



Centre for Business & Economic Research (CBER)
In Association with
Centre for Innovative Leadership Navigation (CILN)
London, United Kingdom

Presents

**10th International Trade & Academic Research Conference
(ITARC)**
14-15th October 2019

Venue:
Holiday Inn London-Kensington
Wrights lane, Kensington, London W8 5SP



Welcome Message from the Conference Chairs

We are keen to foster a spirit of intellectual enquiry, one that draws on the wisdom of the past, yet equally encourages fresh thinking. It is our earnest wish that during our conference new and purposeful relationships will be forged that will prove beneficial to all concerned.

This conference organised by CILN which seeks elucidate a wealth of issues in all aspects of business management, entrepreneurship, Growth & Economic Development, Globalisation & International trade; management education, teaching and learning methodologies and many more. Contributions should therefore be of interest to scholars, practitioners and researchers in management in both developed and developing countries targeting a worldwide readership. We are particularly interested in thought provoking research which capture and articulate the ways in which management thinking will have to be changed or customized to be effective and efficient in this new environment.

We believe that 2019- 10th CILN International Trade & Academic Research Conference (ITARC) shall provide you opportunities to disseminate your research, learn from other researchers and network with other like-minded scholars.

We look forward to meeting you in London.

Dr. P. R. Datta
Centre for Business & Economic Research (CBER), UK

Mark T Jones
Centre for Innovative Leadership Navigation (CILN), UK

CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Dr. P. R. Datta, Centre for Innovative Leadership Navigation (CILN), UK

Mark T Jones, Centre for Innovative Leadership Navigation (CILN), UK

Conference Committee

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Dr Wallace Ford, Medgar Evers College of the City University of New York, USA

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International Trade & Academic Research Conference (ITARC), 14-15th October 2019, London, UK

Invitation

You are invited to participate in the '2019 CILN International Academic Conference' organized by the Centre for Innovative Leadership Navigation, London, United Kingdom, during **Monday 14th & Tuesday 15th October 2019**

TRACKS FOR ITARC-2018

ITARC-2019 offers various tracks which include: The Finance, Accounting and Organisational structure, The Growth and Economic Development, the Globalisation and International Trade, Education and teaching for the Life Long Learning Sector, The HRM, Marketing & Branding, E-Business, Cloud Computing 7 Cyber Security, Hospitality & Tourism Management etc.

Authors are invited to submit their original research papers, case study, review, work in progress, reports, abstract, students' papers or research proposals within the broad scope of each conference. Author's full text submissions will be published in the conference proceeding titled "**Business & Management Review**" online only and all abstract will be included in abstract proceedings. CILN utilises **double blind review** process for all submitted papers.

Contributions are invited in the areas including but not limited to:

- Innovation in retailing, ethical produce procurement and development
- Customer satisfaction, customer loyalty and retention strategies
- Customer Relationships marketing (CRM)
- Management and retail marketing
- Business management
- Business policies, strategies, and performance
- Innovation and product development, Business strategies
- Marketing management and strategies
- Consumer behaviour, Customer relationship management
- Public relations and retail communication
- Human Resources Management Practices and policies
- Information technology, Management Information Systems
- Globalisation, regional integration, international business, cross cultural management
- Multinational Corporations, transfer pricing, export and economic growth
- Trade and economic liberalisation
- Big data, cloud computing and Business Intelligence
- Hospitality & Tourism Management
- Teaching and learning for life- long learning sector
- The future of business education, assessment methods and techniques
- the structure and curricula of current and future business education
- Cross cultural issues in education, use of technology in teaching and learning
- Emotional intelligence in teaching

Authors may consider the above listed areas; however if they wish to develop a special session around a specific topic, the information is available in the call for submissions document.

Individuals may also register and attend the conference as an observer without submitting or presenting any work.



8th International Conference on the Restructuring of the Global Economy (ROGE), 9-10th July 2018, University of Oxford, UK

Conference Objectives

1. To elucidate an issue that is becoming ever more important as global economies become intertwined.
2. To learn more of the key concepts and frameworks from all disciplines regarding wide range of contemporary issues in business and management.
3. To consider the pedagogy for teaching the issue of business & management, including recommendations about topics, syllabi and course materials.
4. To meet, mingle and network with professionals and colleagues from all over the world.
5. To expand opportunities for sharing knowledge between developed economies and emerging economies
6. To encourage cultural exchange and develop amity among countries



Who can attend this conference?

The maximum benefit of attending this international conference shall be to researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and master's students.

Conference Venue

Holiday Inn London-Kensington, Wrights lane, Kensington, London W8 5SP

**Benefits to Conference Participants**

- Learn and acquire cutting edge international knowledge in various disciplines of management from internationally reputed experts.
- Recognition of your work on international platform as a participant or paper/poster presenter.
- All accepted full papers will be published online in the Indexed conference proceedings titled "Business and Management Review".
- Potentially identify your future collaborative partner among international, vibrant and scholarly audience.
- Conference attendee voting will determine recipients of conference Best Paper awards which will be considered for journal publication
- Attendees will be eligible for an automatic 10% reduction on our next conference.

About CILN

CILN works assiduously to be a vehicle for knowledge dissemination and a mean to access the latest research across a range of important areas of human endeavour. CILN organises and sponsors a series of international conferences that enable academics, business practitioners, policy makers and thought leaders to meet, share their ideas and learn from one another. CILN is committed to raising awareness of key issues, as well as endeavouring to encourage greater foresight and forward planning. By offering bespoke training CILN strives to play a positive and purposeful role, one that has the potential to have a lasting impact.



About CBER

Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing and supporting excellence in business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield.

CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policy makers, thought leaders and those engaged in diverse commercial activities. Through both its own researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.



2nd ICBSEI-2017 in Alexandria, Egypt

The Conference Venue and surrounding area

For the discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinary rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultra modern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library, the British Museum or Tate Modern, but for the real gems one needs to seek out the lesser known locations, the likes of the Soane Museum, the Imperial War Museum, Kew Gardens and the Wallace Collection. Whatever your passion, be it books, shopping, sport or the theatre you will discover that that London has it all except possibly the weather.



Please find below the hotel link for the map and direction.

<http://www.ihg.com/holidayinn/hotels/gb/en/london/lonrp/hoteldetail/directions>

Accommodation & Logistics

The participants are expected to book and pay for their accommodation and travel on their own. There are various options nearby for accommodation ranging from budget hotels to 5 star hotels to suite each individual's requirements.

Conference Programme Schedule

The following is a tentative programme schedule for this conference:

Monday 14th October 2019

8 am: Welcome & Refreshments

9 am to 5:30 pm: Conference sessions

Tuesday 15th October 2019

8 am: Welcome & Refreshments

9 am to 5:30 pm: Conference sessions

The above dates are fixed but the session schedule is likely to change based on the availability of expert speakers and accepted proposals for various activities. The final conference programme schedule will be declared one month prior to the conference.

Certificate of Participation

Each registered participant who attends the conference in person shall be awarded a Certificate of Participation worth 15 CPD credits. The certificate will have names of all the co-authors with a clear indication as to who has presented.

Submission Categories

Authors are invited to submit their original research papers, case study, review, work in progress, reports, abstract, students' papers or research proposals.

Submissions and Double Blind Review Process

Each of the submissions shall go through the process of double blind review. Reviewers will evaluate each work on the basis of: (a) Quality of the research; (b) Contribution and big picture significance of your work to the field of management; and (c) Interest of the topic to the audience (d) Relevance of the submission to the theme and sub-topics of the conference.



ROGE-2017 at the University of Oxford, 3-4th July 2017, UK

Submission process - How to submit?

The authors must submit their file in Microsoft Word format file via email to: info@ciln.org

The authors shall receive an email reply to confirm the receipt within 2-3 working days. Each paper shall pass through the process of double blind-review. Once the review process is complete, the author(s) shall be informed about the review decision, which could be accept or re-submit with minor revisions, or re-submit with major revisions or rejected. This would take 2 to 4 weeks of time.

Important: Submission by any other mode shall **NOT** be accepted.

Key dates & Deadlines

- 1) **Deadline for submission of manuscripts: 20th September 2019**
- 2) **Deadline for final submission of manuscript: 30th September 2019**
- 3) **Communicating the decision regarding extended acceptance/revision/rejection to the author(s): within 2 to 4 weeks of submission**
- 4) **Visa Letter Availability: Within 2 to 4 days of the registration fee payment**
- 5) **Conference dates: 14-15th October 2019**



8th ITARC-2017 in London, UK

Registration Fee

At least one of the author(s) of the accepted paper MUST register for the conference to have their output included in the Conference Proceedings. The participant(s) who register before receiving the decision regarding "Acceptance" of their Extended Abstracts are not guaranteed that their submissions shall be accepted. Participants who wish to attend the conference but are not submitting any output must also register. The registration fee is as follows:

Details	Payment
Registration for single author	£350
Registration as a student author/Observer	£300
Registration as an observer (Academic/Corporate)	£400
Registration for CILN/CBER members	£275

*Currency in Great Britain Pounds (GBP)

Author: is a conference participant who has also authored a paper and is presenting the same.

Observer: is a conference participant who is attending the conference but is not presenting any work.

Registration for Students: Kindly note that the Student fee is applicable only for full-time doctoral / master / bachelors students. This is NOT applicable for any part-time doctoral / master student. Participants who are in part-time doctoral / master students will not get any student concession and will have to pay regular registration fee. At the time of the registration and fee payment, full-time students have to send an email with evidence of their full-time studentship including identity card, a certificate from the director.

In order to get a concessional fee as a student, the participant must email to CILN Admin:

- (i) Scanned identity card as a student
- (ii) Scanned letter on the letterhead signed by the Programme Leader / Head of the Department or concerned authority at the university stating clearly that the participant is a full time student in a particular programme.

Payment Method

Overseas contributors may transfer the registration fee directly to the bank Account as below

Centre for Innovative Leadership Navigation

TSB Bank Plc

St. Ann`s Road Branch

PO Box 1000 BX4 7SB

United Kingdom.

Account No: 29397860

Sort Code: 99-91-21

SWIFT Code: LOYDGB21J05

IBAN No: GB58LOYD7791212939786

The registration fee includes the Conference Proceedings both hard copy and online publication (The Business and Management Review), conference attendance for both days, Conference Kit, Conference Program Brochure, Certificate, coffee breaks and lunches.

Visa letters: Kindly note that we at CILN are not able to organize visas for the participants. The participants are recommended to contact nearest relevant Embassy / High Commissioner in their home country to check whether they need a visa or not.

In case you need a visa, it is advisable that you make your visa application as soon as possible. In order to help the participants to apply for their visa, CILN will issue a PDF (electronic copy) of visa letter (letter of invitation) confirming your name, conference details, your extended abstract/full text acceptance, your fee payment, registration, etc. Please refer to www.ciln.org **OR** www.cberuk.com for more details.

Contact details

Websites: (1) Conference Webpage: https://ciln.org/conference_details&id=1
(2) CILN: www.ciln.org
(3) CBER: www.cberuk.com

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- Follow CILN on [Twitter](#)

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