



Contemporary Views on Business:  
Partnering for the Future

combi2010

7-10 October 2010  
Vantaa, Finland  
info@combi2010.fi

## Call for Papers

"*Contemporary Views of Business: Partnering for the future*" (Combi2010) is an important forum for knowledge co-creation and intellectual exchange emphasising partnering and international knowledge transfer as sources of competitive edge. In Combi2010, you are reserved plenty of time for lively dialogue, responsive thought transference and ideation. In fact, letting the participant interaction to come to fruition, is how Combi2010 concept differs from the mainstream of conferences.

Combi2010 joins the great minds of academics, business leaders and other professionals from both private and public sectors to share and co-create knowledge on business-related topics. Furthermore, Combi2010 actively seeks to promote synergies between business and academia. Combi2010 increases the integration of local enterprises, regional authority and other local actors with research entities and HEIs. As a result of attending this international conference, new business solutions and activities are expected to arise among the participants.

**ONLINE submission of papers opens at [www.combi2010.fi](http://www.combi2010.fi) on**

**4 January 2010 and closes 31 March 2010**

The submitted manuscripts undergo a 2-stage peer review process consisting of the editorial consideration by the Organising Committee and Track Chairs, and the double-blind peer reviews by international referees representing the field subject of the manuscript.

## Guidelines for Authors

In this call, only full-length manuscripts are considered sufficient to be sent out for evaluation. Upon acceptance, at least one author is obligated to register for the Conference and at least one author must appear at the Conference to present the paper. Abstracts must be sent via Call for Abstracts where also work-in-progress is welcomed under that call.

The best papers chosen by Track Chairs are eligible for publication as double blind peer reviewed articles in the *International Journal of Technology Diffusion*, *the International Journal of Management Innovation Systems*, *the Journal of Applied Sciences Research*, *Australian Journal of Basic and Applied Science*, *Journal of Management Sciences*, *International Journal of Administration and Governance*, *Research Journal of Social Sciences*, and *Current Science International*.

The competitive paper manuscripts must not exceed 20 double-spaced pages in length tables and charts including. All the accepted papers will be published in the printed, ISSN/ISBN identified, Conference Proceedings and in an electronic format on a USB drive. The papers must not violate any copyrights and they should be written in English. Best Paper in Conference will be awarded.

It is strongly prohibited to use any particular settings in typing. Editorial instructions for preparing the final submission will be delivered to you upon your paper acceptance on 17 May 2010 the latest. As a general guideline, the papers must be saved in .rtf format but the charts and images can also be in .jpeg or .xls format. No .doc/.docx is recommended due to incompatibility issues. The Proceedings will be printed in black and white, so using of textures in graphics is recommendable. Consecutively numbered and titled tables and charts should be placed at the end of the paper after references. Their placement should be marked within the text as follows: "Insert Table 1 here".

References must be in APA Style and carefully checked for accuracy. Publications must be cited within the text: (Riihela 2008) for articles or (Riihela 2008, 34-35) for monographs or citing both the names of two authors (Riihela and Hyttinen 2008), or (Riihela et al. 2008) when there are three or more authors. At the end of the paper, a reference list in alphabetical order should be supplied.

Author(s) are expected to submit together with their manuscript but on a separate sheet, a list of four experts for reviewing purposes including their names, full addresses and expertise in the subject of the submission. These experts must be personally unknown to the author(s) and at least two of them must be from a different country from the author(s).

The submissions may include but are not be limited to the following sub-themes (for detailed Track Descriptions and Track Chair information, please consult [www.combi2010.fi](http://www.combi2010.fi))

- 1) Wellness Business Management
- 2) Industrial Business Services
- 3) User-driven Product Development
- 4) Growth-oriented Entrepreneurship and Entrepreneurial Capabilities
- 5) Project Management and Managerial Decision-making
- 6) Competitive Advantages and Pricing Considerations
- 7) Marketing Communications and Brand Management
- 8) Leadership and Social Influence Processes
- 9) Organisational Strategy, Execution, and Governance
- 10) Innovative Enterprise and Strategic Marketing Planning
- 11) Corporate Social Responsibility
- 12) International Business Management and Transnational Marketing
- 13) Market Research and Business Intelligence
- 14) Consumer Behaviour and Innovation Acceptance
- 15) Managing Service Delivery and Distribution Channels
- 16) Online Marketing and Technology-based Services
- 17) Tourism Business
- 18) Relationship Marketing and Business Networks
- 19) Public Services Reform
- 20) Services Marketing and Innovative Service Concepts

**For more information, please contact**

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