkata; West Bengal India

Our Websites

AGBA Conference Website:

<https://conferences.mu.ac.ke/index.php/muc/agba2017>

AGBA Website:

<http://www.agba.us>

Host Business School Website:

<https://business.mu.ac.ke>

Host University Website:

www.mu.ac.ke

Conference Venue and

Conference Hotel Website:

<http://www.theboma.co.ke/boma-inn-eldoret/>

Kenyan Tourist Visa Website:

<http://immigration.ecitizen.go.ke>

Kenyan Tourism Website:

www.ktb.go.ke

Conference Host City Website:

<http://www.uasingishu.go.ke>



Conference Highlights

- Free faculty development workshops on topics such as:
 - How to design American style course based doctoral programs.
 - How to pursue world-class research.
 - How to publish in world-class journals.
 - How to use contemporary pedagogical techniques for teaching.
 - How to use new techniques for teaching Entrepreneurship.
 - How to integrate ethics, leadership, and entrepreneurship in your teaching.
 - How to write local cases.
 - How to integrate local cases in your teaching.
 - How to earn AACSB accreditation.

- One-to-one mentoring of selected doctoral students by globally renowned scholars.
- Opportunity to publish in numerous world-class and Scopus indexed journals.
- Opportunity to explore global placements.
- Opportunity to explore post-doctoral fellowships.
- Opportunity to collaborate with world-class scholars.
- Opportunity to explore faculty exchange programs.
- Opportunity to explore study abroad programs for your students.
- Opportunity to explore joint degree programs with overseas universities.
- Opportunity to explore global internships for your students.
- Opportunity to attend SELF Leadership Development Program.
- Networking with distinguished Kenyan entrepreneurs, manufacturers, investors and business community.

AGBA Profile:

The Academy for Global Business Advancement (AGBA) --- (a not-for-profit charitable NGO, incorporated and registered in the State of Texas, USA) --- is a worldwide network of professionals committed to facilitate dissemination of scholarly research findings in the fields of business and entrepreneurship development. The main mission of AGBA is to provide an ongoing open global forum to discuss and analyze business and entrepreneurship development from different perspectives and viewpoints in order to improve understanding of underlying forces that (1) impact global developments and (2) shape the destiny of emerging countries such as Kenya, Indonesia, India, China, Malaysia, Thailand, United Arab Emirates, and Bahrain, etc. in the contemporary globalized economy. AGBA bridges geographic, cultural, disciplinary, and professional gaps by integrating different business disciplines while actively enhancing practitioner-academician interactions on a regional and global basis. AGBA is sponsored by numerous universities, organizations, and agencies across US, EU, Eastern Europe, Asia, and Africa.

Conference Logistics

Conference Venue and Conference Hotel:

Boma Inn (Eldoret) (a 4 star hotel) is both our conference venue and our conference hotel. Kindly make your room reservation on your own by cruising the hotel website (<http://www.theboma.co.ke/boma-inn-eldoret>) ASAP and do not forget to mention "2017 AGBA conference" in order to enjoy special conference rate. You MUST reserve your hotel room(s) by October 1, 2017 in order to enjoy special AGBA conference rate.

Kenyan Tourist Visa:

International delegates must fill up an online tourist visa form, pay the required fee and obtain an electronic visa before flying to Kenya. Kindly cruise this website to obtain your tourist visa: <http://immigration.ecitizen.go.ke>

Our Airport:

Our conference would be held in Eldoret City, that has an international airport being served by flights originating from Nairobi and its airport code is: IATA: EDL, ICAO: HKEL.

Payment of Registration Fees:

All delegates are requested to kindly pay their conference registration fees via electronic bank transfers to the following Kenyan Bank before October 1, 2017:

Bank: NATIONAL BANK OF KENYA
Account Name: MOI UNIVERSITY RESEARCH
Account Number: 01021027999200
Swift Code: NBKEKENXXXX

Conference Manager:

Please contact our conference manager for the resolution of any issue on the ground:

Dr. Charles K. Lagat
Director: International Programs, Linkages & Alumni
AGBA Vice President for Kenya
MOI University, Kenya.
Personal Email: lagatck@mu.ac.ke, lagatck@yahoo.com
Conference Email: agba2017@mu.ac.ke



Call for Papers

We welcome the submission of manuscripts that address the conference theme as well as all functional areas of business administration (e.g., accounting, economics, commerce, operations, finance, information system, management, marketing, entrepreneurship, international business, hospitality and tourism management, business law, CSR, ethics, Islamic business, agricultural development and recreation resource management). If you are uncertain whether your paper fits the conference theme or not, please contact our Conference Director/Program Chair (Dr. Lynn L. Adams) via his email address: adamsly@uvu.edu

Emerging Markets	Hospitality Management	Organizational Behavior
Economic Development	Tourism Management	Management Science
Global Business Environment	Recreation, Parks and Leisure	Human Resource Management
Offshoring and Outsourcing	Global Economic Meltdown	Operations Management
Entrepreneurship	Impact of Technologies	Islamic Marketing
Family Business	E-Commerce and E-Business	Cross-Cultural Management
Business Law	Global Supply Chain	Global Strategy
Marketing	Finance and Banking	Islamic Banking & Finance
Real-estate Management Actuarial	Commerce	Business Ethics
Science	Economics	Innovation Management
Business Education	Accounting and Auditing	Green Business
Health Care Management	Taxation	Sustainability
Global health Issues	Knowledge Management	Corporate Social Responsibility

- Scholars from all over the world are invited to submit any kind of scholarly paper such as (i) competitive paper, (ii) working paper (research-in-progress), (iii) doctoral colloquium paper, and (iv) case.
- All submissions will be subjected to an anonymous double-blind review process.
- All papers must use 12 point Times Roman font; A-4 format with 2.5 cm margin on all sides; an abstract (approximately 150 words), and references. A paper must include the title of the paper, the name(s) of all author(s), and their affiliation(s), country and the email addresses of all authors.
- All manuscripts must be original and must consist of 10 single-spaced pages including tables, and references etc. for publication in our refereed American conference proceedings.

Manuscript Preparation

- Paper submissions should follow the style guidelines of the *Journal of International Business Studies* (<http://www.palgrave-journals.com/jibs/index.html>) and must include a full list of all references cited in the paper.
- Accepted papers will be published in the refereed American refereed conference proceedings (Advances in Global Business Research --ISSN 1549-9332), if at least one author of the paper pre-registers for the conference. By submitting a paper to be reviewed, the author(s) are assuring us that at least one of the authors will attend the conference and present the paper for sure without any excuse whatsoever.
- Publication of your paper in our American referred conference proceedings does not preclude subsequent publication in journals when proper acknowledgments are made.
- AGBA does NOT acquire the copy rights of your paper.
- Proposals for special sessions on topics of significant research interest are welcomed. Proposals for panels should include the purpose of the panel, the names and affiliations of participants, a summary of contributions, and the justification for the proposal.
- AGBA also invites participation from entrepreneurs, government officials, business professionals, consultants, and heads of major government-owned and private enterprises from across the world to attend our business forum for business interactions, networking and negotiations.
- "Best Paper Award" in each category, "2017 AGBA Best Doctoral Dissertation Award", "2017 AGBA Distinguished Entrepreneur Award", "2017 AGBA Distinguished Dean Award", and "2017 AGBA Distinguished Corporate Leader Award" will be presented at the conference.
- Manuscripts must be submitted in **English** language only.
- Deadline for the submission of all manuscripts is September 1, 2017.
- Please submit your manuscript to our following Conference Director/Program Chair:

Dr. Lynn L. Adams
Associate Dean
Woodbury School of Business
Utah Valley University
Orem, Utah, **USA**
Email: adamsly@uvu.edu

Conference Sponsors

- Thunderbird School of Global Management, Arizona State University, **USA**
- Utah Valley University, Orem, Utah, **USA**
- University of Texas at El Paso, El Paso, Texas, **USA**
- University of Richmond, Richmond, Virginia, **USA**
- American Institute for the Advancement of Leadership, Houston, Texas, **USA**
- Digital Business Group, Happiest Minds Technologies, Houston, Texas, **USA**
- University of Foggia, **Italy**
- American University of Ras Al Khaimah, **United Arab Emirates**
- University of Malaysia at Pahang, **Malaysia**
- Islamic Science University of Malaysia, **Malaysia**
- Kolej Universiti Poly-Tech MARA, Kuala Lumpur, **Malaysia**
- University of Utara, **Malaysia**
- King Mongkut's Institute of Technology at Ladkrabang, Bangkok, **Thailand**
- International Management Institute, Kolkata; West Bengal, **India**
- Punjabi University, Patiala City, State of Punjab, **India**
- RIMT University, Mandi Gobindgarh, State of Punjab, **India**
- Bharati Vidyapeeth University, New Delhi, **India**
- McGraw Hill **India**
- Management and Science University of Malaysia at **Colombo, Sri Lanka Campus, Sri Lanka**
- EPIC Technology Group, Colombo, **Sri Lanka**
- University of Sri Jayewardenepura, Gangodawila, Nugegoda, **Sri Lanka**
- Prince Mohammad University, Al Khobar, **Saudi Arabia**
- Association of Faculties of Economics and Business of Indonesia (AFEBI), **Indonesia**
- School of Business and Economics, MOI University, **Kenya**



Diani Beach - Kenya

Journal Publication Opportunities

Best papers presented at our conference would be published in the special issues of the following world-class journals:

- Journal of East-West Business (Taylor & Francis – Scopus indexed)
- Journal for Global Business Advancement (Inderscience – Scopus indexed)
- Journal for International Business and Entrepreneurship Development (Inderscience)
- Journal of Hospitality and Tourism Technology (Emerald – Scopus indexed)
- Global Journal of Flexible Systems Management (Springer – Scopus indexed)
- EuroMed Journal of Business (Emerald – Scopus indexed)
- MENA Journal of Cross-Cultural Management (Inderscience)
- Review of International Business and Strategy (Emerald)
- Journal of Global Business and Technology (USA)
- Journal of Global Marketing (Taylor & Francis – Scopus indexed)
- International Journal of Pharmaceutical and Healthcare Marketing (Emerald)
- Journal of Global Entrepreneurship Research (Springer – Scopus indexed)
- Journal of Economic and Administrative Sciences (Emerald, Thomson (Emerging))
- Global Business Review (Sage – Scopus indexed)
- Economic & Political Studies (Taylor & Francis)



Moi University - Kenya

Mentoring Doctoral Students

AGBA's 2017 Doctoral Consortium will focus on doctoral students hailing from emerging countries. The faculty panel of the 2017 Doctoral Student Consortium will consist of accomplished and globally acclaimed scholars who have a distinguished scholarly publication record, have served as editors of leading global journals, and/or have experience in supervising doctoral students across western countries such as US, EU, Canada, and Australia.

AGBA's 2017 Doctoral Consortium is a workshop for Ph.D. students from all over the world to further develop their research ideas, to learn about the challenges of conducting business research, building a successful academic career in their fields, and to broaden their professional networks on the global stage.

Consistent with the developmental mission of AGBA, the consortium is open for Ph.D. students from all over the world, who would be attending its global conference. One-to-one mentoring would be provided on the third day of the conference on Nov. 25, 2017.

Ideally, doctoral students should have a strong research idea or be close to completing a doctoral dissertation proposal, and be far enough away from finishing their dissertation so that they could make good use of feedback received from their doctoral mentors during the consortium.

Doctoral students (attending the conference) are advised to contact our Program Chair/Conference Director (Dr. Lynn L. Adams) and request him to schedule an appointment for one-to-one mentoring on the 3rd day of our conference (Nov. 25, 2017).



Maasai People of Kenya

Why Kenya???

Our Host University (MOI University):

Moi University is the second Kenyan public university established in 1984 as a University of science, technology and development. It is situated in a serene environment --- 36 Kms South of Eldoret town and 300 kms North West of Nairobi. Since establishment, the university has grown from a paltry 83 students to a current student population of over 42,000 distributed across fifteen schools and six campuses across the country. It prides itself with nurturing innovation and talent as exemplified through several awards and patents. Moi University is devoted to excellence in teaching, learning and research thus providing global leadership in a wide range of disciplines such as business management and economics, engineering, medicine, law, information sciences, human resource development, health sciences, natural sciences, liberal arts and human resource development. It is committed to create, preserve, and disseminate scientific knowledge, and cultural heritage through quality teaching and research.

Our Host School of Business:

The School of Business and Economics at the MOI University was launched in 2000 and it today consists of five departments: (i) Accounting, (ii) Finance, (iii) Marketing & Logistics, (iv) Management Science, and (v) Economics and Agricultural Resource Management. The School of Business and Economics offers competitive market driven programs at Diploma, Bachelor, Masters and Ph.D., levels. The School of Business today has over 10,000 students and over 100 academic staff members. The School employs cutting edge pedagogical and research methodologies in the world of business, including problem-based learning, cases, modular teaching approach, group discussion methods, teamwork learning, programing and simulation methods. The school is highly competitive and attracts excellent students from across Kenya and internationally. Its academic staff and students reflect a broad cross-section of disciplines and backgrounds.

Our Host City (Eldoret):

Eldoret is a principal city in western Kenya. It also serves as the capital of Uasin Gishu County. Lying south of the Cherangani Hills, the local elevation varies from about 2100 meters above sea level at the airport to more than 2700 meters in nearby areas (7000–9000 feet). Its current population is more than 500,000 people and it is the fastest growing town across Kenya. It is also the second largest urban center in Midwestern Kenya after Nakuru and the fifth largest urban center in the country.

Our Host Country (Kenya):

Kenya, officially the Republic of Kenya, is a country in Africa and is a founding member of the East African Community (EAC). It covers a diverse and expansive terrain that extends roughly from Lake Victoria to Lake Turkana (formerly called Lake Rudolf) and further south-east to the Indian Ocean. It is bordered by Tanzania to the south and southwest, Uganda to the west, South Sudan to the north-west, Ethiopia to the north and Somalia to the north-east. Kenya covers 224,445 square miles, and has a population of approximately 50 million people in 2017. Kenya has a warm and humid tropical climate on its Indian Ocean coastline. The climate is cooler in the savannah grasslands around the capital city, Nairobi, and especially closer to Mount Kenya, which has snow permanently on its peaks. Further inland are highlands in Central and Rift Valley regions where tea and coffee are grown as cash crops which are major foreign revenue earners. In the West are Nyanza and Western regions, there is an equatorial, hot and dry climate which becomes humid around Lake Victoria, the largest tropical fresh-water lake in the world. This gives way to temperate and forested hilly areas in the neighboring western region. The north-eastern regions along the border with Somalia and Ethiopia are arid and semi-arid areas with near-desert landscapes. Kenya is known for its world class (Olympic champion) athletes in track, field and rugby. Thanks to its diverse climate and geography, expansive wildlife reserves and national parks such as the East and West Tsavo National Park, Amboseli National Park, Maasai Mara, Lake Nakuru National Park, Aberdares National Park and white sand beaches at the Coastal region, Kenya is home to the modern safari and has several world heritage sites such as Lamu and numerous beaches, including in Diani, Bamburi and Kilifi, where international yachting competitions are held every year.

Kenyan Tourism --- Wonderful Kenya

Tourism is the second largest source of foreign exchange earner following agriculture for the country. Its major tourist attractions are photo safaris through its 19 national parks and game reserves. Other attractions include the mosques at Mombasa; the renowned scenery of the Great Rift Valley; the coffee plantations at Thika; a view of Mt. Kilimanjaro across the border into Tanzania; and is world-class beaches along the Indian Ocean.

Executive Development Program in Leadership

SELF Leadership Development Program

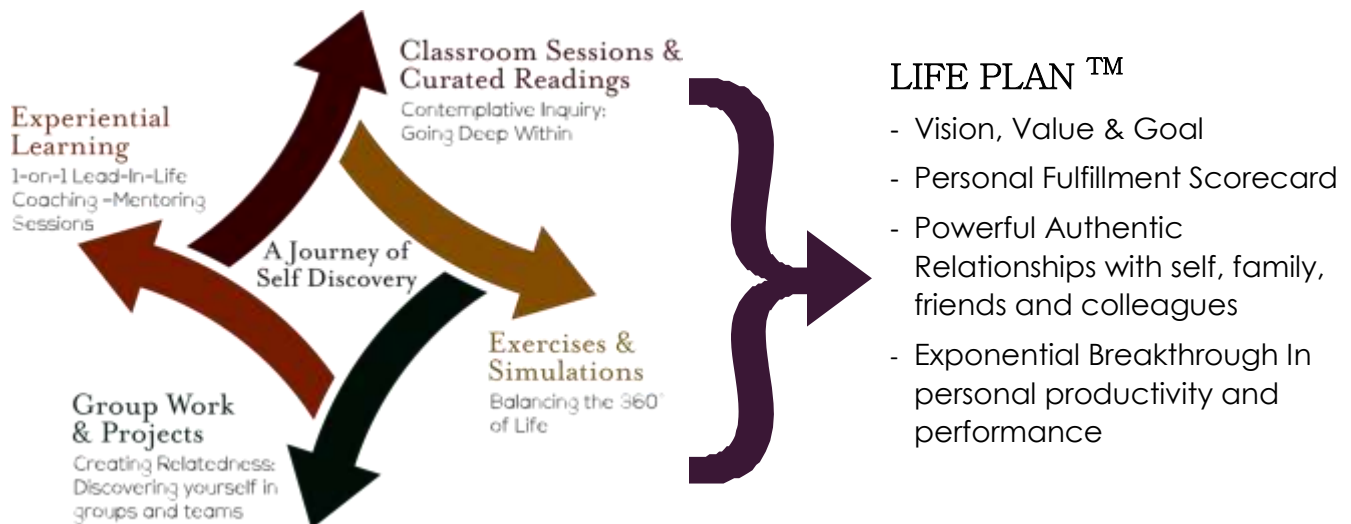
November 20---22, 2017

www.leorastogi.com

This program to be offered by AGBA on November 20---22, 2017 in Nairobi (capital of Kenya) before its 14th global conference in collaboration with the Kenyan Chamber of Commerce and Industry is a fast-paced, exciting, and fun – yet profound – journey of self-discovery, self-empowerment, and accomplishing breakthroughs in your personal leadership potential.

You will build a completely new vision for your professional life and go out into the business world with a step-by-step guide for leading a professional life of accomplishment, success, joy and fulfillment!

The program includes a mix of classroom lectures, experiential learning group exercises and simulations, opportunities for inner contemplation, and 1-on-1 sessions with facilitators – culminating with an individual “Life Plan” project.



Your Executive Coach and Trainer:

Globally acclaimed leader trainer for this program -- Leo Rastogi -- is a unique blend of highly acclaimed business executive, serial entrepreneur, leadership thought leader and life mentor. He has founded and led award winning global companies, served on corporate boards and worked extensively with nonprofits. A highly sought after thought leader & speaker in the field of entrepreneurship, self-development and multi-generational family businesses, Leo is also the author of the upcoming book "***Lead In Life***"™. Leo is an avid practitioner-teacher of meditation & mindfulness and passionate about empowering everyone to unlock their true potential and achieve balance & fulfillment in every area of life. Leo is an alumnus of Harvard Business School (USA) and in his leisure time enjoys traveling around the world and studying the wisdom of diverse world cultures, philosophies and religions, ---- something he synthesizes in his training programs and coaching engagements

Learn more about the program at : www.leorastogi.com

Business Forum

The partnership between AGBA and Moi University invites participation from entrepreneurs, business professionals, consultants, heads of major government-owned enterprises, owners of private business firms, and government officials from across the world to attend our ***Business Forum*** for business interactions, networking and negotiations.

The third day (November 25, 2017) of the conference will be exclusively devoted to a business forum organized in collaboration with the Kenya National Chamber of Commerce & Industry (KNCCI), the Kenya Association of Manufacturers, Kenya Investment Authority (KenInvest), Export Promotion Council (EPC) and the Uasin Gishu County Government. This forum will provide conference delegates an opportunity for networking with distinguished Kenyan entrepreneurs, business community, investors and government officials.

Uasin Gishu County Government is one of the 47 counties across the country and it is headed by a governor. It is one of the eight (8) North Rift Counties that signed an accord in 2015 for an economic bloc to come up with a harmonized system of taxation and legislation and improve infrastructure to attract investors.

The forum will discuss current issues and challenges of the world business environment and global economy. The speakers will include government officials and businesspersons covering the following topics:

- Industrialization transformations to increase Firm Productivity and trade;
- Value Addition & Supply Chain Innovations to increase exports;
- Manufacturing to promote trade, economic growth and employment;
- Business incubation and mentorship programs;
- Sharing success stories, opportunities, challenges in businesses;
- Business negotiations; and
- Networking

We welcome participants from all over the world to attend this forum. If you require more information, please confirm participation by sending your full name, company, designation, telephone number and sector/company of interest to our Conference Manager (lagatck@mu.ac.ke). For registration details please visit <https://conferences.mu.ac.ke/>

Conference Registration Form



Academy for Global Business Advancement 14th Annual World Congress

<http://www.agba.us>

<https://conferences.mu.ac.ke/index.php/muc/agba2017>



Prof. Dr. Mr. Ms.

Name:

University/College/School:

Business Corporation or Governmental Organization:

City:

State or Country:

Zip or Postal Code:

Email Address:

Conference Logistics

Conference Program:

First Day, November 23, 2017

- Conference Registration
- Conference Reception
- Conference Inauguration
- **Faculty Development Workshops**
- Professional Networking
- Business Networking

Second Day, November 24, 2017

- **Academic Sessions**
- *Professional Sessions*
- Professional Networking
- Business Networking
- Gala Dinner

Third Day, November 25, 2017

- **Business Forum**
- *One-to-One Mentoring of Selected Doctoral Students*
- Business Networking

Conference Venue:

- Boma Inn (Eldoret) (a 4 star hotel)

Registration Fee:

USD \$500 for Everybody Includes:

- Luncheons, Coffee/Tea
- Conference Proceedings
- Recognition Award(s)
- Banquet (Gala Dinner)

**Full Time Ph.D., Students Pay Only
USD \$250**

Special Registration Fee for Kenyan and African Delegates Only: USD\$ 250

Full Time Ph.D., Students from Kenya and Africa Pay Only: USD\$ 100

Special Note:

- Conference registration fee does NOT include accommodation, transportation and sightseeing.

Conference Hotel:

- Boma Inn (Eldoret) (a 4 star hotel)

Prof. Dr. Zafar U. Ahmed
BBA (New York), MBA (Texas), Ph.D., (Utah), D.Litt., (India)
Professor of Marketing and International Business
American University of Ras Al Khaimah
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Founder, President and CEO:
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