



MANAGEMENT CONFERENCE



THE FOURTH
INTERNATIONAL CONFERENCE ON
KNOWLEDGE, CULTURE AND CHANGE
IN ORGANISATIONS

University of Greenwich
London, England

3 - 6 August 2004

OVERALL THEME

'KNOWLEDGE' AND 'CULTURE'
—ORGANISATIONAL INTANGIBLES
AND THEIR TANGIBLE VALUE

www.ManagementConference.com

THE INTERNATIONAL CONFERENCE ON KNOWLEDGE, CULTURE AND CHANGE IN ORGANISATIONS

The primary interest of the Management Conference is knowledge-based social and economic change. Driven by globalisation and advances in information and communications technologies, this change has been characterised in terms of emerging information/knowledge societies and a global knowledge-based economy.

Sponsored by the University of Greenwich, London, UK and Australia's largest business faculty, RMIT Business in Melbourne, this conference will offer a comprehensive overview of current thinking in the area broadly described as knowledge management. Its perspectives will range from big picture analyses in keynote addresses by internationally recognised experts in the field of management, to detailed case studies of management practice. It will traverse a broad terrain, from theory and analysis to practical strategies for action.

Now emerging as a major international event in the field of management, the Management Conference 2003 was held in Penang, Malaysia and hosted by the Universiti Sains Malaysia.



CALL FOR PAPERS

The proceedings of the management conference are published in electronic and print formats in the peer refereed International Journal of Knowledge, Culture and Change Management. To be a part of this publication, you can register either for an In-Person Presentation or a Virtual Presentation. For your presentation paper to be included as part of the conference proceedings you must first submit a proposal to the conference review committee. This submission process is detailed at: www.ManagementConference.com/ProposalSystem/

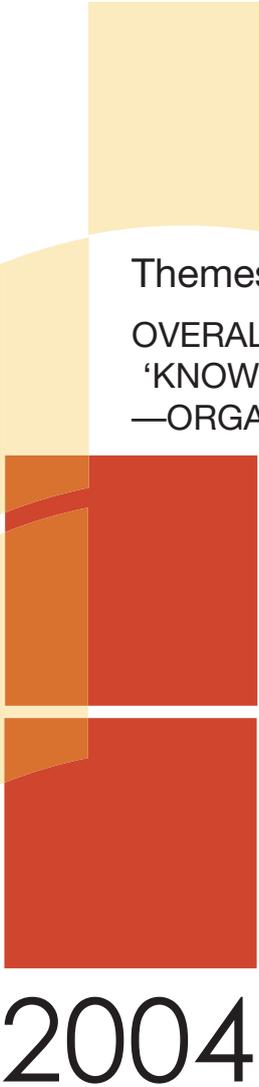
IN-PERSON PRESENTATIONS: The conference organising committee is currently inviting proposals to present 30 minute papers, 60 minute workshops or jointly presented 90 minute colloquia. These can be academic or research papers, or presentations describing 'real world' initiatives. Presenters may choose to submit their papers for refereeing and publication at any time before the conference, and up until one month after the conference.

VIRTUAL PRESENTATIONS: If you are unable to attend the conference in person, a virtual registration provides you with the opportunity to submit a paper for peer refereeing and publication in the International Journal of Knowledge, Culture and Change Management. Virtual registration also gives you access to the electronic version of the conference papers.

DEADLINE: for the first round call for presentations: **15 October 2003**. Submission and publication of papers is continuous, with a final deadline for submission of papers one calendar month after the end of the conference.

MAIN SPEAKERS

To reflect and reinforce the conference perspective, keynote speakers have been invited to address the economic and social, human and organisational implications of knowledge-based change. For regular updates, visit www.ManagementConference.com



Themes

OVERALL THEME:

'KNOWLEDGE' AND 'CULTURE'

—ORGANISATIONAL INTANGIBLES AND THEIR TANGIBLE VALUE

THEME 1: KNOWLEDGE ORGANISATIONS

- ▭ Knowledge management: beyond the clichés.
- ▭ What is the 'knowledge economy'?
- ▭ Data, information and their electronic means of creation, storage, access and communication.
- ▭ More than information: the meaning of knowledge.
- ▭ Knowledge management as a publishing process.
- ▭ Building intellectual capital and maintaining intellectual property.
- ▭ eBusiness in a networked world.
- ▭ Information and communication technologies as means of production, means of knowing and means of communicating.

THEME 2: LEARNING ORGANISATIONS

- ▭ Transforming personal knowledge into common knowledge.
- ▭ Educational institutions as knowledge managers.
- ▭ Blurring the boundaries: informal learning, training and education.
- ▭ Knowledge work: defining the competencies and capabilities.
- ▭ Mentoring: where leadership means knowledge transfer.
- ▭ Collaboration as a personal capacity and organisational resource.
- ▭ The making of a 'knowledge worker'.
- ▭ Building human capital: towards enhanced performance.
- ▭ Towards leadership: management education and training.

THEME 3: ORGANISATIONAL CULTURES

- ▭ Building a culture of innovation.
- ▭ Teams and the dynamics of collaboration.
- ▭ Productive diversity: capitalising on human differences.
- ▭ Diversity management: equity and outcomes in the organisation.
- ▭ Developing sustainable organisational cultures: government, community and NGOs.
- ▭ Under-development, development, capacity development: renegotiating the terms.
- ▭ Globalisation, internationalisation and organisational change.
- ▭ Mass customisation: recognising market and customer differences.
- ▭ Navigating complexity: the dynamics of organisational change.

THEME 4: TANGIBLE OUTCOMES FROM MANAGING INTANGIBLES

- ▭ Knowledge and culture as factors of production.
- ▭ Putting a tangible value on intangibles.
- ▭ Being close to customers: identifying trust and loyalty in customer relations.
- ▭ Vision, strategy and leadership: measuring the effects.
- ▭ Beyond competition: creating efficiencies through improved supply chain relationships.
- ▭ Capacity development: building knowledge locally.
- ▭ Addressing the divides: digital, development, social.
- ▭ Virtual enterprises in a networked world.

2004

PUBLICATION

The proceedings of the Management Conference are published in the International Journal of Knowledge, Culture and Change Management. All papers are fully refereed. To submit, at least one author of each paper must be registered to attend the Management Conference (to a maximum of one paper per registered author—which means, for instance, that two registered authors may submit two jointly authored papers). Registration may be for in-person presentation, or virtual presentation. Registration for a virtual presentation means that your presentation will be included in the conference program, your paper will be refereed for publication, and you will also be provided access to the full electronic version of that year's conference proceedings. Papers are published continuously, as soon as the publication process is completed for each paper. The conference proceedings for each year constitute one volume of the Journal.

THE PUBLICATION PROCESS IS AS FOLLOWS:

1. Submit a presentation proposal (in-person or virtual) at www.ManagementConference.com before the next call for papers deadline—details on website.
2. If your proposal is accepted, you may then register for in-person or virtual presentation. You may submit your paper any time between registration and one calendar month after the closing date of the conference.
3. Once your paper is received, it is sent out to referees with your identity removed (maximum two week turnaround requested).
4. When referee reports are returned, they are sent back to you with the referees' identities removed (maximum two week turnaround requested). If full refereeing of your final paper is required before the conference in order to attend in-person, papers should be submitted more than three calendar months before the opening date of the conference.
5. Papers are published in print and electronic formats in the International Journal of Knowledge, Culture and Change in Organisations, ISSN 1447-9524 (Print) ISSN 1447-9575 (Online)



Management Conference Advisory Committee and Editorial Advisory Board of the International Journal of Knowledge, Culture and Change in Organisations.

PROFESSOR LESLIE JOHNSON, Head of School, School of Business, University of Greenwich

MARTYN LAYCOCK, University of Greenwich and managingtransitions.net

PROF. BILL MARTIN, RMIT Business, Melbourne.

PROF. PAUL JAMES, The Globalism Institute, RMIT University, Melbourne.

PROF. ROB BROOKS, RMIT Business, Melbourne.

PROF. MARY KALANTZIS, Dean, Education, Language and Community Services, RMIT University, Melbourne.

ASSOC. PROF. DR ZAINAL ARIFFIN, School of Management, Universiti Sains Malaysia, Penang.

DR BILL COPE, Centre for Workplace Communication and Culture.



WHO SHOULD ATTEND

- Academics in the fields of management, social sciences and education/training.
- Research students.
- Knowledge managers.
- Trainers.
- Industry consultants.



ABOUT THE CONFERENCE LOCATION

The 2004 Conference is to be held at University of Greenwich's 'Maritime' campus, based in the Old Royal Naval College on the banks of the River Thames, in Greenwich. The Maritime campus is a UNESCO World Heritage Site and the historical home of Kings and Queens of England and featuring many unique classical buildings including the Queens House, The Painted Hall, Queen Mary Chapel and Admiralty House. The single-site location is less than 5 miles from the centre of London and is adjacent to Greenwich Observatory, located at 00 longitude and well-known the world-over as "the home of world time". The University has established a major campus here including three baroque buildings, designed by Sir Christopher Wren. Henry VIII, Queen Mary and Queen Elizabeth I were all born here. Within this historic fabric, the campus offers the latest in modern facilities including new state of the art lecture theatres, computing suites and unique halls of residence.



ACCOMMODATION

The location offers a variety of accommodation types all in or close to the historic centre of Greenwich with its pier offering a multitude of trips and excursions up and down the Thames and very close to both mainline, underground and light railway links to central London (reached in 15-25 minutes).

A variety of levels of accommodation can be booked through the conference website. Accommodation options include the historic Devonport House which offers a range of quality hotel and self-catering options at affordable prices located within delightful surroundings close to most of Greenwich's major tourist attractions. The University's 125 self-catering residences have been recently refurbished to provide high standard en-suite rooms and internet access.

TOURS

Pre- and post-conference tours of Oxford and its ancient university will also be available through the conference website.

REGISTRATION TYPES

EARLY REGISTRATION (15 December 2003):	£350	\$Au850	\$US550	€500
FULL REGISTRATION:	£385	\$Au950	\$US615	€560

Registration includes keynote addresses as well as paper presentations and descriptions of practice, interactive workshops, informal conversation sessions with keynote speakers and in-conference catering (morning and afternoon teas and lunches). The registration fee also allows for in-person conference presentations, inclusion of papers for refereeing and publication in the International Journal of Knowledge, Culture and Change in Organisations and full access to the electronic version of the Journal.

STUDENT REGISTRATION:	£205	\$AU500	\$US320	€300
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Discounted full registration for full time students. Student registration includes morning and afternoon teas, and lunches.

VIRTUAL REGISTRATION (Virtual Presentation Option):	£125	\$Au300	\$US180	€125
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Includes submission of paper for peer refereeing and publication in International Journal of Knowledge, Culture and Change in Organisations and full access to the electronic version of this journal.

REGISTRATION FEE WAIVERS: Free on Application

A limited number of free registrations will be provided for people who would be unable to attend the conference if they had to pay the registration fee, such as full time graduate students unable to attract institutional support or participants attending from developing countries. Applicants for the registration fee waiver need make a case as part of their registration application, explaining their particular circumstances. Applications will be ranked on the merits of each case.

CONFERENCE DINNER:	£50	\$Au120	\$US80	€75
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The conference dinner will be held on the evening of the second-last day of the conference - details will be made available on the website.

PLEASE USE THE ONLINE REGISTRATION SYSTEM AT www.ManagementConference.com/RegistrationSystem/

However, if you don't have access to the Internet, you may mail or fax the following form.

REGISTRATION FORM

Please check appropriate box:

<input type="checkbox"/> Early Registration (before 15 December 2003)	£125	\$Au300	\$US180	€75
<input type="checkbox"/> Full Registration	£385	\$Au950	\$US615	€560
<input type="checkbox"/> Student Registration	£205	\$Au500	\$US320	€300
<input type="checkbox"/> Virtual Presentation Registration	£125	\$Au300	\$US180	€125

Optional: Indicate Number of people attending if relevant

<input type="checkbox"/> Conference Dinner	£50	\$Au120	\$US80	€75
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Address Line 1

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Address Line 2

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Affiliated Organisation

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Postal or Zip Code Country Telephone Fax Email Address

Please send me a Call for Papers form.

Currency Conversion: £UK Pounds, \$US and €Euros rates are conversions from the Australian Dollar price at the time of publication of this document. Currency conversation rates may fluctuate.

Visit the conference website www.ManagementConference.com/RegistrationSystem/ for current conversion rates.

Institutional Support Requirements: If your registration payment is reliant on institutional support and the double blind peer referee process please make sure you are familiar with the guidelines and time frame for the proposal and full paper submission.

Cancellation Policy: A refund of 85% will be granted on registration and dinner until one calendar month before the starting date of the conference.

I enclose a cheque for (nominate currency and amount) payable to MANAGEMENT CONFERENCE

OR

Please charge my Bankcard/Visa/MasterCard/American Express Card

Number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _ Expiry Date: _ _ / _ _

Cardholder's name: Signature:

If not using online registration send this registration form and payment to:

MANAGEMENT CONFERENCE 2003

MAIL: **PO BOX K481, HAYMARKET, SYDNEY 2000 AUSTRALIA**

OR EMAIL: **registrations@managementconference.com**

OR FAX: **61 2 9519 2203**

OR PHONE: **61 2 9519 0303**