

Call for Papers – ASB 2012

The 42nd Atlantic Schools of Business Conference is hosted by Dalhousie University's School of Business in Halifax, Nova Scotia, September 28–30, 2012. The theme of this year's conference is "*Business as Usual?*"

Credit agencies tell us that, from Greece to the United States, government debt is at risk of default. The recovery from the recent recession appears to have stalled. Financial markets are in turmoil. Firms face cutbacks. Employees face layoffs. Pension funds face shortfalls. Consumer spending is down and resource costs are up. These conditions are 'business as usual' for much of Atlantic Canada.

ASB welcomes academic papers and proposals for symposia. Present your ideas and find out what other Atlantic business academics have to say about doing business under these conditions at the 2012 ASB.

Keynote Speaker

The keynote speaker for the conference is Andrew Cochran, Managing Director, Maritimes, for CBC English Services. He is responsible for the general management of the six CBC radio stations and three television stations in the Maritimes.



Before joining CBC in 2007, he was a Managing Director for an operationally oriented investment bank, concentrating on transactions involving intellectual property. He has been a founder, partner or advisor in several small and medium-sized enterprises and is fluent in many business models. He has produced several network television series, including Canada AM and CTV National News. As an independent producer his production company created, financed and marketed programming seen in over 80 countries, including the ground-breaking PBS documentary series *Life on the Internet*, the first television series streamed online, and the classic children's series *Theodore Tugboat*. Many of his projects established benchmarks in digital media and he most recently co-chaired the working group to establish CBC's first all-digital local station, in Hamilton.

In addition to his current business responsibilities he is a member of the part-time faculty at the Schulich School of Law, an Associate of the Dalhousie Law and Technology Institute, and Adjunct Associate Professor in the King's Graduate Program in Journalism, where he teaches Business Fundamentals for Journalists, and Emerging Business Models.

Conference Fees

\$200 + 15% HST	Before September 1, 2012
\$240 + 15% HST	After September 1, 2012
\$125 + 15% HST	PhD or MBA Student
\$ 75 + 15% HST	Spouse/Companion (Friday reception & Saturday dinner only)

Registration fee includes Friday evening reception, Saturday breakfast and luncheon, Saturday evening dinner, coffee breaks and Sunday breakfast.

Accommodations

We have negotiated a special rate at the Atlantica Hotel Halifax. This rate will be held until **August 28, 2012**. Accommodation is not included in conference rates and fees, and is at the expense of participants. You will be asked for your own billing information.

Atlantica Hotel Halifax
1980 Robie Street
Halifax, NS B3H 3G5
Phone (902) 423-1161 or 1-888-810-7288
Fax (902) 423-9069
Email reservations@atlanticalhalifax.com
www.atlanticalhotelhalifax.com

Complimentary...
underground parking
WiFi in all guestrooms
Local phone calls

Rates: Standard room is \$129 per night, plus 15% HST and 2% Hotel Marketing Levy
Gold Floor room is \$149 per night, plus 15% HST and 2% Hotel Marketing Levy
Executive Floor room is \$174 per night, plus 15% HST and 2% Hotel Marketing Levy

Identify yourself as attending the Atlantic Schools of Business Conference to obtain these rates. Single or double occupancy. Each additional person to a maximum of 4 is \$15 per person per night. Check-in time is 3:00 pm; check-out time is 12:00 noon.

Important Dates

August 5	Deadline for receipt for paper and symposium submissions. Contrary to the practice followed in previous years, there will be no extensions.
August 26	Notification of acceptance status
September 2	Last day to register at lower rate
September 9	Notification of award winners
September 9	Deadline for receipt of amended papers
September 28	Start of 42 nd ASB Conference
September 30	Close of the conference

The only way to submit a paper is through the EasyChair conference system. Please follow the instructions below.

Submitting Papers

1. Go to the ASB 2012 submission page: <https://www.easychair.org/conferences/?conf=asb2012>
2. If you already have an EasyChair account, skip to step #3. If not, create an account in EasyChair:
 - a. Go to the EasyChair website: www.easychair.org
 - b. On the top of the page, click on “Click here to log in”.
 - c. The EasyChair login page opens. Under the login box, click on “sign up for an account”.
 - d. Type in the two-word sequence you see on the screen and click on “Continue”.
 - e. Enter your name and e-mail address and click “Continue”.
 - f. Check your e-mail: You will receive a message from EasyChair.
 - g. Click on the link in the message you get from EasyChair.
 - h. Enter your personal information; all starred (*) fields are required. Note your password must be at least 8 characters.
 - i. Click “Create my account” at the bottom of the page.
 - j. Your account is created! Make a note of your username and password for future reference.
3. Log in using your EasyChair username and password.
4. Click “New Submission”. Select the appropriate track for your paper and click “Continue”.
5. On the page that appears, provide correspondence information, identify the author(s), title and category, and upload an abstract and paper. See below for more details about completing the requested information.

Address for Correspondence

Provide your postal address, in case we cannot reach you electronically.

Authors

Enter the information requested about the author(s):

- ✓ For yourself, you can click the link at the top of the author box to enter the information from your account profile into the form.
- ✓ For co-authors, type in their information.
- ✓ If there are more than three authors, you can add more authors by clicking on “Click here to add more authors”.

Use the “Corresponding author” checkboxes to select which author(s) will get e-mail from the EasyChair system and the Program Committee.

Title, Abstract and Other Information

- ✓ Enter the title of the paper; this must be not more than one 7-inch typed line.
- ✓ Enter the pre-publication (short) abstract. Maximum length is 100 words.
- ✓ Enter the keywords (at least 3, up to 5) that apply to your paper. Please include the sub-areas to which your paper belongs.

Upload paper

- ✓ Your paper, written according to the guidelines, must be uploaded here.
- ✓ **Use Microsoft Word format.**
- ✓ Use the “Browse” button to select your document.
- ✓ Click **Submit Paper**.

Logout by selecting “Sign out” in the top menu bar.

ASB Style Guide

Page Limit

The manuscript must not exceed 15 pages, including all author information, the title of the paper and the abstract, footnotes and endnotes, tables, figures, and appendices, but excluding references.

Formatting

Use Times New Roman font size 11 and do not use page numbers. Use single spacing, with additional space between paragraphs. Left and right margins, except for the abstract (see below), should be 1.25 inches with 1.5 inch margins for the top and bottom. All paragraphs, except the abstract, are indented 1 inch. Text is fully (right and left) justified. Hyphenating is encouraged to obtain more even word spacing.

First Page

Do not use a separate title page. Begin the first page following the example attached.

Note: To be considered for the Best Student Paper Award, students must be identified as such and their status must be indicated on the first page of the paper.

Acknowledgements

These should be footnoted at the bottom of the first page (see section on footnotes), and should be labelled in the usual manner. The acknowledgements would be footnote 1.

Abstract

An abstract of approximately 100 words should be placed after the title and immediately before the body of the text. Do not type “Abstract” after the title. The abstract should have 1.5 inch left and right margins to set it off from the main text (see example below).

Headings

First level (or main) headings should be centred and bold in upper and lower case, with only major words beginning with capitals. No period is used after the heading. *Second level* headings should be bold flush to the left margin with main words capitalized. *Third level* headings are bold in the paragraph following normal paragraph indentation. Only the initial letter of the first word is capitalized and the heading is ended with a period. The text follows on the same line without extra spacing. Do not place headings at the bottom of a page if there is not room enough to begin the relevant text.

Figures and Tables

Figures and tables should appear soon after their first citation in the text. Each table or figure should have a bold-faced title describing its content. The label and the title should be centred and typed in upper/lower case. There should be no period after the title. Tables and figures may be produced either in the body of the text or on a separate page, depending on their size. Please avoid photo-reduced figures and tables because this will make them illegible in the Proceedings.

Quotations

Quotations of four or more lines should be set off from the body of the text by using 1.5 inch left and right margins.

Citations (or Calling References)

Books, journals and other references should be cited in the text by enclosing in parentheses the author's surname and the year of publication. Examples: (Roy, 1980; Wong, 1988). If a reference contains no author, use first two or three words of the title and the year. Example: (Government Turmoil, 1987). Exercise discretion when citing your own work – remember the refereeing process is double-blind.

Footnotes (not Endnotes)

Use footnotes sparingly. Footnotes should not be attached to equations or used in the Abstract.

Equations

All equations should be placed on separate lines, centred and numbered consecutively. Be certain that all symbols are adequately defined. Equation numbers should be placed in parentheses along the right margin as shown below.

$$A = f(X_1, X_2, X_3, \dots X_n) \quad (1)$$

Appendices

Appendices, if needed, should immediately follow the body of the paper and precede the references. The title should be centred and bold.

References

Cited sources should be entitled “References” and appear at the end of the paper after any Appendices.

For further examples of styles, please see the *Chicago Manual of Style*.

For books:

Becker, Brian E., Huselid, Mark A. & Ulrich, Dave, *The HR Scorecard: Linking People, Strategy, and Performance*, Boston MA: Harvard Business School Press, 2001.

For journals:

McGuire, Jean & Matta, Elie, “CEO Stock Options: The Silent Dimension of Ownership,” *Academy of Management Journal*, 46(2), (April 2003), 255-265.

For conference proceedings:

Long, Richard, “High Involvement Management and Performance Pay in Canada: An Empirical Study,” *Proceedings of the 2001 Annual Conference of the Administrative Sciences Association of Canada*, Human Resources Division, Vol. 22, No. 9, Trevor C. Brown (ed.), 77-86.

For Websites:

Phillips, Robert, “Some Key Questions about Stakeholder Theory,” http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=471. [Accessed 11 May 2004].

If no author is given, reference like unsigned newspaper/journal article:

“Canada’s Venture Capital and Private Equity Association - 2003 Annual Statistical Review,” http://www.cvca.ca/statistical_review/table_3x2003.html. [Accessed 11 May 2004]; in-text citation (“Canada’s Venture Capital,” 2004)

Web page

Stoddard M. AHSL Educational Services--draft [web page] Feb 1995; <http://amber.medlib.arizona.edu/homepage.html>. [Accessed 16 Mar 1995].

If no author is given, reference like unsigned newspaper/journal article:

“Sexual harassment: Myths and realities.” [web page] n.a.; <http://www.apa.org/pubinfo/harass.html>. [Accessed 12 June 1996].

In-text citation:

(“Sexual harassment,” 1996)

EXAMPLE

ASB 2012
Halifax, Nova Scotia

Peter Jones
Robert P. Smith (student)
Faculty of Administration
University of New Brunswick

Susan E. French
Sobey School of Business
Saint Mary's University

THE APPLICATION OF THE MARKETING CONCEPT IN CANADA¹

The marketing concept has been around a long time. This study reports how top Canadian marketing executives have adopted the concept in their organizations.

The Canadian Experience

The marketing concept is generally well known and respected by Canadian business people, but there was a time ...

¹ Acknowledgements