Central Bicol State University of Agriculture (CBSUA) and De La Salle University (DLSU), in collaboration with the Philippine Academy of Management (PAoM) will hold the 5th National Business and Management Conference (NBMC 2017) on November 17-18, 2017 at the Avenue Plaza Hotel, Magsaysay Ave, Naga, 4400 Camarines Sur. The theme of this year’s conference is: “Grassroots: Towards responsible management and sustainable business practices.”
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Overview of the conference’s theme and research topics

Set at the backdrop of fast-paced innovations and an increasingly borderless world, the previous conferences have allowed us to appreciate the significance of responsible management and sustainable business practices. New business models, changes in the political landscape, and collaboration with our ASEAN neighbors have allowed us to see glimpses of positive development in the country.

In a country briefing reported by Euromonitor on May 2017, the Philippines is shown to be gaining momentum. The country is considered as one of the fastest growing economies in the world backed by robust private consumption, infrastructural spending, and high levels of investments. The private and public sectors continue to explore partnerships and innovations that allow the country to stand shoulder-to-shoulder with ASEAN regional neighbors—making regional integration more viable and beneficial.

Meanwhile, the interest for sustainable and socially responsible solutions is becoming more salient in different types of organizations. Small and large businesses, nonprofits, educational institutions, and the government are blurring traditional perceptions about their organizations’ responsibilities as they attempt to reconcile both commercial and social interests. As customers and various stakeholders demand accountability, leaders and managers cannot anymore merely focus on satisfying a single bottomline while sacrificing other important considerations.

Given these trends and aggregate developments, it may be easy to overlook a point of view essential in strengthening the foundations of our country—the grassroots perspective. In pursuit of a more inclusive society, management scholars and practitioners should not neglect the importance of agribusinesses, micro enterprises, and the needs of communities in the countryside. After all, we are still marching towards the achievement of Sustainable Development Goals (SDGs) as we find solutions to health, hunger, poverty, and the earth’s need for truly sustainable activities.

As such, it is time to revisit, if not reinforce, how responsible management and sustainable practices across local, national, and regional settings can be viewed in a grassroots perspective. A truly inclusive society should be able to develop impactful mechanisms that touch all members and classes of the country—making sure that aggregate developments indeed trickle down to ordinary citizens.

Thus, we ask the following general questions in line with this year’s theme:

- How do different kinds of organizations address problems in the grassroots level while contributing to the country’s overall development in the regional setting?
- How do businesses, nonprofits, government, and educational institutions collaborate in pursuing solutions in the grassroots level?
- What strategies, business models, organizational structures, and managerial mindsets are being explored to strengthen the role of the grassroots in building a more inclusive society?
• How do different organizations create value for those in the grassroots by tackling critical issues (e.g. poverty, hunger, health, education, gender equality, sustainable energy and communities, consumption, etc.)? What are innovative approaches undertaken by businesses, nonprofits, government, and educational institutions to pursue the SDGs?

Aside from papers that address the above-mentioned questions, we will also accept paper or poster presentations on any of the following areas:

• Accountancy
• Agribusinesses
• Business ethics
• Business innovation
• Commercial law
• Corporate governance
• Corporate social responsibility
• Corporate sustainability
• Entrepreneurship
• Family business management
• Financial management
• Hospitality management
• Human resource management
• Humanistic management
• Information technology
• International business
• Marketing management
• Responsible management education
• Sports management
• Strategic management
• Sustainable development
• Sustainable tourism

Capability-building sessions sponsored by the Philippine Academy of Management

The NBMC recognizes that the needs of scholars and practitioners go beyond publication and dissemination of research. In partnership with the Philippine Academy of Management (PAOM), this year's conference features capability-building sessions that aim to improve business, management, and research skills of the participants. More details about the capability-building sessions will be released via the conference program, which will be made available at the public Google Drive folder (www.tinyurl.com/5NBMC-pc).

Organizing committee

• Dr. Raymund Habaradas, De La Salle University
• Mr. Patrick Adriel Aure, De La Salle University
• Dr. Josephine Cruz, Central Bicol State University of Agriculture
• Ms. Cresilda Caning, Central Bicol State University of Agriculture
Scientific committee

- Dr. Ricardo Lim, Asian Institute of Management
- Dr. John Paolo Rivera, Asian Institute of Management
- Dr. Fernando Roxas, Asian Institute of Management
- Dr. Maria Andrea Santiago, Asian Institute of Management
- Dr. Cleofe Arib, Ateneo de Davao University
- Dr. Margie J. Clavano, Ateneo de Davao University
- Dr. Rowena De Jesus, Ateneo de Davao University
- Dr. Josephine Cruz, Central Bicol State University of Agriculture
- Dr. Zorayda Ang, De La Salle University
- Dr. Reynaldo Bautista, Jr., De La Salle University
- Dr. Divina Edralin, San Beda College and De La Salle University
- Dr. Brian Gozun, De La Salle University
- Dr. Raymund Habaradas, De La Salle University
- Dr. Tereso Tullao Jr., De La Salle University
- Dr. Arnel Onesimo Uy, De La Salle University
- Dr. Melanie De Ocampo, University of San Carlos
- Dr. Lauro Silapan, University of San Carlos

Registration via Google Forms

Please register online at www.tinyurl.com/5NBMC-register. Only those who register using this link will be given conference kits, IDs, and certificates.

Creating an EasyChair account

The submission and review of papers for NBMC will be managed through an online conference paper management system called EasyChair. This system gives you, the author, complete control over your submission. You can upload your paper and check on the review status of your submission. While the procedure is quite simple and thus we do not anticipate users running into trouble, we are happy to help if you encounter problems. Contact us at nbmconference@gmail.com and patrick.aure@dlsu.edu.ph for any difficulties.

First, you will need to set up an account (username and password) as an author. Go to www.tinyurl.com/5NBMC-submit or https://easychair.org/conferences/?conf=nbmc2017. You will then be automatically directed to the page shown in Figure 1. Fill in the textbox with the distorted words that appear directly above it, and click on “Continue”.

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Then follow the on-screen instructions and complete the form (as shown in Figure 2), and click on “Continue”

After registering, you will receive an email similar to the one in Figure 3. Use the link provided in the email to continue the account registration process.
Fill out all of the required information (as shown in Figure 4), and click the “Create my account” button to finalize the account registration process.

Figure 3: Login email.

Figure 4: Create an account.
After the account is registered, you may log in to the NBMC EasyChair page simply by clicking on the “click this link” link (as shown in Figure 5), or by visiting the following links: www.tinyurl.com/5NBMC-submit or https://easychair.org/conferences/?conf=nbmc2017. You must use the same e-mail address used during the registration.

Submissions

Follow the templates provided via Google Drive, accessible by pasting the link to your preferred browser: www.tinyurl.com/5NBMC-pc (5NBMC Participants’ Corner folder).

EasyChair Submission

For this year, submissions will be managed using the EasyChair web platform. After logging in to the EasyChair website, www.tinyurl.com/5NBMC-submit or https://easychair.org/conferences/?conf=nbmc2017), you may click on the “New Submission” link located in the top-left corner of the menu bar to submit a new full paper. A sample layout of the EasyChair conference page is shown below via Figure 5.

![Figure 5. Sample main page for authors](image)

After clicking “New Submission”, fill up form similar to Figure 6 and 7 below. Note: You must use the same email address that you signed up with when creating the EasyChair account.
Input the title of your paper, enter at least 3 keywords (see example below), and choose the most relevant topic for your paper.
Finally, determine if you want your paper to be considered for the special issue of the DLSU Business and Economics Review by answering Yes or No (see Figure 8.). Afterwards, upload your full paper by clicking on “Choose File”. After uploading, click the “Submit” button. Please note that the full paper must be compliant to the template uploaded.

Figure 8. Uploading and Submission

After completing a submission, a new menu bar ("Submission #" or "My Submissions" in the case of multiple submissions) is created (as shown in Figure 9). Click on “Submission #” for changing any information about the submission.

Use the links at the top-right corner for:
• Updating information about your submission: select “Update information” from the right-hand menu of the Submission screen to change any of title and keywords of your submission.
• Updating author information for your submission: select “Update authors” to modify any information about the author(s) and click “save.” In the case of multiple authors, you can add (“Add new author”) or remove authors (Click on “X”); then update the order of the authors by selecting the “Reorder authors” button.
• Uploading files: the “Add file” link may be used to upload/revise your submission.
• Withdrawing the submission: select “Withdraw” to withdraw the submission.
• At the end of the submission procedure (a new submission or an update of an old one), you will receive a confirmation email from EasyChair. Once the review process is completed, you will receive acceptance/rejection notification with reviews by email as well.

For any difficulties, contact nbmconference@gmail.com and patrick.aure@dlsu.edu.ph.

Full Paper Guidelines
• The author/s must be aware of the set deadline (see Important Dates section below) to submit the final manuscript, which will be published in the conference proceedings. The final manuscript must not exceed 6,000 words, including tables, figures, and references.
• When writing the full paper, use the Full Paper template that can be downloaded at www.tinyurl.com/5NBMC-PC. Full paper submissions must be on letter paper (8.5”x11” or 216x279 mm), with single-spaced text, and using Times New Roman 12 points, and must not exceed 6,000 words. Please follow the format prescribed by the American Psychological Association (APA) for citations, references, headings, tables, and figures [http://www.apastyle.org/].
• Standard abbreviations should be used throughout the text. Any special or unusual abbreviation should be spelled out in full at first mention, followed by the abbreviation in parentheses.
• Submit your paper via the EasyChair You may access it via www.tinyurl.com/5NBMC-submit. For more details, refer to the Submissions section above.
• For any difficulties, contact nbmconference@gmail.com and patrick.aure@dlsu.edu.ph.

Peer review and publication
• Papers submitted for presentation at the research conference must not have been previously published in a journal or a book. These will be included in the conference proceedings with ISSN No. 2345-8720.
• Selected papers will be considered for publication in a special issue of the DLSU Business and Economics Review (DLSUBER), a Scopus-indexed international refereed journal (with ISSN 0116-7111) published by De La Salle University. At the time of submission, please indicate whether you wish your paper to be considered for publication in the special
issue of DLSUBER. After going through the journal’s peer review process, papers that meet the editorial standards of DLSUBER will be included in the special issue.

Student sessions

- We also welcome working papers from graduate and undergraduate students who would like to receive valuable comments on their research work in progress. We will have separate sessions for these participants.

Important dates

- Deadline for full paper submission : September 30, 2017 (Friday)
- Notification of full paper acceptance : October 16, 2017 (Monday)

*Participants are highly encouraged to submit full papers before the deadline to facilitate the reviewing process.*

Conference fee

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<thead>
<tr>
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<th>Rate</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular rate</td>
<td>P 5,500.00</td>
<td>Inclusive of kits, certificates, meals for two days, and access to any or all of the capability-building sessions sponsored by the Philippine Academy of Management.</td>
</tr>
<tr>
<td>Early bird</td>
<td>P 4,750.00</td>
<td></td>
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</tbody>
</table>

Those who will register and pay on or before September 30, 2017 will be eligible for the Early Bird rates.
Mode of payment for the conference

- Account name: De La Salle University
- Bank: United Coconut Planters Bank (UCPB)
- Bank address: Upper Ground Floor, Torre Lorenzo corner P. Ocampo Street, Malate, Manila, Philippines
- Account number: 120-114711-9 (Peso account)
- Swift code: UCPBPHMM
- Kindly scan and e-mail your registration form and a copy of your deposit slip / bank payment to:
  - E-mail Subject: 5NBMC - Payment – Last Name, First Name
  - Mail to: nbmconference@gmail.com; patrick.aure@dlsu.edu.ph; julie.pentecostes@dlsu.edu.ph;
- If you are paying for several individuals, please indicate in your email the full names of the individuals for which you are paying.
- Do not forget to register at www.tinyurl.com/5NBMC-register
- Registration and payment are requirements for inclusion of papers in the program and conference proceedings.

Contact us

- You may reach us via the following channels:
  - NBMC Wordpress site: https://nbmconference.wordpress.com
  - E-mail: nbmconference@gmail.com; patrick.aure@dlsu.edu.ph
  - 5NBMC Registration: www.tinyurl.com/5NBMC-register
  - 5NBMC Participant’s Corner (Resources): www.tinyurl.com/5NBMC-pc
  - 5NBMC Paper Submission: www.tinyurl.com/5NBMC-submit
  - Facebook: www.facebook.com/NBMConference
  - Google Maps Link to the venue: https://goo.gl/maps/ZTxR4EfXio82