



10th ASIAN MANAGEMENT RESEARCH AND CASE CONFERENCE (AMRC) IN COLLABORATION WITH ASIAN UNIVERSITIES ALLIANCE (AUA)

<https://conferences.uaeu.ac.ae/amrc2022/en/>

October 4–6, 2022



Theme: Building Resilience in an Increasingly Turbulent World: Evolving Managerial Perspectives

United Arab Emirates University, Lahore University of Management Sciences, IIM Bangalore, and the University of Dhaka, in collaboration with the Asian Universities Alliance (AUA), invite submissions to the 10th Asian Management Research and Case Conference 2022 (AMRC).

The Covid-19 outbreak has challenged every aspect of management, forcing stakeholders to adapt and evolve amid increasing uncertainties. The impacts of the pandemic have been starkly different for developing nations; yet the rapid adoption of technology to prop up segments of business and industry presents a unique disruption that promises endless possibilities for growth, driving employment, increasing productivity, impacting global health and education, and transforming supply chains beyond borders. If there is one common element that shines through this, it is resilience – the resilience of individuals to adapt to a new normal; communities transforming traditions to keep each other safe; and businesses learning to grow in the face of turbulent conditions. This conference will explore the intersection of business and society in the context of building and enhancing resilience to overcome emerging challenges.

Submissions may include Research Papers and Teaching Cases.

All submissions will be reviewed based on originality, rigour, and relevance to the conference theme. All accepted manuscripts will be presented at the conference.

Research papers and teaching cases may address, but not be restricted to, the main theme of the conference. The conference sub-themes are:

- ❖ Accounting & Finance
- ❖ Entrepreneurship
- ❖ International Business
- ❖ Managerial Economics
- ❖ Marketing
- ❖ Technology & Operational Management
- ❖ Leadership
- ❖ Organisational Behaviour
- ❖ Corporate Social Responsibility
- ❖ Human Resource Management

PROFESSIONAL DEVELOPMENT WORKSHOPS

Meet the Editors

Journal editors will introduce their journals, discuss factors when choosing a journal and give advice on how to write papers for successful publication, and highlight common pitfalls to avoid. This session is an opportunity for all conference attendees to meet and talk with the editors of the journals. Everybody is welcome to join, though the session is particularly relevant to early career researchers.

Moderator: Prof. Wayne Hochwarter, Florida State University

Panelists

Prof. Maura L. Scott

Florida State University
Joint Editor-in-Chief, Journal of Public Policy & Marketing
President, AMA Academic Council

Prof. Dima R. Jamali

University of Sharjah
Editor, Business Ethics, the Environment & Responsibility

Prof. R. Michael Holmes Jr.

Florida State University
Editorial Review Board Member, Journal of Management, Group and Organizational Management

Dr. Sudhir Rana

Gulf Medical University
Editor-in-Chief, FIIB Business Review;
Senior Editor, International Journal of Emerging Markets

Case Teaching Workshop

In this workshop, participants will learn about the best practices and techniques for using teaching cases in the classroom. By the end of the workshop, you should be able to apply case-based teaching in your classroom to help students develop skills in analytical thinking and reflective judgement by reading and discussing real-life scenarios. It will be highly useful for those who are transitioning to participant-centred learning and want to use the case method pedagogy in the classroom.

LOCATION

Al Ain is an old city, central to the cultural heritage of the UAE, and the birthplace of the President H.H. Sheikh Khalifa Bin Zayed Al Nahyan. It remains close to the heart of the royal family and the people of the UAE. The city is known as the Garden City for its palm groves and natural springs. In the heart of the city, the Al Ain Oasis has been opened as the UAE's first curated UNESCO World Heritage site visitor experience. On the edge of Al Ain Oasis, the Al Ain museum displays the city's unique heritage and history. This is also an excellent destination for tourists interested in local culture. Top things include an excursion to the camel market, a four-wheel-drive trip up to Jebel Hafeet's summit, a day spent among the wave pools and white water rafting facilities of Wadi Adventure Waterpark, and a visit to the Al Ain Mall, a premier shopping and leisure destination.

CONFERENCE PARTNERS



KEYNOTE SPEAKERS



Professor Wayne Hochwarter
Professor of Business Administration,
Florida State University

TITLE OF TALK

Helping society deal with the PTSD pandemic: How scholars and leaders can help make sense in a world where little exists.



Professor Mounther H. Barakat
Professor of Finance
New York University Abu Dhabi

TITLE OF TALK

Financial markets in times of crises, technological advances and government policies.



Professor Maura L. Scott
Professor of Marketing
College of Business, Florida State University

TITLE OF TALK

May the force be with you: Marketing research can be a positive force to advance individual, societal, and environmental well-being.



Professor Dima Rachid Jamali
Dean & Professor of Business Administration
University of Sharjah

TITLE OF TALK

Evolving trends in higher education: Sustainability in focus.



Professor R. Michael Holmes Jr.
Professor of Strategic Management,
Florida State University

TITLE OF TALK

The impact of pandemic on strategic management and international business: A fundamental shift or business as usual?



Professor Alnoor Bhimani
Professor of Management Accounting, Department of Accounting,
London School of Economics
Honorary Dean, SDSB-LUMS

TITLE OF TALK

Does global turbulence impact research paradigms?

CONFERENCE SCIENTIFIC COMMITTEE

- ✓ Dr. Abdul Karim Khan, United Arab Emirates University
- ✓ Dr. Muhammad Abdul Moyeen, University of Dhaka
- ✓ Dr. Zainab Riaz, Lahore University of Management Sciences
- ✓ Dr. R Srinivasan, Indian Institute of Management Bangalore
- ✓ Dr. M. Adeel Zaffar, Lahore University of Management Sciences

CONFERENCE SECRETARIAT

AMRC 2022
College of Business and Economics,
Building H-3, UAE University. Al Ain
Tel: +971 3 713 5280
Email: amrc2022@uaeu.ac.ae

CONFERENCE PARTNERS

WHO SHOULD ATTEND

- ✓ Faculty members from colleges and universities
- ✓ PhD students
- ✓ Postgraduate and research students
- ✓ Professionals from business organisations
- ✓ Members of research institutions & professional associations
- ✓ Entrepreneurs
- ✓ Other interested parties

IMPORTANT DATES

Submission Deadline:

Tuesday, July 12, 2022

Notification of Decision Deadline:

Wednesday, August 03, 2022

Early Bird Registration Deadline:

Friday, September 02, 2022

Registration Deadline:

Friday, September 16, 2022

REGISTRATION AND FEES

Early Bird Registration	USD 200
Early Bird Registration For Students	USD 100
Standard Registration	USD 250
Standard Registration For Students	USD 120

Airfare, local transport, visa/registration fees, accommodation, and meals of AUA participants will be covered by the UAE university

*terms and conditions apply

KNOWLEDGE PARTNERS



International Journal of Emerging Markets



Asian Journal of Management Cases (AJMC)



FIIB Business Review

Advance in Emerging Markets and Business Operations Book Series

