

1ST DBA-AMR INTERNATIONAL CONFERENCE 20TH MARCH 2015

**Theme: “Research and Innovation for Socio-Economic Development in Africa”
Venue: University of Nairobi, School of Business, Lower Kabete Campus, Nairobi,
Kenya**

The University of Nairobi, School of Business, Department of Business Administration plans to hold a one day International Conference on 20th March 2015.

We take this opportunity to invite you to participate in this conference and share your innovative ideas and research outputs. We would highly appreciate your confirmation and participation in the conference.

This conference is relevant for corporate personalities, research scholars, students and practitioners.

Sub Themes

- Marketing Research and Innovation for Socio-Economic Development
- Global Strategies for SMEs Development
- Financial Innovation Landscape
- Mobile Technologies and Socio-Economic Development
- Knowledge and Change Management
- University – Industry Linkages for Socio-Economic Development
- Agribusiness and Socio-Economic Development
- Business Processing and Change Management
- Procurement and Supply Chain Management
- Operations Management
- Strategic Thinking Innovations and performance in Organizations
- Human Capital attributes in public and private sectors

Cross Cutting Areas

- Sustainability and the Environment
- Urbanization Management in Africa
- Regional Integration
- Human Resource Development in Africa