

## CALL FOR PAPERS

### 1<sup>st</sup> Research Day on African Countries (JRPA)

Lille, November 30 2017

The World Bank recently reported that developing and emergent markets experienced a 5.8% growth in 2016. The IMF forecasts a 4.7% growth in developing countries in 2017. The potential that lies in such contexts attracts an increasing number of national and international investors each year (e.g. new shopping malls, mobile phones, innovations...). Emerging countries represent an interesting context for scholars in management. Indeed, two recent special issues of the *Journal of Business Research* focus on the challenges and opportunities for marketers in emerging countries and on the global strategies in emergent markets<sup>1</sup>.

However, such contexts are largely understudied (Lages, Pfajfar and Shoham 2015)<sup>2</sup>. In particular, Africa raised little attention among scholars although it holds a significant singularity from cultural, social and economic perspectives. Moreover, the African middle class increased from 5% to 15% over the last two decades (Ncube and Shimeles 2012)<sup>3</sup>. Still, there is a need for a deeper understanding of African particularities to facilitate its endogenous development.

The present call for papers aims to gather scholars (in marketing and management or economics) interested in African contexts (North and Sub-Saharan Africa). In particular, the objectives are the following:

- To build relations between researchers located in African countries and emergent or developed countries ;
- To contribute to the enhancement of conceptual research on Africa ;
- To propose managerial recommendations for local and global companies as well as public organizations.

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<sup>1</sup> <https://www.journals.elsevier.com/journal-of-business-research/call-for-papers/challenges-and-opportunities-for-marketers-in-the-emerging-m/>

<https://www.journals.elsevier.com/journal-of-business-research/call-for-papers/emerging-market-mnacs-post-acquisition-strategies>

<sup>2</sup> Lages, Cristiana R., Gregor Pfajfar et Aviv Shoham (2015), "Challenges in Conducting and Publishing Research on the Middle East and Africa in Leading Journals", *International Marketing Review*, 3 (1), 52-77.

<sup>3</sup> Ncube, M. et Shimeles A. (2012), "The Making of the Middle Class in Africa", African Development Bank Report : [http://www.uneca.org/sites/default/files/page\\_attachments/aec2012-399.pdf](http://www.uneca.org/sites/default/files/page_attachments/aec2012-399.pdf)

Therefore, scholars are invited to submit empirical, methodological and conceptual papers that focus on marketing and management with an African perspective.

The conference themes are suggested but not deterministic:

- Products and services: adaptations, local products' transformation, services management, etc.
- Retailing and distribution in Africa: local markets, informal markets, alternative markets, modern retailing, Chinese commercial networks, etc.
- Communication: local advertising, promotions, social media, etc.
- Price: price bargaining, price perceptions, etc.
- E-commerce, mobile commerce, digital marketing and new technologies.
- Migrations, poverty, BoP strategies, adaptation strategies to the economic crisis, etc.
- Societal marketing: ethics, CSR, sustainable development, fair trade, etc.
- Internationalization, partnerships within Africa, cultural team management, ...
- Innovation, co-creation, participation, business models, ...
- Branding: local/global branding, counterfeit brands, ...
- Cooperative and associative strategies: NGO, non-profit organizations, etc.
- Entrepreneurship: SME, social entrepreneurship, women entrepreneurs, BtoB markets, etc.
- Sector-specific marketing and management: agri-business, health, luxury, local banking systems, tourism, etc.
- Cross cultural research.

Submissions may include qualitative and quantitative approaches, case studies and conceptual papers. The suggested themes are oriented toward strategy, marketing and consumer or organizational behavior but any management or economics approach is welcome: human resource management, public management, logistics, information systems, etc.

**We strongly encourage research collaborations and cross-cultural projects.**

## *Submission guidelines, publication opportunities and award*

Papers may be submitted in French or in English. Two submission formats are accepted:

- **Short papers:** may not exceed 5 pages including title page, abstract, text, references and appendices (times 12 pt, space 1.5 with 1-inch margin on each side).
- **Long papers:** may not exceed 15 pages including title page, abstract, text, references and appendices (times 12 pt, space 1.5 with 1-inch margin on each side).

**Page 1** (short and long papers): title, short abstract (150 words, space 1.5), and 5 key words (max) **with no author identity information** (for initial submissions).

We use a double-blind peer review. Accepted papers will be assigned to sessions that hold similar themes.

For further details, please visit the conference submission platform (**template provided**).

### **Submission platform**

Submissions should use Word 2003 and be sent from :

<https://jrpa.sciencesconf.org/>

The file name should be as follows: submission title-JRPA2017

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### **Publication opportunities**

The best papers presented at the conference will benefit from the conference support to improve and submit the projects to referred journals (ranking in HCERES/ FNEGE /CNRS) or in future edited books. In this sense:

- The journal *Management et Sciences Sociales* (ranked FNEGE 4) will select papers that fit its positioning and send them to referees for evaluation.
  - The journal *Management & Avenir* (ranked FNEGE 3/ CNRS 4) will publish a **special issue** from a selection of papers presented at the conference.
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### **Sphinx Best paper Award**

The Company “Le Sphinx” (software editor and market research company) will deliver an Award to the best paper of the conference. The Award will consist of equipping the research lab of the laureate.

Specifically, it comprises :

- **Three “Sphinx iQ 2 Quali” licences valid for 3 years** (software for questionnaire designing and quantitative/ qualitative analyses) ;
- **One “SphinxOnline account”** (1000 answers, 5000 e-mails), a survey hosting, diffusion and data sharing platform (online, tablet, Smartphone).

The equipment offered will be created to the name of the laureate’s lab and sent by email. The laureate should provide the lab contact details.

### **Young Researcher Awards**

The two best communications wrote or jointly wrote by young researchers will receive the **First Young Researcher Award (1000 euros)** and the **Second Young Researcher Award (500 euros)** of the Conference.

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### ***Submission agenda***

Submission opening	May 15, 2017
Submission deadline	July 31, 2017
Notification of acceptance	October 5, 2017
Submission deadline for revised version	November 6, 2017

*Scientific committee*

Conference Chairs

Mbaye DIALLO	Professor	University of Lille 2 (IMMD)
Souad DJELASSI	Associate Professor	University of Lille 2 (IUT C)

Conference board members

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### *Organizing committee and contacts*

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### *Partners and associated journals*



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