

## *Building Bridges to the Middle East: Challenges and Business Strategies*

# 2013 MAG Scholar Global Business, Marketing & Tourism Conference

Venue: Le Meridien, Dubai, United Arab Emirates  
Nov 11-14, 2013

### Hosted by

**MAG Scholar®**  
Marketing in Asia Group  
[www.magscholar.com](http://www.magscholar.com)

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### Sponsoring Journals

Asian Journal of Business Research  
International Journal of Consumer Research  
Journal of Excellence in Tourism, Hospitality and  
Catering

*The MAG Scholar Conference is intended to bring scholars from all walks of academia to come together and share their knowledge and experiences, and foster research cooperation. Members are encouraged to attend this conference to network and interact with fellow researchers who share a similar interest in learning the business of Asian business.*

## **Call for Papers**

**Submission Deadline: July 15, 2013**

The Organizing Team of the 2013 MAG Scholar Conference would like to invite you to attend this meeting of minds on **Building Bridges to the Middle East**. All accepted papers will be published in the proceedings CD with an ISBN number. A selection of the best conference papers will also be considered for publication in the following journals:

*Asian Journal of Business Research*  
*International Journal of Consumer Research*  
*Journal of Excellence in Tourism, Hospitality and Catering*

### **Suggested topics of interest including but not limited to:**

- Cross-Cultural Advertising/Sales Promotion
- Environmental/Green Marketing
- International Business; Tourism Marketing
- Islamic Business/Marketing
- Marketing in the Middle East/Asia/Africa
- Retail Marketing, B2B Marketing
- HRM Issues in Global Business
- Financial Environment of Business
- Social Marketing; Services Marketing
- Marketing of Education, etc

For full details of manuscript submission and topics, please visit <http://www.magscholar.com/joomla/index.php/conferences>

### **Special Session**

One page special session and panel proposals should be sent directly to Professor Ernest de Run at [drernest@feb.unimas.my](mailto:drernest@feb.unimas.my).

***MAG Scholar Conference. Great Networking.  
It is an Experience.***