



Arab Society of **Faculties of Business**
Economic and Political Sciences



PRME
Principles for Responsible
Management Education

CALL FOR PAPERS

The Arab Society of Faculties of Business, Economic and Political Sciences (BEPS)

and

The Faculty of Business and Commercial Sciences

at the Holy Spirit University of Kaslik (USEK)

Organize a

Scientific conference:

“Crises, globalization, and governance: how to draw lessons?”

Venue:

The Faculty of Business and Commercial Sciences

Holy Spirit University of Kaslik (USEK)

Kaslik- Lebanon

Dates:

April 2nd and 3rd, 2012

CONFERENCE THEMES

SCIENTIFIC COMMITTEE

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Several analysts deplore, notably since the emergence of the present recession, the drift of the globalization process that started ten years ago: a devastating free-trade, the demands and excesses of the globalized finance imposed on the real economy, social, ethical and ecological lowest bid, and the weakening of the political democracy facing the category-specific interests. As it happens, some observers wonder about the globalization’s control through a potential China/USA duopoly. The majority finally agrees that globalization is intrinsically neither good nor bad; however, it currently lacks governance or, at least, an adequate one.

In this spirit, the conference aims to tackle a potential and desirable way of reinventing and implementing specific types of governance (both at the private and public levels), in order to reorient the globalization process in a safer and much more efficient way.

It is noteworthy that this conference is multidisciplinary; it mainly seeks to raise the main problems in the Economic, Business, Administrative and Political Sciences fields.

Thus, the **Economic Science** field will tackle the macroeconomic regulation: Is the economic policy still capable of regulating the transnational and financialised capitalism? What are the potential ways and means for a macro-financial regulation at a supranational level, bearing in mind that a purely national economic policy is likely to be abandoned?

Economists are widely aware of the necessary measures' « catalogue »; the same applies to governors who also agree on this “catalogue”: speculative financial flows taxation, exchange rates joint management, tax haven abolition, investment funds supervision, productive investment tax incentives, and the possible implementation of an enlightened protectionism. However, are these tracks effective? Are there any other tracks? How could we establish a vital institutional framework for their implementation at the supranational level?

With regard to **Business Sciences**, we might wonder whether a credible and operational alternative to the corporate governance stock model is possible: could any criterion (and modality) of management exist, other than the maximization of the shares' value in the short term? Are practices such as corporate social responsibility (CSR), the “overall performance”, and the ethical and partnership entrepreneurship relevant and viable? These questions could also be raised in the specific field of management and human resources, notably when it comes to the sensitive issue of directors' remuneration.

The **Political and Administrative Science** field will shed light on the public dimension of governance: in short, how could we promote or restore the public interest and social democracy? So, how could we counter the growing influence of lobbyists, corporate interests, self-proclaimed experts, or any other « think tank », in the context of the political decision-making? In this respect, are concepts such as the public policies' assessment, the participatory democracy, the fight against corruption and conflict of interests, among others, usefully mobilized and rationally operational? Does the idea of a world government go in line with the mythical global village of Mac Luhan? Could the History's acceleration of things make of it a tangible reality?

Furthermore, the conference will specifically dedicate a workshop for the issue of **sustainable tourism**. As a matter of fact, responsible tourism and responsible hospitality constitute one of the pillars of the economy even though they still need to be developed in a responsible manner, in the scope of conscious and voluntary governance, so as to create better places for people to live in, work in and for people to visit. We will, hence, wonder about the practices that will concretely contribute to sustainable tourism: carbon-neutral transportations, virtual meetings and local touristic micro-projects that initiate an auto-centered development.

CALENDER:

- **December 28th, 2011: Deadline for receipt of full-paper propositions in electronic format addressed to: leayahchouchi@usek.edu.lb**
- **January 28th, 2012:** Notification to authors of the approval or refusal of their paper.
- **February 25th, 2012:** Deadline for receipt of the corrected version paper for integration into Conference Proceedings.

PAPER SUBMISSION:

The official conference languages are **French, English and Arabic**. Thus, paper propositions can be drafted in these three languages.

Full-Paper propositions must be submitted in the form of eight to twenty five pages which embodies the following:

- Author presentation: surname, name, institution, full address, telephone number, fax, electronic mail and brief biography.
- An abstract of around 500 words and 7 keywords referring to the central themes and concepts developed in the article.
- A title and plan of the article.
- An article written in Times New Roman 12, justified and A4 format. It must not exceed 25 pages with 1.5 line spacing, enclosing annexes and bibliography. Tables and illustrations must be inserted in the text and be numbered. The upper, lower and lateral margins should be equal to 2, 5 cm.

The scientific committee will evaluate the pertinence of each submitted paper in “double-blinding” according to the scientific norms in force, and will propose, if necessary, any suggested modifications.

All accepted papers will be published in the proceedings in a CD-Rom format. The scientific committee will keep the most pertinent papers for publication in partner participating journals, such as the Arab and Economic Business Journal, ‘La Revue Libanaise de Gestion et d’Economie’ (RELIGEC), or “Management et Avenir” journal.

CONTACTS:

For any organization-related problem: leayahchouchi@usek.edu.lb

For any scientific-related question: Dr. Nehme Azoury, Dean of the Faculty of Business and Commercial Sciences at USEK and Secretary General of the Arab Society of Faculties of Business, Economic and Political Sciences (BEPS): nehmeazoury@usek.edu.lb