



International Conference

CROSS CULTURAL, POLITICAL AND ECONOMIC DIMENSION OF GLOBAL BUSINESS

North American and Asian Perspectives

Jointly organized: North Maharashtra University, India
and CETYS University, Mexico

May 27th-28th, 2016

Ensenada, Baja California, Mexico



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Objectives:

The common footprint of prevalence of vestige of art, culture, sculpture, commonalities in language, habits, rituals, rights, building, paintings, ceremonial performance in many forms and trade activities probably are the outcomes of Global Business since time immemorial. The dimensions of global business transformed and evolved with innovation in technologies of different kinds and discoveries in a plethora of areas in which human activities take place. Since the beginning of trade activities across the boundaries of nations, two deciding factors remain more important throughout the centuries and even in present context, these are mainly – political and cultural. In the wake of the the globalization process, where a discrete nation is like a unified arena with political and cultural attributes that give it its own identity, but at the same time its bilateral and multilateral exchanges have a great impact, no business enterprise, business models or academic theories can ignore this process and its influence in a number of arenas. Consequently the focal objective of this joint International Conference is to bring forth academicians, research scholars, industries and their counterparts for a viable discussion and for presenting the papers on political and cultural issues of global business and trade, so that its outcome will be useful to the stakeholders involved in international trade across the globe, particularly in India and Mexico, while strengthening the academic ties between North Maharashtra University and CETYS University.

About Organizers:

The North Maharashtra University, Jalgaon, has been established on August 15th, 1990 and is 'A' Grade University re-accredited by National Assessment and Accreditation Council (NAAC), Bangalore, India. The University has opened its doors of higher education to mostly "first generation learners" of this area. Access, equity and academic excellence are the thrust areas of the University's educational endeavour. Presently, Prof. S. U. Meshram is the Vice-Chancellor holding the position since September 08th, 2011.

There are 220 affiliated colleges and 05 University recognized Research Institutes/Centres under the jurisdiction of University. The University have been adopted the 'School Concept' with academic flexibility for the optimal use of infrastructure and resources. There are 13 Schools and 01 Institute imparting education in 11-UG, 62-PG and 37-Ph.D. Programmes. A unique community outreach programme namely -"Lab to Land Programme" has been launched by the University to reach to the farmers of Khandesh region, providing training, consultancy and quality bio-inputs know-how adoption for improving productivity and yields in their agricultural land especially in remote areas of rural and tribal region of Khandesh.

CETYS University is an educational institution of excellence located in the State of Baja California, Mexico. CETYS was founded in 1961 under the sponsorship of a group of visionary entrepreneurs who devised a quality education on this flourishing border state.

With campuses in Mexicali, Tijuana, and Ensenada, CETYS University currently offers undergraduate and graduate degree programs in the areas of Management and Business, Engineering, and Humanities; it also offers general, bilingual, and international High School.

CETYS University has a strong humanistic focus, and it seeks "to contribute to the development of persons with the necessary moral and intellectual capacity to participate in an important way in the economic, social, and cultural improvement of the country."

Currently rated as one of the top universities in the country, CETYS is nationally accredited by FIMPES (Mexican Federation of Private Institutions of Higher Education) and internationally accredited by the Western Association of Schools and Colleges (WASC) and the Accreditation Council for Business Schools and Programs (ACBSP).



Call for papers

Original papers covering Cross Cultural, Political & Economic Dimension of Global Business and also the discussion pertaining to Asian and North American perspective in tune with focal theme of the conference or any aspects of international trade are invited for presentation in conference from academicians, research scholars, industry experts, government officials, consultants and management students. A list of indicative sub themes is as follows..

- Globalization and changing dimension of international business
- Indian and Mexican trade relationship
- NAFTA, trade regulations and its benefits
- Bilateral trade relationship and its dynamics
- Financial attributes and management in international business
- Global perspectives in innovation and entrepreneurship
- Firm strategy, clusters and economic development
- Cultural and political aspects and its implication in global trade
- Transforming human resources development and challenges for dealing with varied business cultures.
- International trade and Entrepreneurial considerations
- Diverse marketing strategies for managing international business and trade
- Diversity management in a global context

Guideline for paper submission:

The delegates are required to send the abstracts of their papers not exceeding 300 words, 12 points font size, Times New Roman font, on an MS Word file, with single line spacing. Include the name and address of the author(s), contact phone number, and active email. Submissions should be sent by March 25th, 2016 through email at globalconference@cetys.mx.

The abstracts will be screened by the Joint Review Committee from India and Mexico. Information about the review and confirmation of shortlisted abstracts will be communicated to the respective authors only through email by March 30th, 2016.

Authors are required to send in full-length papers by April 10th, 2016. Papers have to be sent in an MS Word file, the length should be between 2500 and 3500 words. Use 12-point Times New Roman font, double spaced. Record the document with the extension “doc” or “docx”. Tables, illustration, charts, figures, etc., should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. Use APA 6 format for citation and referencing. Papers must be written in English.

The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number and email. Please do not indicate author's name, affiliation and other such information in the manuscript elsewhere.

Authors are requested to submit modified full length paper after review along with registration fees latest by April 20th, 2016. Files must be sent to globalconference@cetys.mx

Accepted papers will be published in the conference proceedings provided they have transferred their rights before the specified date and at least one of the authors have paid and confirmed their attendance to the Congress.



Registration Fee & Important Dates:

	Before April 30 th	After April 30 th
Academicians from CETYS or NMU	\$ 140 USD	\$ 165 USD
Academicians from other universities	\$ 150 USD	\$ 175 USD
Industry delegates, government officials & general public	\$ 160 USD	\$ 175 USD
Students	\$ 125 USD	\$ 140 USD
Companion/spouse	\$ 60 USD	\$ 75 USD

Prices are shown in U.S. dollars. Fee includes entry to the event, keynote addresses, workshops, conference materials, and breakfast/lunch for two days. Companion/spouse fee is for two dinner events.

Last date of submission of abstract	March 25, 2016
Review & confirmation of short listed abstract	March 30, 2016
Last date of Full paper Submission	April 10, 2016
Last date of submission of modified full paper along with registration fees	April 20, 2016

Venue:

CETYS University, Ensenada Campus
Camino a Microondas Trinidad s/n
Ensenada, Baja California, Mexico, C.P. 22860
Phone +52(646) 222-2300

Accommodation:

Accommodations will be arranged through the Conference organizers. Special rates have been arranged at "Hotel Coral and Marina" located in KM 103 Carretera Tijuana-Ensenada No. 3421 Zona Playitas, Ensenada, Baja California, C.P. 22860. Phone +52(646) 175-0000.

<http://www.hotelcoral.com/>

Places to visit:

The port city of Ensenada is known as the "Cinderella of the Pacific" due to the beauty of the natural environment that surrounds the bay. Located in Mexico's northwest Pacific coast, it's home of the Mexican wine country. An hour to the north is the city of Tijuana, which borders with San Diego metropolitan area and together form the most dynamic border cities in the world. For those interested, on May 29th, there will be a "learning journey" to Ensenada and its surroundings, including the Guadalupe Valley for a "wine experience".

How to Reach:

If you arrive from an international destination, you may use San Diego, California Airport (SAN) or the Tijuana Airport (TIJ) via Mexico City (MEX). Once in the San Diego/Tijuana metropolitan area, you have to travel by bus or vehicle to Ensenada. This takes 1.5 or 2 hours depending on traffic conditions. Special arrangements will be made for foreign delegates so as to have ground transportation from the San Diego and/or Tijuana airports. Please contact the organizers.

International visitors are responsible for getting their visas to Mexico. Visitors from India are advised to arrive via the US if they already have a US visa, for it eases entrance into Mexico.



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Chief Patron:

Dr. Fernando León García
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CETYS University
Mexico

Prof. Sudhir U. Meshram
Vice Chancellor
North Maharashtra University, India

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CETYS University, Mexico

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Vice President Academic Affairs

Prof. Jessica Ibarra Ramonet
Director of CETYS Tijuana and Ensenada Campus

North Maharashtra University, India

Prof. D. G. Hundiwale
Director, Board of College University Development

Prof. A. M. Mahajan
Registrar

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CETYS Ensenada Campus

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School of Management Studies
North Maharashtra University, India



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Organizing Committee

CETYS University, Mexico

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CETYS University, Mexico



North Maharashtra University, India