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Organize

On November 23-25, 2017 in Casablanca – Morocco



4th Edition of International Conference of
Research in Economics and Management

Under the theme

**21st Century Africa: Management
Challenges, Business
Opportunities and Growth Models**

CALL FOR PAPERS

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All papers accepted and presented will be published

The CIREG International community will hold its fourth international conference on Business and management on 23rd, 24th and 25th of November 2017. This International Symposium on Research in Economics and Management "CIREG" has become a must-go annual event and a global hub for researchers in business and management. The aim has always been to create a forum for exchange and learning in the fields of economics, business and management. The previous three versions of CIREG were an opportunity for researchers from around the five continents to present more than 300 research papers on various themes in business, economics and management such as strategy, finance, marketing, human resources, industrial economics, logistics, Engineering science, organizational governance, etc... CIREG's community holds this year's conference with more ambition and greater enthusiasm.

CIREG'17 in AFRICAN COLORS

The main objective of CIREG'17 is to honor Africa's growth and opportunity, a continent full of hope and energy. Johnnie Carson who was US Assistant Secretary of State for African Affairs from 2009 to 2012 once said that "Africa represents the next global economic frontier"; hence, encouraging U.S. businesses to invest in the continent's future. Besides, in 2011, commercial exchange between China and Africa reached about 160 billion dollars which makes Africa one of China's most important business partners.

Similarly important, all indicators of African economic growth have recently been remarkable. During the last decade, trade between Africa and the rest of the world has risen by more than 200%. Annual inflation has barely reached 8% and external debt has decreased by 25%. Foreign direct investment (FDI) has gone up by 27% for quite a few years. On average, the African economy progresses by 4.2% according to a UN report published in June 2016. In fact, there are several factors behind African economic growth. The main ones are: the end of several armed conflicts; the abundance of natural resources and the economic reforms that have created a business enriching environment.



Despite the numerous obstacles inherent in the African history, Africa's economic growth does not seem to slow down. Ernst & Young state that "this history should be narrated with confidence and persistence". However, it is important to ensure that this economic growth of the continent creates jobs as well and enables saving millions of African citizens from unemployment.

Within this framework, CIREG's fourth edition held under the theme 'The 21st century Africa' intends to trigger thinking and reflection over issues revolving around economics and social sciences, in general, and management sciences, in particular. Furthermore, this event will be an opportunity to raise issues related to the stakes of Africa's economic growth and the challenges of private and public organization linked to it as well as the ecosystem structures that it creates. More precisely, the conference invites researchers and professionals to reflect upon the major question of this edition: "what are the strategies and decisive actions that can allow African businesses and enterprises to achieve competitive edge and, thus, reposition as a global player?"

Specific theoretical perspectives

According to Bakengela Shamba (2007), the literature on management in Africa is marked by two main findings. First, African enterprises have been facing numerous management issues. Second, the predominance of cultural explanations in research studies, mainly the ones written in French (Bourgoin, 1984 ; Delalande, 1987 ; Desaunay, 1982, 1987 ; D'Iribarne, 1985, 1986, 1987, 1990, 1991, 1998 ; Gaba, 1992 ; Henry, 1988a, 1988b, 1991, 1993, 1997 ; Hernandez & Rodriguez, 1989 ; Hernandez, 1997,1999 ; Labazée, 1990, 1991a, 1991b ; Kamdem, 2000 ; 2002 ; Makunza, 2000 ; Olomo, 1987 ; Ombembe & Mavoungou, 1999 ; Okamba, 1994, cited in Bakengela Shamba, 2007). Furthermore, Bakengela Shamba and Livian (2014) point out to the wide array of theoretical perspectives that characterize the literature on African organizations. The most dominant of these is the external context paradigm (emphasizing the institutional and cultural contexts). Besides, there are other theories such as the neo-institutional theory (Nizet & Pichault ; 2005, 2007) as well as other theoretical perspectives that study the application of management theories in African contexts



like the divergence theory, universalism, convergence versus contingency theory (Oghojofor, Idowu & George ; 2012).

African Firms' Performance

African companies are at the heart of the issues that will be debated in CIREG17. In fact, Diene et al. (2015) state that with the current global context and the general situations of African economies, companies in Africa, particularly those in sub-Saharan Africa, are faced with performance challenges at the organizational, financial and economic levels. In this line, Africa has a low level of productivity, which could be explained by several reasons, including the low rate of wealth creation; the disparities between the growth levels in the economies of French-speaking and English speaking African countries; the abundance of the informal economy, and the special nature of the entrepreneurial dynamism. Moreover, the number of conflicts hampering the development of African economies has declined considerably over the last decade, thus advocating both rapid and sustained growth. In addition, according to the World Economic Forum 2016, three promising trends are likely to support growth in Africa: first, a very young population compared to an aging global population. By 2034, Africa is expected to have the largest working population in the world with 1.1 billion people. Second, Africa is undergoing a process of wide urbanization. Hence, its developing cities are expected to accommodate 187 million people. This increasing urbanization will certainly contribute to the increase of household and business consumption. Third, African economies are also well positioned to benefit from rapid technological change that can unleash growth and overcome the constraints and costs of basic infrastructure.

Based on all these perspectives, a set of questions, which are at the crossroads of the disciplines of economics and management, are worth rising here:

- What are the main characteristics of African economies?
- How can performance trends of African companies be explained? And what are the economic and / or social norms of performance in Africa?
- What are the characteristics of the African business management systems?
- How does culture influence business management in Africa?



- What are the profiles of African managers? (Their characteristics, their management skills, etc...)
- What characterizes the production system of African enterprises? And what are the peculiarities of the value chain of these entities?
- What are the main characteristics of the demand and supply of labor in Africa? And what are its key drivers?
- How do businesses in Africa fund their activities? And what are the financial determinants of their performance?
- What are the specific features of markets and consumption trends in Africa?

Such questions and others as well are expected to guide debates and discussions in CIREG'17.

SUB-THEMES

Papers can deal with issues related to the following sub-themes:

African Companies and Risk Management	Innovation in Africa	Logistics in African Companies
Human and organizational Dimensions in African companies	Financing the African companies	African Service Companies
Entrepreneurship and Intrapreneurship	The growth of African businesses	Economic Intelligence in African Companies
African Businesses Internationalization	African Companies CSR Strategy and Management	Industrial African Firms
African Companies Performance	African Companies and Strategy	African Companies and Employment
Support Systems of African Companies	African Business Taxation Systems	Law and regulations of African Businesses
Corporate Culture in African Companies	Innovative CSR Practices in African companies	Training in African Companies
The upgrading of HRM in African companies	The Impact of Information Systems on African Companies Organization	Etc...



The conference is welcomes multidisciplinary, interdisciplinary and / or cross-sectional research papers in the following fields:

- ✘ Finance, Auditing, Accounting, Taxation and Management Control;
- ✘ Management, strategy & governance, economic intelligence ;
- ✘ Marketing, CRM and communication ;
- ✘ Human Resources;
- ✘ Logistics and Supply Chain ;
- ✘ Information systems.
- ✘ General Economics
- ✘ Industrial economics
- ✘ Applied Economics & Econometrics
- ✘ Anthropology and Sociology
- ✘ Psychosociology and behavioral science
- ✘ Economic History

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TYPES OF CONTRIBUTIONS

Research Papers

This call for papers is open to all professors, researchers and practitioners who have conducted research in all areas linked to the main issue of the conference. All papers will be subject to international peer-reviews. Only accepted papers will be presented in the conference.

Doctoral Research Sessions: Ph.D & DBA

"Doctoral" sessions are aimed at doctoral students preparing a thesis in management or economics. This fourth edition is an opportunity for PhD students to share and improve their research projects and to discuss their research questions and methods with experienced researchers, faculty and practitioners. During these workshops, each doctoral student will present her/his work in 15 minutes, followed up by a 10 to 15 minutes discussion with the panel and the audience.

SUBMISSION GUIDELINES

1. The submission deadline for proposals is before June, 14th (the text should be limited to 3000 characters including spaces) ;
2. The deadline for the submission of the full article (40,000 characters including spaces) is June, 30th, 2017 for candidates wishful to be candidates for publication in the indexed journals, and 31st July 2017 for the other articles;
3. Abstracts and full papers must be submitted online: www.cireg.ma link « submission »
4. Papers can be written in both French and English;
5. Authors and co-authors cannot submit more than two proposals ;
6. After submission, a confirmation of receipt will be sent via e-mail to the presenters with a reminder of the submission guidelines (mainly the text limit: 40 000, including spaces).
7. Non-registered authors and co-authors will not be allowed to present their papers and their submissions will be withdrawn from the conference and the proceedings.



8. References must be inserted at the end of the paper;
9. Authors shall be accountable for all aspects of the work including the reliability of the references and quoted statements as well as ensuring that copy rights are protected and no plagiarism has been made.
10. Hence, references and citations must adhere to the referencing guidelines of the Oxford department of Education :https://weblearn.ox.ac.uk/access/content/group/cd464c28-e981-4dcc-af89-945b50a3ef48/Referencing%20and%20plagiarism/SHU_Guide_to_referencing%20NEW%20TO%20USE.pdf
11. Registration must be done before **October, 30th**

INSTRUCTIONS TO AUTHORS

ALL submissions must be done in PDF format

For the first page

- International Conference for Research in Economics and Management [line 1, Times New Roman, size 12, Bold, Centered] ;
- (CIREG 2017 [lin 2, Times New Roman, size 12, Bold, Centered] ;
- November 23-25, Casablanca, MAROC, [Line 3, Times New Roman, size 12, Bold, Centered] ;
- TITLE [Line 4, Times New Roman, size 14, Bold, Centered, Upper Case] ;
- Author's Name [Line 5, Times New Roman, size 12, Centered, Upper Case] ;
- Affiliation [Line 6, Times New Roman, size 12, Centered] (exemple: University, Faculty or Depatment) ;
- Country [Line 7, font name Times New Roman, size 12, centered] ;
- E-mail [Line 8, font name Times New Roman, size 12, Centered] ;
- Abstract [Line 9, Times New Roman size 12, Bold] , (150 words max.)
- Key words : Key word 1, key word 2, key word 3, key word 4, key word 5 [Times New Roman, size 12]



General guidelines for preparing your text

Text, 1,5 line spacing justified. Titles ranking should be clear and should not have more than three levels.

- Level 1: (1. For example), Title in Times 12, Bold Type and in capitals ;
 - Level 2: (1.1. for example), sub-title in Times 12, Bold Type;
 - Level 3: (1.1.1. for example), sub-title in Times 12, Gras.
1. Bold Type and italics should be avoided and titles and subtitles should not be underlined. Footnotes should be avoided if possible. Necessary footnotes should placed at the foots of the page where they are mentioned.
 2. Graphs, tables, figures and diagrams should be imbedded within the text in the Results section, close to where they are mentioned.
 3. References [Times New Roman, size 12, Bold, All in Capitals]

PUBLICATION AND PRIZE

French Written Articles

- The eight best papers will be published in a special number in the “Questions de Management” journal.
- Ten articles will be edited in a book by the Chair « Innovation managériale, l’ESSEC Paris ».

English Written Articles

English Written Articles will be published in the following journals:

- International Journal Of Service Science, Management, Engineering, And Technology (Editor USA - ACM & DBLP) ;
- International Journal Of Information Technology And Management (Editor UK - SCOPUS & EI- Compendex) ;
- International Journal Of Innovation (Editor Brazil - Copernicus & Proquest) ;
- Journal Of Management And Training For Industries (Editor Japan - Copernicus & Proquest) ;
- International Journal Of Economics & Strategic Management Of Business Process (Editor Turkey - Good Index) ;



- International Journal Of Business & Economic Strategy (Editor Croatia - Good Index) ;
- Revue Internationale Des Affaires Et Des Stratégies Economique (Editor Croatia - Good Index) ;
- Iberoamerican Journal Of Strategic Management (Editor Brazil - Good Index).

Book of Proceedings

All accepted papers written in English or translated into English will be published in **BOOK OF PROCEEDING, edition of Cambridge Scholar of London.**

BEST PAPER AWARDS

- First Prize: 1000 Euros and cover of payment fees, as well as board and room costs for next participation in CIREG.
- Second Prize: 500 Euros and cover of payment fees, as well as board and room costs for next participation in CIREG.
- Third Prize: Cover of payment fees, as well as board and room costs for next participation in CIREG.

REGISTRATION FEES

	Early Registration :before September 30th 2017	Registration until October 30th 2017
PHD student	100 Euros*	130 Euros*
Professor & Faculty	200 Euros	250 Euros
Professional/ Expert	240 Euros	300 Euros

* Gala dinner excluded, PhD students may participate at the Gala dinner for a 50 Euros fee.

For Moroccans, the conversion rate used is 10 Dhs/1 Euro

No payment will be accepted after October 30th.

Conference registration includes access to all technical sessions, coffee breaks, lunches, the Gala dinner, and a copy of the Conference Proceedings. Registration does not include hotel accommodation. Attendees must make their own accommodations.

An annual Sphinx License will be offered to all participants by our partner Le Sphinx MENA.