



National Library, Sarajevo

**FIFTEENTH ANNUAL WORLD BUSINESS CONGRESS**  
**June 18-21, 2006**  
**Sarajevo Graduate School of Business**  
**Announcement of Host Institution**

**OBJECTIVES**

The 15<sup>th</sup> World Business Congress of the International Management Development Association (IMDA) will be held in Sarajevo, Bosnia and Herzegovina, from June 18 to 21, 2006, and is organized and hosted jointly by the Sarajevo Graduate School of Business (SGSB) and the International Management Development Association (IMDA). Scholarly papers, panel/special session proposals, and case study exercises for presentation and publication in the refereed proceedings are invited. In addition to sharing scholarship regarding global business issues, the congress offers an excellent opportunity to meet colleagues and exchange information and ideas on global business topics.

**VENUE**

Sarajevo is a crossroads in Bosnia and Herzegovina (BiH) where the eastern Byzantine and Ottoman empires and the western empires of Rome, Venice and Vienna deposited their culture, traditions, and religion. A walk through the city highlights its cross-cultural diversity. The oriental Turkish quarter is lined with sweet shops, rug merchants, cafes, and handicraft shops. It leads west to the Austro-Hungarian administrative and cultural center, which leads in turn to the modern business center. Sarajevo's place in modern history is firm as well. On June 28, 1914, WWI erupted with the assassination of the heir to the Austro-Hungarian empire by a Serbian nationalist at a bridge crossing the Miljacka river. Today, a plaque marks the spot. In 1984, Sarajevo hosted the Winter Olympics at alpine venues 30 minutes outside Sarajevo that still attract winter sports aficionados. The wartime siege of Sarajevo from 1992 to 1995 left physical and moral exclamation points that still resonate today, accentuating the city's diversity and interest. No visit to Sarajevo is complete without an eco-excursion into the pristine mountain countryside, white-water rafting, or a trip to the nearby Croatian coast. For more information: [www.sarajevo-tourism.com](http://www.sarajevo-tourism.com) and [www.bhtourism.ba](http://www.bhtourism.ba) (especially for eco-tourism).



**HOST**

The Sarajevo Graduate School of Business (SGSB) is an international joint venture created in 2004 by the University of Delaware's Alfred Lerner College of Business and Economics and the University of Sarajevo's Faculty of Economics. The United States Agency for International Development (USAID) provides financial support during its early years. SGSB offers the University of Delaware's AACSB-accredited Executive MBA, full-time MBA, and part-time MBA, plus a wide range of executive and professional development programs. Courses and programs are taught by University of Delaware faculty, SGSB faculty, and adjunct instructors. For further information: [www.sgsb.edu](http://www.sgsb.edu)

**INFORMATION ABOUT THE IMDA**

The International Management Development Association (IMDA) provides an interdisciplinary and global platform for the exchange of ideas in the pursuit of professional growth and opportunities for academics, practitioners, and public policy makers at all levels. The organization is dedicated to offering member benefits and privileges through the development of worldwide personal networks and relationships through scholarship.

**FOR MEMBERSHIP CONTACT:**

Executive Director, International Management Development Association (IMDA), P.O. Box 216, Hummelstown, PA 17036, USA, Tel: (717) 566-3054, Fax: (717) 566-1191. E-mail: [execdirector@imda.cc](mailto:execdirector@imda.cc) Congress registration fees may also be sent to this address. IMDA List Serve Manager may be contacted at [f1karakaya@umassd.edu](mailto:f1karakaya@umassd.edu) or [imda-l@umassd.edu](mailto:imda-l@umassd.edu) and IMDA web site: <http://www.imda.cc> IMDA Web Master: Dr. Talha Harcar [tdh13@psu.edu](mailto:tdh13@psu.edu)

## PROGRAM

Business people, public policy makers, and academics can choose from a wide range of topics within global business development. The Congress offers keynote addresses, formal paper symposia, case study presentations, special sessions, such as "Meet the Editors," and an industry leadership and public policy maker panel discussion as well as a Doctoral Research Seminar. Visits to interesting sites in the close vicinity of Sarajevo as well as a three-day visit to Dubrovnik, Croatia and Mostar will be available. A city of Sarajevo tour, spouses' programs, visit to historical sites, a dinner party and many other exciting social functions are planned as part of the Congress Program. To celebrate the academic and collegial successes of the Congress, a banquet dinner will be held, on Tuesday evening of June 20, 2006.



Hillside Restaurant" Sarajevo

## PLANNED TOUR

There will be a three day (two nights) academic and sightseeing tour to Dubrovnik, Croatia ("Pearl of the Adriatic") ([www.visitdubrovnik.hr](http://www.visitdubrovnik.hr)) via Mostar from Thursday June 22<sup>nd</sup>, 2006 through Saturday, June 24<sup>th</sup>, 2006. The estimated cost of this tour will be ..... Please indicate on the registration form in the appropriate box if you plan on taking part in this tour. On Sunday June 18<sup>th</sup>, 2006, there will be a complimentary tour of the city of Sarajevo for registered IMDA delegates and registered spouses.



Dubrovnik, "Pearl of the Adriatic"

## TOPICS

Each paper submitted for consideration should have a global/international orientation and must be scholarly in content. Manuscripts submitted must be complete papers, ready for blind review, to be included in the congress proceedings. A work-in-progress may be reviewed and considered for presentation, included in the program even though not published in the congress proceedings. Manuscripts should be submitted to the appropriate track chair by February 15, 2006 in a form outlined in the Call for Papers ([www.imda.cc](http://www.imda.cc)).

## SPECIAL SESSIONS AND PANELS

Proposals for special sessions and/or panels are invited and must include: a) a short summary of the topic or issues to be discussed, b) rationale for inclusion of the topic in a special session/panel, c) names, addresses, and qualifications of participants, and d) a letter indicating that session/panel participants' approval has been obtained. Special session/panel presentations will not be published in the congress proceedings unless they go through the usual blind review process. Submit proposals by February 15, 2006 to either Dr. Richard Nelson, Manship School of Mass Communication, Louisiana State University, 220 Johnson Hall, Fieldhouse Drive, Baton Rouge, LA 70803-7202, USA, Tel: (225) 578-6686, Fax: (225) 578-2125, E-mail: [rnelson@lsu.edu](mailto:rnelson@lsu.edu) or Dr. Milos Trifkovic, Dean, Sarajevo Graduate School of Business, Skenderija 70, 71000 Sarajevo, Bosnia and Herzegovina, Tel: +387-33-560xxx, Fax: +387-33-560101, E-mail: [trifkovicm@sgsb.edu.ba](mailto:trifkovicm@sgsb.edu.ba)

## TRAVEL TIPS

Scheduled airlines fly directly to Sarajevo from Vienna, Munich, Belgrade, Budapest, Istanbul, Ljubljana, and Zagreb. The airport is 12 kilometres from the city center. The cost of a taxi ride to the center is approximately ten US dollars. The local currency, the Konvertible Mark (KM), is fixed to the euro at a rate of 1 euro equals 1.95KM. Euro currency is accepted throughout BiH. The best guidebook on BiH is the Bradt Travel Guide, "Bosnia & Herzegovina," by Tim Clancy ([www.bradt-travelguides.com](http://www.bradt-travelguides.com)).

## A FORMAL CALL FOR PAPERS WILL BE AVAILABLE IN SEPTEMBER LISTING TRACKS AND TRACK CHAIRS

Should you have questions relating to papers or congress venue please feel free to contact

### HONORARY CONGRESS CHAIR

William R. Pendergast, Chief of Party, Graduate Business and Economics Project, University of Delaware (on leave from California Polytechnic State University), Skenderija 70, 71000 Sarajevo, Bosnia and Herzegovina, Tel: +387-33-560107, Fax: +387-33-560101, E-mail: [pendergastw@sgsb.edu.ba](mailto:pendergastw@sgsb.edu.ba)

### CONGRESS CO-CHAIRS

Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: [kbecker@bu.edu](mailto:kbecker@bu.edu) and Dr. Milos Trifkovic, Dean, Sarajevo Graduate School of Business, Skenderija 70, 71000 Sarajevo, Bosnia and Herzegovina, Tel: +387-33-560xxx, Fax: +387-33-560101, E-mail: [trifkovicm@sgsb.edu.ba](mailto:trifkovicm@sgsb.edu.ba)

## EARLY INTEREST (return to chair above)

\_\_\_ I am interested in the 15<sup>th</sup> World IMDA Congress and wish full information

\_\_\_ I wish to be considered for a track chair: Track topic or area: \_\_\_\_\_

\_\_\_ I wish to be involved in a special session: Topic suggested: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Address: \_\_\_\_\_  
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Country: \_\_\_\_\_ Code: \_\_\_\_\_