



CALL FOR ABSTRACTS AND PROPOSALS

KING'S COLLEGE • WILKES-BARRE, PENNSYLVANIA

GLC 2012: CHALLENGES AND OPPORTUNITIES FOR GROWTH WITHIN THE GLOBAL LANDSCAPE **April 26-27, 2012**

***Deadline for submission of proposals for papers and panels
Extended to January 31, 2012***

The interdisciplinary conference "Challenges and Opportunities for Growth within the Global Landscape" will assemble scholars, educators, students, and community members who are interested in the connections among business, ethics, and sustainability. Interdisciplinary papers and panels on these topics are welcome.

The King's Global Landscapes Conference is supported in part by a U.S. Department of Education Business and International Education grant, the McGowan School of Business, and the McGowan Ethics Center. The objective of this interdisciplinary conference is to promote discussion of the challenges and opportunities related to growth within a global landscape across academic curricula and business practice.



Keynote Speaker / Thursday, April 26, 7 p.m.

Nilofer Merchant

Noted CEO, Fortune 500 leader, published author, marketing whiz kid, and business strategist

Why Being Big Isn't Big Enough, Anymore

The world has changed; Organizationally we have not. We need to re-imagine the fundamental enterprise. Imagine a world where people can come together easily as co-creators of ideas. Imagine a world in which customers are more than transactions, and team-members are more than payroll recipients. In that world, shared purpose would be integral to what and how we create value. As an organizing principle, shared purpose can change *everything* and this talk explores what it means for each of us as individuals, and for the organizations we lead.

Tracks for this year's conference include

- Ethics and Social Responsibility
- Technology and Social Media
- Society and Culture
- Economics
- Environmental Issues
- Public Policy
- Accounting and Finance
- Business Management
- Healthcare
- Entrepreneurship

Submissions and Review Process

Submissions: To be considered for the program, please submit one of the following:

- A completed paper.
- An abstract (between 100 and 600 words).
- A proposal (1-2 page summary) for a workshop, special session, or panel discussion.
- All submissions should include: the title, an abstract outlining the topic, and a contact name, address, and email. In the case of a panel discussion, the educational aims of the panel should also be stated.

Proposals for panels and papers must be **submitted by January 31, 2012** via email to the Conference Chair, Program Coordinator or individual track chairs:

Conference Chair
Bindu Vyas, Ph.D.
binduvyas@kings.edu

Conference Program Coordinator
Margarita Rose, Ph.D.
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Conference Track Chairs
Ethics and Social Responsibility
Bernard Rudegear
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Environmental Issues
Garrett Barr, Ph.D.
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Technology and Social Media
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Healthcare
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Society and Culture
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Economics
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McGowan School of Business, King's College
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Conference Registration Fee: US \$90.00 (includes Thursday Lunch, Thursday Dinner and Friday Lunch). Additional registration and accommodation information is available online at the GLC Conference website.

Conference Website: www.kings.edu/GLC

KING'S
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WILKES-BARRE, PENNSYLVANIA



U.S. DEPARTMENT OF EDUCATION
BUSINESS & INTERNATIONAL EDUCATION PROGRAM

Enriching International Business Curriculum Through
Ethics and Entrepreneurship Initiatives at King's College

in partnership with
NEPA Alliance • The Sustainable Energy Fund • Wilkes-Barre Chamber • Family Business Forum