

**11th AFRICA INTERNATIONAL BUSINESS MANAGEMENT
CONFERENCE (AIBUMA)**

15TH TO 16TH OCTOBER 2020

**Venue: University of Nairobi, School of Business, Lower Kabete Campus,
Nairobi, Kenya**

**CALL FOR SUBMISSION OF ABSTRACTS AND
PAPERS**

THEME: “BEHAVIOUR; BEYOND TECHNOLOGY & INNOVATIONS

SUB-THEMES

1. Behavioral foundations of management
2. Behavior and organizational performance
4. Behavior in corporate and public sectors
7. Talent management and behavior
8. Institutionalism & governance and behavior
9. Behaviour , regulations and law
9. Behaviour , innovation and technology.
10. Leadership and Behaviour
11. Emotional intelligence
12. Behavior and climate change
13. Media and Behaviour
14. Artificial intelligence and behavior
15. Cross disciplinary analysis of behaviour .

Conference Aims and Objectives

Our behavior has been ignored by scholars despite overwhelming evidence it's the soft underbelly in our quest to grow the economy and enterprises . The winning of an economic Nobel Prize in 2017 based on Richard Thales work on behavior shows that we need to focus more on behavior. The 11th AIBUMA 2020 opens this issue and hopes that scholars from all over the world will shed light on this black box. The 11th African International Business and Management (AIBUMA) conference aims at providing interdisciplinary communications, where researchers ,intellectuals, policy/decision makers and consultants would share the results of their research , studies and thoughts. The conference seeks to showcase research as well as provide a

forum for collaboration and fusion with business leadership practice as we continuously seek to enhance university- industry linkages.

Abstract

The abstract should be not be more than 300 words, and may be of research works already completed, or of ongoing research works. Submit to Prof XN Iraki: xniraki@gmail.com> OR Hilda Murugi : hilda@uonbi.ac.ke

Conference Proceedings

All submitted conference papers will be blind peer reviewed by competent reviewers. All successful conference abstracts will be available to all participants alongside the conference programme. Further, all paper presenters and conference participants will be entitled to a certificate of participation.

Special Journal Issues

Selected conference papers of high quality will be published in a special edition of the AIBUMA journal, within two months after the conference

Conference Sponsor and Exhibitor Opportunities

The Conference offers an opportunity to corporate organizations to become a sponsor or exhibitor during the Conference.

IMPORTANT DATES

Abstract Submission deadline:	30 th July 2020
Notification of Abstract acceptance	15 th July 2020
Full Paper Submission deadline	30 th August 2020
Registration deadline	18 th September 2020
Conference Date:	15 th to 16 th October 2020
Conference Registration Fee	
University of Nairobi undergraduate students	ksh 1000
University of Nairobi postgraduate students	ksh 2000
University of Nairobi Staff	ksh 1000
Participants from East Africa	ksh 5000
International participants	USD 80

Conference convenor, Prof XN Iraki: xniraki@gmail.com> OR Hilda Murugi : hilda@uonbi.ac.ke

UoN School of Business Conferences Coordinator: Prof Justus M Munyoki : jmmunyoki@uonbi.ac.ke

For details on Registration, please visit the UON Research week <http://uonresearch.org/researchweek2020>

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