



**Academy for Global Business Advancement**  
**14<sup>th</sup> 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
<b>Robert Grosse</b> Past President Academy of International Business Thunderbird School of Global Management Arizona State University Glendale, Arizona, <b>USA</b>	<b>Simeon Mining</b> Director of Research MOI University <b>Kenya</b>	<b>Gary L. Frankwick</b> Marcus Hunt Chair of International Business College of Business Administration University of Texas at El Paso, Texas, <b>USA</b>	<b>Norman Wright</b> Dean Woodbury School of Business Utah Valley University Orem, Utah, <b>USA</b>
Conference Patron	Conference Patron	Distinguished Speaker # 1	Distinguished Speaker # 2
<b>Laban Peter Ayiro</b> Vice Chancellor MOI University <b>Kenya</b>	<b>Thomas Kimeli Cheruiyot</b> Dean School of Business and Economics MOI University <b>Kenya</b>	<b>Dana-Nicoleta Lascu</b> Associate Editor Journal of Global Marketing University of Richmond Richmond, Virginia <b>USA</b>	<b>Wolfgang Hinck</b> Dean College of Business Prince Mohammad University <b>Saudi Arabia</b>
Distinguished Speaker # 3	Distinguished Speaker # 4	Distinguished Speaker # 5	Distinguished Speaker # 6
<b>Nayana Dehigama</b> Executive Chairman and Managing Director EPIC Technology Group Colombo <b>Sri Lanka</b>	<b>Zainal Abidin Mohamed</b> Professor & Associate Dean Graduate School of Muamalat Islamic Science University of Malaysia <b>Malaysia</b>	<b>Lavanya Rastogi</b> CEO & Chief Mentor OSSCube Company Houston, Texas, <b>USA</b>	<b>Daing Nasir Ibrahim</b> Vice Chancellor University of Malaysia at Pahang Kuantan City, State of Pahang <b>Malaysia</b>
Distinguished Speaker # 7	Conference Manager	Conference Director	Conference Patron
<b>Ahmad Hosseini</b> Dean School of Business and Entrepreneurship American University of Nigeria <b>Nigeria</b>	<b>Charles K. Lagat</b> Director International Programs, Linkages & Alumni AGBA Vice President for Kenya MOI University <b>Kenya</b>	<b>Lynn L. Adams</b> Associate Dean Woodbury School of Business Utah Valley University Orem, Utah, <b>USA</b>	<b>Abdul Razak Ibrahim</b> Vice Chancellor Kolej Universiti Poly-Tech MARA Kuala Lumpur <b>Malaysia</b>

## 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](http://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](http://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 pursue world-class research.
  - How to publish in world-class journals.
  - Contemporary pedagogical techniques for teaching.
  - New techniques for teaching Entrepreneurship.
  - 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 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.
- SELF Leadership Development Program.
- Networking with distinguished Kenyan entrepreneurs, manufacturers, and 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, South America 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](mailto:lagatck@mu.ac.ke), [lagatck@yahoo.com](mailto:lagatck@yahoo.com)  
Conference Email: [agba2017@mu.ac.ke](mailto: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](mailto: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; A4 format with 2.5 cm margin on all sides; an abstract (approximately 150 words), references and any of the appendices. 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, references, and appendices etc. for publication in our American 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 conference 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](mailto: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**
- OSSCube Company Inc., Houston, Texas, **USA**
- University of Malaysia at Pahang, **Malaysia**
- Islamic Science University of Malaysia, **Malaysia**
- Kolej Universiti Poly-Tech MARA, Kuala Lumpur, **Malaysia**
- King Mongkut's Institute of Technology at Ladkrabang, Bangkok, **Thailand**
- 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, **Sri Lanka Campus**
- 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**
- American University of Nigeria, **Nigeria**
- 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))



**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 3<sup>rd</sup> 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, 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 400,000 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

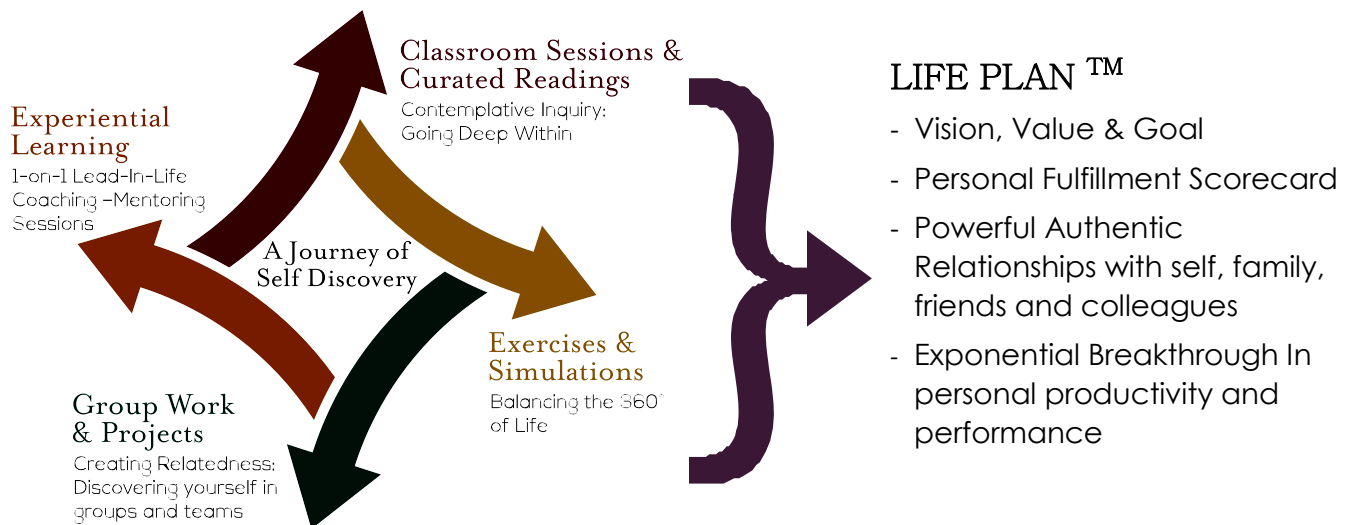
### SELF Leadership Development Program

**November 20---22, 2017**

[www.leorastogi.com](http://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 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](http://www.leorastogi.com)**

## Conference Registration Form



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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 Session

#### **Second Day, November 24, 2017**

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

#### **Third Day, November 25, 2017**

- *One-to-One Mentoring of Selected Doctoral Students*
- Professional Networking
- Business Networking Session

### **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**  
**Founder, President and CEO:**  
**Academy for Global Business Advancement**  
**Founder and Editor-in-Chief:**  
**Journal for Global Business Advancement**  
**Fort Worth, Texas, USA**  
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