

First Conference of Business colleges in the Gulf Cooperation Council
(GCC) Countries

:Theme

**The Role Of Business Colleges In The Context Of Contemporary
Challenges**

**King Saud University, Riyadh
Sunday, 16/4/1435h 2/16/2014**

1- Preface:

The first conference for colleges of Business Administration in the Gulf Cooperation Council (GCC) countries, comes in response to recommendations of the Business schools general secretariat of deans, GCC universities, held in Riyadh on Monday 1/11/1433H corresponding to 17/9/2012, for conducting international conferences every two years under the theme: "Business Schools of Gulf Cooperation council (GCC) countries"

2- About the conference

The Gulf Cooperation Council (GCC) aspires to herald economic unity under the direction of their majesty and highness of the Supreme Council in the shift from cooperation to unity in working towards the propositions of the Two Holy Mosques' custodian, may Allah protect him. The GCC countries face a number of economic, political, and financial issues requiring more cooperation from the public and private institutions. This conference theme: "The Role of Business Schools in the context of Contemporary Challenges and Issues" reflects the important role of Business Administration institutions and their contribution in tackling the turbulent times to come in this region, through providing scholarly contribution by way of research papers, proposals and recommendations, thus encouraging participation in solving the future challenges in the region. Also, in addition to maintaining updates with the level of scholarly activity across the institutions at global level such contribution can be very important for the region.

3- Objectives of the Conference:

This conference seeks to become a distinct academic platform in integrating knowledge of professionals from GCC in the fields of Business and Finance. It aims to provide opportunities for academics and practitioners to contribute research papers and exchange experiences in the administrative and academic areas. The most important objectives of the conference are:

1. Strengthening the cooperation and relationship among the colleges of Business Administration in the GCC region.
2. Bringing to light the most important challenges ahead for the GCC countries in the fields of Business and Finance and identifying the role of decision makers in tackling such challenges.
3. Reviewing the present educational process in the colleges of Business Administration, and comparing them with the successful global experiences.
4. Exchanging knowledge, expertise, and academic developments in the areas of Finance and Business.
5. Becoming an outlet for scholars to work through and present potential academic research work.
6. Establishing a platform for strengthening industry-institute partnership.

4- Main Issues:

The main issues of the conference are as follows:

Firstly; addressing the contemporary challenges in the fields of Finance and Business:

Today there is a growing need to strengthen the institutional relationship between stakeholders and the business community in the dynamic business environment. The evolving and accelerating changes demands tackling : the need for opening-up new sectors, increasing acquisition of value-added services from external sources, short product life cycles, fluctuation in the

financial markets, and the increase in competition. Therefore, the decision makers in public and private sectors in GCC region will discuss the contemporary challenges facing their countries in the fields of finance and business

Secondly; development of the educational process in the colleges of Business Administration:

The role of Business schools is crucial in supporting public and private enterprises with quality manpower specialized in business and finance to meet regional and international competition. Educational output issues will be discussed in relation to the compatibility with employment market needs. In this area the role of accreditation and quality will be given priority through the way in which it raises the levels within the learning environment in tune with the international standards. Cooperation among the colleges of Business Administration in order to achieve the aspiration of the Majesties and Highnesses at GCC will also be addressed.

Thirdly; academic research papers in the field of Business and Finance in GCC region:

First session :

The Gulf economic unity faces many challenges from world financial systems. The aim is to cover the requirements of unified gulf currency, and addressing the trends in the oil market in light of weak global growth. In addition to evaluating the efforts made by the GCC to diversify their sources of income, and the role of non-oil sectors in achieving sustainable development. This theme/area includes the following:

- Addressing Challenges of Economic Integration
- Trends of Oil Markets
- Economic Diversification

Second session :

This session intends to explore issues related to the availability of liquidity and its impact on financial markets in the GCC region, and to discuss the efficiency of Gulf financial markets in the global economic changes and transformation. It also intends to present the recent developments in financial management, their suitability to social environment, and keeping pace with the accelerating development of economic and human resources in the region. This area covers the following topics:

- Financial Liquidity and Financial Market Activities
- Efficiency of Financial Markets
- Recent Trends of Financial Management among Corporations

Third session:

To highlight important issues related to the accounting and revised auditing profession in order to enhance its role in promoting the growth of the national economies; this includes:

- Role of Accounting Information in Financial Markets
- Compatibility of Accounting Standards in GCC with International Accounting Standards
- Experiences of Gulf Universities in supporting Accounting Professional Fellowships

Fourth session:

Addressing strategic planning and its prospects, concept of governance, social responsibility and its applications; focusing on talent management and human resources, exploring the circumstances carried out by the management and determining factors of success. It also explores the Marketing opportunities available in the GCC region, and how to benefit from them. The following issues will be addressed:

- Strategic Planning
- Governance and Social Responsibility
- Talent Management and Human Resources Management
- Marketing Opportunities and Challenges in the Gulf Region

Fifth session:

Despite the importance of graduate level in enriching academic research in international universities, still the research environment among Business schools in the Gulf region requires drastic changes and developments. Thus, this session explores the potentials and prospects of theoretical or applied or applied academic research for graduate students among Gulf's Business schools.

5-Submission guideline for the conference

- You can participate in this conference by presenting scientific research, working paper, case study or through contributing to panel discussions. Or by being present to improve your scientific research knowledge and skill..
- For those who would like to present scientific research, working paper, or case study, please send abstract of your paper (up to 250 words) by September 6, 2013. The final draft of your paper shall be submitted by January 6, 2014.
- - Send your short biographical sketch (up to 250 words).
- Send keywords in Arabic or English, accompanied by an abstract in both languages(keywords must be relevant to the topics of the conference)

Paper shall be send in PDF or Word document by e-mail. It should have the following format:

- Paper in Arabic shall have font size of 14 with font type of Simplified Arabic. Font size shall be 16 for main headings, 14 for normal text and 12 for footnotes. The page margins shall be 2.5 for the top and bottom, 2.5 for the right and 2 for the left sides with and 1.5 line spacing.
- Paper in English shall have font size of 12 with Times New Roman. The page margins shall be 2.5 for the top and bottom, 2.5 for the right and 2 for the left sides with and 1.5 line spacing.
- Paper should not exceed 25 page limit including footnotes and references.
- Paper shall be numbered for each page.
- Slides shall be prepared by "Microsoft PowerPoint" for a period of ten minutes.
- Tables and figures shall be in a separate page with line space of two. Table shall be numbered and refereed main text body.
- References shall be in separate pages with the title of "references". References shall be ordered alphabetically; followed by publishing date. After, the title of the article shall come following the name of periodical, volume number, and number, page numbers.
- References should not contain any reference which is not cited in the paper. The journal name shall be written in full. If there is more than one publication, they should be ordered by publication date.
- Research papers that are presented in previous conferences, or accepted for publication in refereed periodicals will be rejected.

- All scientific papers submitted to the Conference will be reviewed by a Scientific committee.
- Declined papers will not be returned to researchers.
- Submit brief author information (up to 50 words) showing highest degree earned with name of university and year, current position, and the institution.
- Fill in participation form on the conference website.
http://cba.ksu.edu.sa/ar/gulf_community

6- Important dates:

Event	Deadline
Submission of abstracts with CVs	15/9/2013
Scientific committee's decision	16/9/2013
Submission of the first draft of research and scientific papers	1/11/2013
Scientific committee's decision	16/12/2013
Submission of the final draft of papers	6/1/2014
Submission of PowerPoint Slides	20/1/2014

7- Contact us:

Papers should be emailed to the Chairman of the Scientific Committee:

Prof. Khalid Hamad Alqudair

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