

# 15th KIMEP International Research Conference, Almaty, Kazakchstan, 13./14.04-2018

Contributed by Joachim Willms [Managing Director]

## CONFERENCE ANNOUNCEMENT AND CALL FOR PAPERS

15th KIMEP International Research Conference  
 Special Joint Conference: The Silk Road and the Tourism and Hospitality Industries  
 April 13-14, 2018, Almaty, Kazakhstan  
 Conference Theme: Economic Integration along the New Silk Road  
 and Land of Great Steppe

This

multidisciplinary conference focuses on the creative and innovative economic integration facing the Central Asian countries along the New Silk Road, but including the global issues that impact all of us, no matter where we live. KIRC facilitates the exchange of ideas, values, research and experience amongst academic scholars, business leaders, and policy makers in the areas of Accounting, Management, Economics, Finance, Information Technology, Tourism, and Hospitality and other related fields. Though the primary language of the conference is English, yet some sessions will be scheduled in Kazakh and Russian to accommodate both presenters and audience. In addition to these academic research tracks, special round table sessions/ work shops/ seminars will be held on "The Silk Road and the Tourism and Hospitality Industries" in Special Joint Conference on "The Silk Road and the Tourism and Hospitality Industries" with co-organized by Bang College of Business, KIMEP University (Kazakhstan), Oxford School of Hospitality Management, Oxford Brookes University (Oxford, UK), School of Hotel and Tourism Management, The Hong Kong Polytechnic University (Hong Kong, China), Mugla Sitki Kocman University (Turkey), Kyung Hee University (South Korea) and Tourism Academics Association (Turkey) this conference invites papers that will address socio-cultural, economic, political, environmental and technological complexities and challenges of Tourism and Hospitality development within the Silk Road.

Conference structure and scope:

The

conference will consist of concurrent sessions on presentation of research papers as well as guest speeches, panel discussions and work shops. Papers and presentations will be organized on:

Accounting, Auditing and taxation  
 EconomicsFinance  
 ManagementMarketingInformation SystemsTourism and HospitalityOperations managementInternational  
 BusinessIslamic Banking and finance

Special Joint Conference on  
 "The Silk Road and the Tourism and Hospitality Industries".

The Silk

Road or Silk Route was an ancient network of trade routes that for centuries were central to cultural interaction and economic cooperation through regions of the Asian continent connecting the East and West from China to the Mediterranean Sea. With the recent initiatives taken by the countries along the Silk Road (including China, Kazakhstan, Iran, Kyrgyzstan, Uzbekistan, Turkey, India and Russia), the Silk Road promises to offer trade and cultural exchange opportunities with the potential to shape the modern world. Specifically, under the pressing trends of economic globalization, cultural diversity and rapid development of information

technology, the Silk Road offers tremendous opportunities for the Tourism and Hospitality Industries.

This

Joint conference invites papers that will address socio-cultural, economic, political, environmental and technological complexities and challenges of Tourism and Hospitality development within the Silk Road.

We

welcome both conceptual and empirical research papers that link knowledge to different regional and country contexts (For example countries such China, India, Russia, Kazakhstan, Iran, Turkey but not limited to these countries) and advance tourism and hospitality research as well as management practitioners' understanding of the interactions and the dyadic relationship between the Silk Road and the Tourism and Hospitality industries.

We

hope you will participate in stimulating and thought-provoking sessions, enjoy the lively social events and develop research networks during the conference.

The

conference will be exploring the overall theme of 'The Silk Road and the Tourism and Hospitality Industries' and will focus on the following research areas and the sub-themes:

The

economic, political, environmental, and social cultural impacts of the tourism and hospitality industry development on the Silk Road area. Cultural and Heritage Tourism Global and regional tourism industry integration. Tourism industry development and community participation. Transportation, Infrastructure and the Tourism and Hospitality Industries. Contributions to the tourism and hospitality industries by social media and new technology. New tourism and hospitality marketing perspectives for the emerging consumer needs. Potential opportunities and threats to the regional tourism and hospitality industry cooperation. Security issues and challenges in providing tourism and hospitality services. New policies and laws to enforce the Belt and Road Initiative policy for Tourism and Hospitality Industries Development. Innovative productions of customized service design. Service and enterprise management. Service failure, recovery, and customer participation. Factors affecting consumers' behaviours and attitudes toward tourism and hospitality services. Pricing of tourism and hospitality services. Forecasting and managing the demand for tourism and hospitality services. Tourism and Hospitality Industry innovation, development and planning. Tourism and Hospitality industry forecasting. Tourism and Hospitality Entrepreneurship and Innovation. Stakeholder Management and Tourism and Hospitality Industry Development. Management of Tourism and Hospitality Experiences. Implications of the Belt and Road Initiative for international and domestic tourism and hospitality industry issues. Role of Higher Education in the development of cooperation among the countries within Silk Road

#### Postgraduate Student Papers and PhD Student Training

Track chair

Prof Mark Saunders

This

track is designed to enable postgraduate researchers to present their work whilst it is at a development stage. The track will include a timetabled open form 'question, answer and feedback' workshop session with the co-author of the world's best-selling research methods textbook, *Research Methods for Business Students*.

Journal Editors Training on getting your papers published in Academic Journals:

Professor

Kaye Chon (Editor of Journal of Travel and Tourism Marketing),

Professor Levent Altinay (Editor of the Service Industries Journal),

Professor Chris Cooper (Editor of the Current Issues in Tourism)

Papers/ abstracts submission

Please

submit your abstract/ extended abstracts/ full paper/ presentation/ and case studies in any above areas/topics to the conference coordinator on the email address: [kirc@kimep.kz](mailto:kirc@kimep.kz) . A conference peer review committee will review abstract/ extended abstracts/ presentation/ and case studies and authors will be informed about the decision/ comments before the 19th February, 2018.

Publication opportunities

Selected full papers and case studies will be published in Central Asia Business Research Journal( ISSN: 2073-5901)

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The Service Industries Journal ( Special Issue: The Silk Road and the Service Industry)

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Asia Pacific Journal of Tourism Research

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Journal of Travel & Tourism Marketing.

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International Journal of Contemporary Hospitality Management

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Journal of Hospitality Marketing and Management

Important Dates

Submission of abstracts (400-500 words, plus references):

28th January 2018 Outcome of the review process:

19th February 2018

Authors of accepted abstracts will be informed about the submission guidelines for the full and work in progress papers.

Submission of the final papers: (full and work in progress papers):

11th March 2018

Please submit abstracts by email to: [kirc@kimep.kz](mailto:kirc@kimep.kz)

Registration fees:

The conference registration fee includes coffee breaks and Saturday lunch

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\$100 ( one hundred fifty US Dollars) for academics

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\$50 ( fifty US Dollars) for CIS academics

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\$50 (fifty US Dollars) for PhD Students

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#### Joint Conference Chairs

Professor Sang Hoon Lee, KIMEP University

Professor Kaye Chon, Hong Kong Polytechnic University  
Professor Levent Altinay, Oxford Brookes University  
Professor Ozan Bahar, Mugla Sitki Kocman University  
Professor Sung-Don Hwang, Hankook University of Foreign Studies

Professor Dae-Kwan Kim, Kyung Hee University  
Professor Muharrem Tuna, Association of Turkish Tourism Academics

#### Scientific Committee Members

KIMEP University Research Committee members:

Dr. Keun Jung Lee, Associate Professor of Finance  
Dr. Monowar Mahmood, Professor of Management  
Dr. Vladimir Garkavenko, Associate Professor of Marketing

Dr. Mira Nurmukhanova, Associate Professor of Finance  
Dr. Yuliya Frolova, Associate Professor of Management  
Dr. Rashid Makarov, Assistant Professor of Accounting

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