



*International conference  
in the framework of the 25<sup>th</sup> anniversary of International Academy of Business*



## **«Entrepreneurship and Business Education in Emerging World»**

*Almaty, Kazakhstan  
October 31 – November 1, 2013*

Kazakhstan has defined new strategic goals and main areas of improvement of economic growth quality, modernization and entrepreneurship development. Entrepreneurship has become the driving force of the national economy, noticed the President of the Republic of Kazakhstan Nursultan Nazarbayev.

Over 25 years of its development, the entrepreneurship sector of the Republic of Kazakhstan has shown its viability and has gained a great potential for effective competitive growth. To a large extent this was due to the development of management education in Kazakhstan. International Academy of Business, which is one of the first business schools of Kazakhstan, is celebrating its 25<sup>th</sup> anniversary in 2013. Over the years of its operation, there are more than 15 000 graduates of International Business Academy who hold key positions in business and state bodies of Kazakhstan.

Conference hosts take on the mission to create a dialogue platform to discuss the tracks of development of entrepreneurship and management education in emerging economies. Paying tribute to the recognized achievements in the research of entrepreneurship and management in the leading European and American business schools, the Conference hosts offer its participants and guests to discuss the development tracks, experience of entrepreneurship and management education in emerging economies, as well as economic cooperation and mutual influence of the developed countries and the emerging economies.

Conference hosts would like to initiate a scientific exchange of views on the following major issues:

- What are the entrepreneurial achievements in the U.S. and Western Europe which can be an example for other countries in the world?
- What are the characteristics of entrepreneurship in the region of Central Asia, China, Russia, India and other emerging economies?
- What are the Western and Eastern trends that can be observed in the management models of emerging economies?
- What factors (political, economic, ideological and cultural) contribute to the increase of competitiveness, business culture and social responsibility of entrepreneurs?
- What role does entrepreneurship play in changing social norms, labor relations and corporate culture of each country?
- What is the role and place of management education and entrepreneurial universities in fostering the economic development of emerging countries?
- What factors help to improve the business environment?

**The format of the conference** is the business forum with scientific content; we expect International and Kazakhstan representatives, foreign businesses, government officials, leading academics and experts in different areas of economics to take part in the Conference.

**The number of participants: 200 people.**

**Conference supported by:**

- Government of the Republic of Kazakhstan
- Ministry of Education and Science of the Republic of Kazakhstan

**Conference organized by:**

- International Academy of Business
- European Foundation for Management Development (EFMD)
- National Economic Chamber of Kazakhstan ‘Atameken Union’
- Russian Association of Business Education (RABE)
- Forum of Entrepreneurs of Kazakhstan

**General media partner:**

- Forbes Kazakhstan



**Conference Organizing Committee**

**Co-chairs:**

- E. Orynbaev, Deputy Prime Minister of the Republic of Kazakhstan
- E. Cornuel, EFMD Director General, Belgium
- E. Flamholtz, President, Management Systems Consulting Corporation, Professor Emeritus of Management, Anderson School, UCLA, USA

**Deputy Chairs:**

- M. Orunkhanov, Vice Minister of Education and Science of the Republic of Kazakhstan
- A. Myrzakhmetov, Chairman of National Economic Chamber of Kazakhstan ‘Atameken Union’
- A. Kozhakhmetov, President of International Academy of Business, Kazakhstan

**Members of Organizing Committee:**

- A. Baitasov, Founder of Forbes Kazakhstan, Chairman of the Board of Trustees of International Academy of Business, Kazakhstan
- T. Balykbayev, Principal of International Academy of Business, Kazakhstan

- R. Batalov, Chairman of Forum of Entrepreneurs of Kazakhstan
- A. Burke, Professor of *Cranfield School of Management*, Editor of *International Review of Entrepreneurship*, UK
- O. Jandosov, Chairman of the Board of Trustees of Association of Economists of Kazakhstan, ex-Prime Minister of the Republic of Kazakhstan
- M.Kazbekova, Mazhilis Deputy of the Parliament of the Republic of Kazakhstan, chairperson of Union of Women Entrepreneurs of Kazakhstan
- S. Katsu, Rector, Nazarbayev University, Kazakhstan
- V. Kundrotas, President of Baltic Management Development Association, Lithuania
- S. Myasoedov, President of Russian Association of Business Education, Russia
- A. Peruashev, Mazhilis Deputy of the Parliament of the Republic of Kazakhstan
- N. Swersky Sofer, Founder and Co-chair of NanoIsrael, Israel
- Tan Chin Tiong, Senior Advisor to President, Singapore Management University
- S. Shakirova, Director of Center for research and development, International Academy of Business, Kazakhstan, Conference organizing committee secretary.

## Conference Dates

October 31 – November 1, 2013

## Conference Venue

Almaty, Kazakhstan

Rixos Almaty Hotel (5\*) Conference Hall &  
International Academy of Business



**International Academy of Business hosts Gala-dinner to celebrate its 25-th anniversary on October 31, 2013.**

## Working Languages

English, Russian, Kazakh.

## Conference sections

1. Entrepreneurship in the developed countries and emerging economies
2. Entrepreneurship development in Kazakhstan and other Central Asian countries
3. Institutional and corporate entrepreneurship
4. Innovations and Entrepreneurship
5. Social Entrepreneurship
6. Family and Women's Entrepreneurship
7. Management Education for Entrepreneurship
8. Entrepreneurial Universities
9. Youth Entrepreneurship

## Seminars

**EFMD Seminar** on European accreditation is planned in the framework of the Conference:

- EPAS - EFMD Programme Accreditation System
- DAF - Deans Across Frontiers.

- Master-class by **Eric Flamholtz**, President, Management Systems Consulting Corporation, Professor Emeritus of Management, Anderson School, UCLA, USA. **“Successfully Managing Entrepreneurial ‘Scale- up’: The Case of Starbucks”**

## Papers

We welcome papers containing the evidence-based analysis of modern trends and development prospects of entrepreneurship and management education.

Papers selected by the international scientific committee will be included in the Conference program and published in the Conference proceedings.

The best papers delivered at the Conference will be recommended for publication in the following journals:

1. "International Review of Entrepreneurship", ISSN 2009-2822. Dublin, Ireland.
2. "International Studies of Management and Organization", ISSN 0020-8825. New York, USA.
3. "Actual Problems of Economics", ISSN 1993-6788. Kiev, Ukraine
4. “Forbes Kazakhstan”.

The research paper must be submitted on the understanding that it has not been published elsewhere and is not currently under consideration by another conference. The submitting author is responsible for ensuring that the article's publication has been approved by all the other co-authors. After the International Scientific Committee’s selection, the research paper is published in the Conference Proceedings.

## Author Guidelines

Completed paper should be 3-5 pages. Typed in Microsoft Word. Font type: Times New Roman. Point size: 12. Line spacing: 1.5. Page margins: left – 3 cm, right – 1 cm, top and tail – 2cm each. Paragraph indentation – 1,25 cm. Text alignment - fully justified. References in the text should be placed in brackets. Sources/notes (corresponding to the references in the text) should be placed at the end of the paper. The use of scanned tables, figures, diagrams in the text are not allowed. Figures and tables in the text shall be submitted with the source.

## Important Dates

- Call for abstracts – 1 July 2013.
- Call for full papers – 15 September 2013.
- Early-bird registration – up to 1 July 2013.
- Late Registration – 15 October 2013.

## Conference fees

Travel, accommodation and other expenses are covered for keynote speakers and separately invited guests.

### Fees

| Payment deadlines             | For Kazakhstan participants | For international participants |
|-------------------------------|-----------------------------|--------------------------------|
| till 15 July 2013             | 30 000 KZT                  | \$300                          |
| till 15 September 2013        | 50 000 KZT                  | \$500                          |
| after 15 September 2013       | 70 000 KZT                  | \$700                          |
| In-absentia paper publication | 7 500 KZT                   | \$100                          |

The fee includes conference proceedings, exclusive participant kit (bag, organizer, pen, flash stick, and national souvenirs), meals & beverages, Gala dinner, etc.

If you are interested in participating and submitting a paper, please fill out the application form online on the conference website <http://iab25.kz>

**Bank details:**

Non-profit educational institution “International Academy of Business”,  
050060, Almaty, 227 Rozybakiyev Street,  
TRN 600400079841, BIN 971240001583,  
Sberbank, BIC SABRKZKA, BC 18,  
Accounts for payments in:  
KZT: KZ67914398914BC30222,  
USD: KZ69914840914BC30008,  
EUR: KZ82914978914BC30052.

**Contact Us:**

International Academy of Business  
227 Rozybakiyev Street  
Almaty, 050060,  
Republic of Kazakhstan  
tel.: + 7 (727) 302 21 24  
fax: + 7 (727) 302 21 21  
[www.iab25.kz](http://www.iab25.kz)  
[www.iab.kz](http://www.iab.kz)

If you have any questions, please contact:

Conference organizing committee secretary Svetlana Shakirova  
[svetlana.shakirova@iab.kz](mailto:svetlana.shakirova@iab.kz)

Conference project manager Laura Kunanbaeva  
[iab25@iab.kz](mailto:iab25@iab.kz)  
Tel. +7 (727) 302 21 31

International conference

**«Entrepreneurship and Business Education in Emerging World»**

Hosted by: International Academy of Business

October 31 – November 1, 2013

Almaty, Kazakhstan

**REGISTRATION FORM**

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title                 | Mr.     Mrs.     Ms.     Dr.     Prof.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| First name            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Last name             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Country               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Work place            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Position              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Phone                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Fax                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| E-mail                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Web-page              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Paper topic           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Section               | <ol style="list-style-type: none"><li>1. Entrepreneurship in the developed countries and emerging economies</li><li>2. Entrepreneurship development in Kazakhstan and other Central Asian countries</li><li>3. Institutional and corporate entrepreneurship</li><li>4. Innovations and Entrepreneurship</li><li>5. Social Entrepreneurship</li><li>6. Family and Women's Entrepreneurship</li><li>7. Business Education for Entrepreneurship</li><li>8. Entrepreneurial Universities</li><li>9. Youth Entrepreneurship</li></ol> |
| Form of participation | <ul style="list-style-type: none"><li>• Plenary paper</li><li>• Paper for section session</li><li>• In-absentia paper</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                  |

