



Academy of Business & Retail Management
Progress and Prosperity through Managerial Excellence

Call for Papers: Book on

Title of the Book

Globalisation Revisited: A global phenomenon under the microscope

Synopsis

Globalisation has become one of the watchwords of the latter Twentieth and early Twentieth First century. Whilst globalisation is written and talked about in a general sense this book seeks to take stock and reflect on the 'era of globalisation' through a series of regional case studies aimed at elucidating examples of globalisation in action. The book will begin with an attempt to define 'globalisation' as well as to give a brief history of the theoretical nature of globalisation along with schools of thought about the nature and purpose of the topic. It will also present a brief explanation of how globalisation itself has inadvertently assisted those individuals and organisations who are committed to containing or curtailing that which they refer to as globalisation.

The scope and aims of the book

In view of the enormity of the topic, from the outset the book recognizes the challenge of endeavouring to tackle such a theme and yet through contextualising the globalisation and exploring its genesis and development it can play a timely role. Its main content will be a dozen carefully chose areas that seek to analysis the development and impact of globalisation. These twelve areas will highlight the geographical spread of globalisation and as such provide the reader with insights in how globalisation has developed strong characteristics some of which are common to all geo-political entities. By juxtaposing regional or national examples and analysis this will enable the reader to develop a greater appreciation of the commonalities of globalisation as well as exploring its positive and negative manifestations. By drawing on the regional/subject specific knowledge of a number of leading academics the book will provide a timely means of stimulating a debate as to what exactly are the engines of globalisation and its likely consequences.

Rationale to write this book and why we feel there is a need for it

With the world now spanned by fibre optic cables and constantly orbited by satellites the internet and mobile phone technology is available even in

the remotest of places. Whilst there has been considerable discussion of the relative merits and demerits of globalisation there is still a need to take stock and examine how far globalisation has travelled. In drawing key strands and themes together in one book academics and students of globalisation will be better placed to challenge received wisdom and use this work to help shape their own avenues of further enquiry and analysis. The recent global economic crisis has caused many to reflect on the interconnectivity and interdependence of economies and thus it seems appropriate to analyse, reflect and to debate on where the issue of globalisation is heading.

Likely audience for this book

This book will serve as an excellent introduction to globalisation. It will be of particular interest to students and academics engaged in disciplines such as economics, geography and international relations. It has the potential to make it onto the reading list for a number of academics and a set text elsewhere.

Intended chapters and brief description for each chapter

In keeping with the nature of globalisation the book will include chapters written by academics from around the world. Each chapter will take as its focus an aspect of globalisation or highlight the way in which globalisation has impacted on a particular industry, community or nation/region.

Structure of the Book

The book will be divided into three main sections.

Section one: This will focus on the controversy that has been generated by globalisation – the central thesis being that globalisation helps faster economic growth which must be good for national economies – a view held by no less than the academic Jagdish Bhagwati. However, the view has been mightily challenged by many others who hold the opinion that it is only for a few, many are simply left out.

Both the views will be examined here. Particular attention will be given to the framework of the development process as upheld by Michael Porter. Resource up gradation and the growth drivers- technology and trade – will be examined in detail along with – equity and efficiency.

This section will conclude by looking at the political and social upheavals the world over to answer the question- does globalisation have anything to do with it?

Section two – This will focus on the breakdown of the conclusions reached into regional and country levels. All the major regions will be considered and the main countries within them against a set of socio-economic parameters such as:

1. Economic growth and development

2. Trade and technology: Export of manufactures as % of total exports. High tech. export as % of total export in manufactures.
3. Role of multinationals
4. M & As
5. Employment by category of industry
6. State of agriculture ; food security : incidence of poverty
7. Trickle down effect
8. State of social infrastructure – education, housing, and health in particular. Focus on the state of nutrition or malnutrition
9. Spread of industry – manufacturing in particular and also the state of the hi-tech industry. Share of multinationals and domestic cos. in industrial expansion.
10. System of education – state of vocational training and skill formation
11. Management education – in line with economic growth? and continuous professional development.
12. S&T: University education in core sciences and research – educational policy.
13. State of R&D
14. Entrepreneurship development – innovation and creativity ; patents
15. Quality of life – access to water, electricity, sanitation etc. as motivational forces.
16. State of ethics in business in public sector and private: incidence of corruption.
17. Political stability and governance

To the extent possible, attempts will be made to develop a trend analysis with a view to focusing on policy initiatives in the next section.

Section three – Failures and successes as seen from section two with reasons thereof, if possible. Conclusions will be drawn from the findings and recommendations made – whether a country is vulnerable, if it should change its course and if so, in what direction etc. focusing on policies and institutions, with particular emphasis on implementation/execution.

IMPORTANT DATES

Abstract submission (300-400 word):	30 th April 2013
Acceptance of Abstract:	31 st May 2013
Review process:	24 th May 2013
Submission of Final chapters:	28 th June 2013
Final publication of the book:	30 th August

BOOK PUBLICATION FEES

Each contributor is required to pay the publication fee in pound sterling to publish their chapter in the book and is entitled to receive a hard copy of the book after publication. Any extra copy can be purchased by the author with 20% discount from the price of £50. In addition to this £25 will be incurred for international shipping and handling.

One author	£250
Two authors	£350
Three or more authors	£400

The publication fee must be received in 10 working days after the chapter is accepted.

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