

Griffiths School of Management | Universitatea Emanuel din Oradea
Conferința Internațională, ediția a 6-a



DEZVOLTAREA, FINANȚAREA ȘI CREȘTEREA ORGANIZAȚIILOR

8 MAI 2015 | ORADEA TRADE CENTER (lângă Lotus)

DINTRE SPEAKERI



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6th Griffiths School of Management Annual Conference

**The Development,
Financing and Growing
of Organizations**

MAY 8, 2015

Romania | Oradea Trade Center

GRIFFITHS
SCHOOL *of*
MANAGEMENT



EMANUEL
UNIVERSITY OF ORADEA
INTEGRITY & EXCELLENCE

6th Griffiths School of Management Annual Conference

GSMAC 2015

The Development, Financing and Growing of Organizations

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The technological developments of the last years have changed the face of the business environment. With new actors, new interaction fields, new means of production, marketing and financing made available through technological innovation, businesses are faced with the pressure of rethinking their structures and models from within. Naturally, honest, constructive and transdisciplinary discussions need to take place so that we may formulate future propositions upon which to build the future.

The **GSMAC 2015 Conference** organized by Griffiths School of Management will explore the challenges of **The Development, Financing and Growing of Organizations** in a problem-solving framework and will endeavor to respond to questions such as: How and in what ways the growth and financing models of organizations are changing? Which are the drives that lead the new models of development and financing of organizations? How the leadership of organizations needs to adapt in order to ensure the much needed growth? How should education concepts and methods upgrade to the new face of the business environment to make sure it equips the next generation to be able to grow and develop organizations?

We hereby would like to invite research papers coming from researchers and practitioners around the world to explore the various dimensions of these aspects. We welcome theory-based and empirical studies grounded both in qualitative or quantitative methodology and conceptual contributions. The Conference provides a platform for academics and practitioners in the field of business and management to tackle new approaches to the development, financing and growth of organizations through interaction and debate.

The conference is open to scholars and practitioners in the following fields: *Economics, Management, Information Technology, E-Business and e-Commerce Leadership, Marketing, Human Resources, Business Ethics, Operations Management, Financial Management, Entrepreneurship, Non-profit Organizations, Public Administration and Management, Logistics Management, Transdisciplinarity etc.*

Important date:

Annual International GSMAC Conference : 8th May, 2015

Location: Oradea Trade Center | Nufarului Str., no. 30, Oradea, 410583, Romania

Abstract submission deadline: February 9, 2015

Full paper submission deadline: April 13, 2015

Notification of acceptance: April 27, 2015

Conference fee payment and confirmation of the participation: May 4, 2015

Publication fee: 75 Euro/paper

All accepted and presented papers will be published in the conference proceedings, which is indexed in **EBSCO and EconLit**.

Submission Details

To submit abstract an full paper go to <https://easychair.org/conferences/?conf=gsmac2015> to (1) create an account and (2) upload your submission.

Abstracts should have maximum 200 words describing the purpose and orientation of the article and 5 KEY WORDS and **Full** papers should have a minimum length of 3.000 (three thousand) words.

Both the abstracts and full-papers must include: NAME and AFFILIATION of authors, should be written ONLY in English and can be submitted in word format. Authors will be notified regarding the acceptance of their paper as a result of the review process no later than **April 27, 2015**.

Assistance and Information

For assistance or other information do not hesitate to write to gsmac@emanuel.ro or go to <http://www.emanuel.ro/academic/conferinte-internationale-anuale/>

We look forward to your contribution.

On behalf of Conference Program Committee

Dr. Sebastian Văduva
Dean of Griffiths School of Management
Emanuel University of Oradea
Conference Chair GSMAC 2015

Paper/Article title¹

Author, contact details (position, title, department/school affiliation, university, email etc.)

Co-author(s)², contact details (position, title, department/school affiliation, university, email etc.)

Abstract

*This section summarizes the most important aspects from the paper. Some of the key elements that must be contained in the abstract are: **reason for writing** – why is the research important; **problem** – what issue does the research address; **methodology** – how does the author approach the problem; **results** – what are the key findings of the researcher after applying the methodology to the issue he/she handles; **implications** – how does the research add to the main topic of the conference, how does the result affects the environment, and other relevant aspects.*

The abstract must be organized as a stand-alone entity, as it will be sent to the Secretary of the conference prior to the full paper submission, as mentioned in the Call for Papers. Abstracts should be written in 3rd person (“the authors”).

The requirements for this section are: font: Times New Roman, 10, italic; line spacing: single; no paragraph space, just single hard return, alignment: Justify, language: English. The abstract should be between 200-300 words.

Following the abstract comes the keyword section. The distance between the abstract and the keyword section is one row. The keywords section contains up to five or six words that best describe the entire paper.

Keywords: structure, text format, research articles, style.

PAPER STYLE

The paper will be 17 cm wide, 24 cm height formatted. The text will be 12-point font, Times New Roman, single space throughout (including reference), alignment: justify, 0 pt paragraph space, just single hard return. Also, insert the page numbers in the bottom right of the page.

Use the active voice (We designated the next three studies to test the propositions) instead of passive voice (The next three studies were designed to test the propositions) throughout the paper. Passive voice is typically inferior and comparatively clumsy to active voice, and journal style rewrites

¹ Version April 2014

² One in a row, maximum 3 coauthors

most sentences to active ones. Use of “we” is acceptable for multiauthored papers; for single authors, passive voice is acceptable.

Equations set apart from the text need to be numbered (1, 2 etc.). In text, refer to your equation as “In Equation 1, we...” not “In (1) we ...”. Use Equation Editor for any math functions, Greek characters etc. Do not use the Symbol font for special characters, but use the Equation Editor instead.

Example:

$$(1) \quad \sigma = \sqrt{\sigma^2} = \sqrt{\frac{\sum_{i=1}^N (X_i - \mu)^2}{N}}$$

Correct:

where

σ - standard deviation of the population

X_i - the i th value of the variable X

μ - population mean

N - population size

The standard deviation presented in Equation (1) represents a descriptive measure of dispersion. The standardized normal distribution has $\mu = 0$ and $\sigma = 1$.

Wrong:

where

σ - standard deviation of the population

X_i - the i^{th} value of the variable X

μ - population mean

N - population size

The standard deviation presented in (1) represents a descriptive measure of dispersion. The standardized normal distribution has $\mu=0$ and $\sigma=1$.

Use the “.” For separating decimals instead of “,” (ex. “0.97” not “0,97”).

Use the “,” symbol as a thousand separator (ex. :10,000” is ten thousands).

Use of footnotes is totally discouraged. Include all information in the body of the text.

PAPER STRUCTURE

Do not label opening commentary as “Introduction”. Section should not be numbered or referred to as “Section No.” in the text.

The manuscript will have a minimum of 3,000 words including all tables, figures and appendixes.

Please make sure to use the correct heading style. When used, you must have more than one secondary heading per section (e.g., you may have a primary heading and two secondary/tertiary heading, but never a single secondary heading in a subsection).

HEADING 1 will be 12-point font, bold, Times New Roman, all caps, aligned left, 0 pt spacing, just single line. *Heading 2* will be 12-point font, italic, Times New Roman, aligned left, 0 pt spacing, just single line. ***Heading 3*** will be 12-point font, bold, italic, Times New Roman, aligned left, 0 pt spacing, just single line.

Exemplu (coloured in blue just to stand out):

HEADING 1

Text
Text text text text Text text text text

Heading 2

Text
Text text text text Text text text text

Heading 3

Text
Text text text text Text text text text

Use one empty row to separate between headings. It is not recommended to use more than 3 headings to structure your paper.

Any appendixes used as reference throughout the paper will be listed at the end.

Tables and Figures

Tables and figures should be titled in such a way that the content is easily understood and reflect the take-away. For example, “Factors That Impact

Ad Recall” or “Inattention Can Increase Brand Switching” are far more effective than “Study 1: Results.”

Write out variables: Do not use abbreviations for variables, unless they have been defined in the text.

Be complete. Include descriptive captions or endnotes.
Use caption in labeling graphs.

Make exhibits understandable in both color and black and white. The color version can be used in the electronic journal.

Do not place tables and figures within the text. Rather, place them sequentially at the end of the text with titles above the tables and figures. Tables and figures must also be provided in their original format.

Tables

Tables should consist of at least three columns and three rows; otherwise, they should be left as in-text tabulations (do not include headings), or their results should be integrated into the text.

All tables must be numbered, and their titles should be centered. The text within the table is Times New Roman 10, Primary Heading is centered, bold and all first letters are capitalized. Secondary headings: Only first letter of first word is capitalized. Cells that only contain numbers are center aligned, while all the others are text left.

Refer to tables in text by number (eq.: see Table 1). Avoid using "above" or "below."

Asterisks or notes cued by lowercase superscript letters appear at the bottom of the table below the rule. Asterisks are used for p values, and letters are used for data-specific information. Other descriptive information should be labeled as “Notes:” and placed after the letters. Below the table must be specified the source of information (right aligned, Times New Roman 10pt, italic).

Tables with text only should be treated in the same manner as tables with numbers (formatted as tables with rows, columns, and individual cells).

Make sure the necessary measures of statistical significance are reported with the table. Designate units (e.g., %, \$, n) in column headings.

Do not insert tables in the Word file as pictures. All tables should be editable in Word.

Table 1 – Summary of Item Statistics for the General Performance Criterion Measures

Criterion Measure	No. of Studies	Mean No. of Bus. Units	Mean Observ. r's	Mean True Validity r's
Customer	18	2,170	0.107	0.122
Profitability	14	1,490	0.084	0.133
Productivity	15	1,148	0.126	0.128
Turnover	15	1,552	0.023	0.045

Source: (Buckingham and Coffman 2005)

Figures

The term “figure” refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photos, and Web shots, among others.

Avoid bitmap or TIFF files. However, when these files must be used—as in photographs or screenshots—submit print-quality graphics. For a photograph or screen shot, this requires a resolution of at least 300 ppi/dpi. For a line drawing or chart, the resolution should be at least 800 ppi/dpi.

For graphs, label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed beneath the abscissa.

The figure number and title should be typed on separate lines, centered.

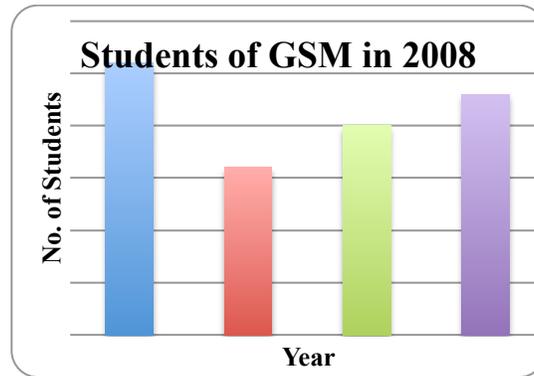
Refer to figures in text by number (see Figure 1). Avoid using "above" or "below."

When preparing gray scale figures, use gray levels between 20% and 80%, with at least 20% difference between the levels of gray. Whenever possible, avoid using patterns of hatching instead of grays to differentiate between areas of a figure. Gray scale files should not contain any color objects.

If submitting artwork in color, please make sure that the colors you use will work well when converted to gray scale. Use contrasting colors with different tones (i.e., dark blue and dark red will convert into almost identical

shades of gray). Don't use light shades or colors such as yellow against a light background. Also remember that the cost of color printing is borne by the authors.

Figure 1 – Number of Students from School of Management in 2008



Source: internal reports

References

References are to be listed alphabetically, according to the author's last name, followed by publication date in parentheses. Use full first name, not just initials. The reference list should be typed on a separate page. Do not use indents, tabs, or symbols to delineate your paragraphs. Instead, use one hard return between each reference. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated ('reference list' are works that are cited within the paper, while 'bibliography' represent all). Each reference should be cited in text at the appropriate place. Do not include uncited works in the reference list.

For citations of up to three authors, list all author names (Sherman, Sperry and Reese, 2003); for four or more authors, use the first author's name followed by "et al." (no italics) (Wuyts et al., 2010). A series of citations should be listed in alphabetical order and separated by semicolons: (Bernstein, 2002; Daianu, 2008; Mackenzie, 1997).

Citation in the text should be by the author's last name and year of publication, enclosed in parentheses without punctuation: "(Collins, 2001)."

If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "The Gary Heerkens' book (2002)...." If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Heerkens 2002: 69)."

Note: This section should follow the Sage-Harvard citation standard found [Sage Harvard](#) If you have any further questions please contact the editorial staff at gsmac@emanuel.ro.

After acceptance papers that do not follow this guideline will be returned to the authors to be completed.

Suggestion: use the Microsoft Office Citation system for references and Table of Authorities (for more information use Help feature of Microsoft Word – Citations). A good alternative is [Zotero](#).

REFERENCES:

This is an excerpt from the Sage-Harvard referencing style

Hogue CWV (2001) Structure Databases. 2nd ed. In: Baxevanis AD and Ouellette BFF (eds), *Bioinformatics*, Life Sciences Series, New York, NY: Wiley-Interscience, pp. 83–109.

Kötter P and Ciriacy M (1993) Xylose fermentation by *Saccharomyces cerevisiae*. *Applied Microbiology and Biotechnology*, 38(6), 776–783, Available from: <http://dx.doi.org/10.1007/BF00167144> (accessed 4 October 2008).

Method and system for placing a purchase order via a communications network (1999) Available from: <http://www.patentstorm.us/patents/5960411.html> (accessed 4 October 2008).

Pear R (2008) Crisis Puts Tax Moves Into Play. *The New York Times*, 2nd October, Available from: <http://www.nytimes.com/2008/10/02/business/02tax.html> (accessed 4 October 2008).

Sambrook J and Russell DW (2001) *Molecular Cloning: A Laboratory Manual*. 3rd ed. Cold Spring Harbor, NY: CSHL Press.