CALL FOR PAPERS

www.ismd.org 12TH BI-ANNUAL CONFERENCE
(ICMD-12)
Casablanca, Morocco
May 21–25, 2012
www.ismd.org

Theme: Development in the Era of Markets
Host: Université Hassan II Mohammedia, Casablanca, Morocco
Submission Deadline: November 30, 2011

Conference Co-Chairs:
Sammy K. Bonsu  Pr. Saâd Charif d’Ouazzane
Schulich School of Business  President, Université Hassan II Mohammedia
York University, Toronto, ON, Canada  Casablanca, Morocco

The goal of ICMD-12 is to bring together traditional and emerging thoughts on the new era of markets and its connection to human development in all its forms. Therefore, we encourage papers and sessions on a redefinition of development grounded in contemporary understanding of markets and marketing. As with earlier ISMD conferences, we anticipate thinking and investigations that rely on existing models to suggest new avenues for enhancing development around the world. Oh, we might even challenge the essence of the term “development”!

ISMD will be accepting three types of submissions – long abstracts, complete papers, and panel proposals (special sessions). Submissions must be sent to the appropriate track chair(s) as an email attachment in MS WORD FORMAT by November 30, 2011. Papers must follow the JMM citation guidelines (http://jmk.sagepub.com/)

Special session proposals may be sent to Sammy Bonsu (sbonsu@schulich.yorku.ca).

Track 1: Critical Perspectives of (Post) Development in the Age of Markets;
Chairs: Alan Bradshaw (Alan.Bradshaw@rhul.ac.uk) and Detlev Zwick (DZwick@shulich.yorku.ca)

Track 2: Financial Markets and Development; Chair: Kenneth Yap (kenneth.yap@uwa.edu.au)

Track 3: Politics, Markets and Socio-Economic Development in the Arab Region;
Chair: Aliakbar Jafari (Aliakbar.Jafari@strath.ac.uk)

Track 4: China and Global Development in a New World Order; Chairs: Aloysius Newenham-Kahindi (Newenham-kahindi@edwards.usask.ca) and Pia Polsa (polsa@hanken.fi)

Track 5: Markets, Marketing and Development; Chair: Sammy Bonsu (sbonsu@schulich.yorku.ca)

Track 6: Humanitarian Logistics and Development; Chairs: Ira Haavisto (ira.haavisto@hanken.fi) and Gyöngyi Kovács (kovacs@hanken.fi), HUMLOG Institute, Hanken School of Economics, Finland

Track 7: Base–of-the-Pyramid Business and the Formation of Markets
Chair: Sofia Altafi, (Sofia_Altafi@hhs.se), and Sara Lindeman (sara.lindeman@gmail.com)

Track 8: E-Commerce, Technology and Innovation in Development Contexts;
Chair: Janice Denegri-Knott (jdknott@bournemouth.ac.uk).

Track 9: Sustainable Markets, Consumer Rights and Justice;
Chairs: Gretchen Larsen (gretchen.larsen@kcl.ac.uk) and Nil Ozcgaglar-Toulouse (nil.toulouse@univ-lille2.fr)

Track 10: The Arts and Development; Chairs: Finola Kerrigan (Finola.kerrigan@kcl.ac.uk) and Hudita Nura Mustafa (ouakam2008@gmail.com).

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