

★ PROF. ETUK'S SENDFORTH & FESTSCHRIFT ★

CALL for PAPERS

Paper Submissions are welcome for a Festschrift in Honour of One of the Pioneer Marketing Icons in Africa, Prof. E.J. Etuk. He was the founding father of the Faculty of Management Sciences, University of Calabar, and his academic interests cover diverse areas of Management Sciences. All the Departments under the Faculty (Accounting, Banking/Finance, Management, Public Administration & Marketing), including Prof. Etuk's wide circle of academic friends, colleagues and mentees, in and outside the country, unanimously agreed to honour him with a Festschrift:

Date: November 25 - 26, 2020.

Venue: International Conference Centre, University of Calabar.

Host: Faculty of Management Sciences, University of Calabar, Cross River State, Nigeria.

Chief Host: Prof. Zana I. Akpagu, Vice-Chancellor, University of Calabar.

➔ Theme

Research, Teaching and the Practice of Marketing & Business in the 21st Century.

➔ Sub-Themes

1. Digital Marketing/E-Business.
2. Research in Business.
3. Human Resource Management.
4. Financial Accounting.
5. Marketing Management.
6. Public Relations Research & Business Practice.
7. Tourism & Hospitality Marketing.
8. Public Administration Research and Practice.
9. E-Learning and Post COVID-19 Education.
10. Public Procurement Practices, Issues and Prospects.
11. Logistics and Supply-Chain Management.
12. Energy/Petroleum Marketing Management.
13. Consumer Research and Behaviour.
14. Management Consulting and Research in Business.
15. International Business & Practices.
16. Banking & Financial Management Practices.
17. Ethical Issues in Accounting, Banking, Business and Marketing.
18. Social Media and Business.
19. Services Marketing: Theory, Principles & Practice.
20. Marketing Communication & Practice.
21. Internationalization and Globalization in Business.
22. Corporate Governance & Practice.
23. Agricultural and Food Marketing.
24. Contemporary Issues in Accounting, Banking & Finance, Management & Marketing.
25. Entrepreneurship Studies & Practice.

Deadline for Submission of Abstracts: July 30, 2020.

Deadline for Submission of Full Papers: August 30, 2020.

E-mail for Submission of Abstract and Full Papers: profetuksendforth@gmail.com

➔ **Calendar of Events:**

Arrival: Wednesday, November 25, 2020.

Main Event: Thursday, November 26, 2020 (10a.m. – 3P.m.).

Featuring: The Feschrift – (Details to be Released Later).

Events Funding: Freewill Donations.

Account Number: 1006951576

Account Name: Prof. Efiong John Etuk.

Bank: Zenith Bank Plc.

Signed

Prof. B.B. Esu

Chair, Local Organising Committee

Dr. Ben. Odigbo

Secretary, LOC

➔ **Paper Submission Guidelines:**

Authors are not Limited, but should develop topics from any of the diverse areas of Management Sciences listed above. Articles could be in any of the following Scholarly Genres: Original Research (Empirical), Position Papers, Technical Papers, Case Studies, Critical Analysis (a scholarly critique of an issue, policy or content), and Review Papers (literature or systematic review). All Articles must adhere to the highest academic writing principles and standards – it should be original, and must not have been published before in its current or similar form. Article files should be submitted in Microsoft Word format, Double-spaced, 12points Times New Romans. Article length / wordcount should not be more than 3,000 words, no matter the genre, including all texts, the abstract, references, and all text in tables, figures and appendices. Abstract should not be more than 300 words maximum. All tables should be appropriately labelled at the top, while all figures should be appropriately labelled at the bottom. All references should adhere to recognized APA styles.