



Université
Catholique
de Lyon



Spring 2014

Special points of interest:

- * Directions to the conference facility
- * Photos from past conferences
- * Preliminary conference schedule
- * Cover art from past journals
- * Map of Lyon / conference location

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WBM 2014 / Lyon Conference to be held at ESDES School of Management

We are very proud to announce that our 2014 Lyon conference will be held at the ESDES School of Management at the Catholic University of Lyon, France. The school is located the heart of old town Lyon. Located in the center of Lyon the conference is ideally located to shopping, dining and world class wine tasting.

The conference takes place all day



Thursday, April 17, 2014 from 8:00 am to 6:00 pm. We will have a mix of professors, doctoral students and undergraduates in attendance, all presenting on Management & Business Education.

This is our first time holding a WBM conference in Lyon, one of the most desirable locations in all of Europe.

All paid participants will receive a conference bag, breakfast and lunch buffet. They will also be able to publish in Manage-



ment & Education Review, the WBM journal focused on management and business education.

This conference will be friendly and intimate as we are limiting the number of presentations. Submit your research before our March 30 deadline.

Future WBM Conferences: London / Paris / Rome/ Honolulu

WBM 2014 / Paris

This will be held on the first weekend of October, 2014 in downtown Paris, the site of our 2012 Fall conference. This is by far our most popular conference in terms of attendance. We plan

on holding the conference at the IBIS Montparnasse Alesia Hotel in the 14th district of Paris.

WBM 2015 / London

We are returning to London in Fall of 2015 after a very successful 2013

conference held at Imperial College in the heart of London. The weather is ideal and the location is simply unbeatable. This conference will accept papers on all Management disciplines and will have many scheduled adventures throughout the city.

Conference Schedule—ESDES / Lyon, April 17, 2014

ESDES School of Management

Times:

9:00am—9:30am Breakfast

12:00pm-1:00pm Lunch

9:00am- 5:00pm Presentations

Projector screens and digital projectors will be provided to all presenters. We will be using a room at the ESDES School of Management, a world-class facility.



*ESDES School of
Business and
Management was
founded in 1987 as
part of the Catholic
University of Lyon
which has stood for a
hundred and thirty
years since its
foundation in 1875 in
Lyon, France.*

WBM Conferences—London/Paris/Rome/Lyon/Honolulu/Las Vegas/SF

The WBM conferences are truly international conferences. In recent years we have held conferences in London, Paris, Rome, Lyon, Las Vegas & Lake Tahoe and Honolulu.

For 2014 we have several conferences scheduled including Lake Tahoe, Lyon France and Paris France. The Lake Tahoe event was focused on Human Resource Management with multiple speakers from industry and academia.

Our Lyon conference will focus on management and business education theory and practice. This event will be held at Catholic University of Lyon and will be a jointly run conference. We may have excursions to the region's wine country and host our own California vs. Burgundy Pinot Noir challenge with conference presenters as judged. We return to Paris in Fall of 2014 after our very successful 2012

conference. The Paris conference is always fun as groups of attendees often hit the town and explore all that Paris has to offer.

Winter 2015 has us returning to Honolulu, Hawaii for some fun and learning close to the beaches and resorts of world famous Waikiki beach.

We look forward to seeing you at a WBM conference !



Getting to the Conference

Université Catholique de Lyon

Site de Carnot

23, Place Carnot

69002 LYON cedex 02

FRANCE

By public transport:

- Site Carnot take the T1 tram or T2 management Perrache (down terminus), or Metro line A direction Perrache (get off at the terminus) or by bus (lines 8, 31, 32, 46, 49, 55, 63, 73, 96, 101, 103, 105/125, 184, 185)

- Site Bellecour Bellecour Metro (Line A) or bus (lines 10, 12, 14, 15, 28, 29, 30, 53, 58, 88, 91).

Cycling:

Velo'v stations and garages bike before the two sites.

By car:

- From Paris, take the Tunnel Fourvière and Lyon Centre - Peninsula

- Place Carnot / Bellecour.

- From Marseille or Saint-Etienne, Towards Lyon Centre Gare Perrache Carnot.

By plane:

- From the airport of Lyon St-Exupery, take the shuttle



The Roman-era theatre on the Fourvière hill



WBM conferences

will rotate

between the major
cities of Europe:

Expect future

London, Paris,

Rome conferences

Are You Flying to Lyon? It is very easy to get to the conference

Get from the airport to Lyon in less than 30 minutes via the Rhonexpress:

Buy your ticket online

Save time and money, buy your E-Ticket Rhonexpress on the website.

Automatic ticket vending machines at the stations

All the Rhonexpress stations have automatic ticket vending machines.

From the steward. The stewards will take your payment on the train if you have cash on hand.



www.rhonexpress.fr

The cost is approximately \$30 round-trip (U.S.).



Call for Papers: Lyon

The WBM Lyon Conference focuses on Management Education (Theory, Practice and Technology).

We seek a diverse and comprehensive program covering all areas of management education (both theory and practice), and educational technology. The program includes a wide range of activities designed to facilitate the exchange of expertise, experience, and resources with colleagues.

Topic Areas:

- New Case Studies used in Business Classes
- Management Education Theory
- Management Education Practice
- New Technologies in the Business Classroom
- Integrating Theory and Practice
- New Uses of Old Technology in Education
- Social Media and Education
- Research & Practice on Business Cases
- Business Internships
- Developing Business Students
- Career Counseling for Business Students
- Leadership Development Exercises and Tools
- Other



*Did you know
that Lyon is
considered by
many to be the
food capital of the
world.*

Paper Formats / Submission Guidelines

We will accept papers and abstracts in electronic form:

- 1) Full papers - no page limitations
- 2) Abstracts - no limit on submission; final published draft of abstract cannot be more than 250 words, but conference submission can be of any length.

Abstracts should be submitted electronically to wbmconference@yahoo.com.

Submission Guidelines

Electronic submissions or abstracts and summaries should be in Microsoft Word format or plain text. If an author has need of special symbols that are likely to display incorrectly in an electronic submission please send an additional version of the documents in Adobe Acrobat format (i.e. PDF) with fonts embedded.

Abstract Preparation

Please include the following within the

body of the email:

1. Title
2. Author(s)
3. Affiliation
4. Text of Abstract (no more than 250 words)
5. Contact information

If you are having trouble submitting in any of the above methods, please email us at wbmconference@yahoo.com and we may be able to work out another means.

If you would ultimately like to be considered for publication in a WBM journal please indicate this in your submission cover email/letter.

Submission email:

[**wbmconference@yahoo.com**](mailto:wbmconference@yahoo.com)

**C/O
Kevin Pon, Ph.D
ESDES**



WBM 2013 / London

Imperial College was the site of our conference but Royal Albert Hall was the site of our pre-conference Meet & Greet concert with the Royal Philharmonic Orchestra for all WBM attendees.



WBM 2012 / Paris

IBIS Montparnasse was the location of the Paris conference. Many of the attendees went out to multiple dinners in the most beautiful neighborhoods in all of Paris. This was the largest WBM conference we have ever had. We return in 2014 to Paris.



WBM 2013 / Rome



One of the best facilities we have ever had was at our Rome conference, where the food was world-class, and so was the research presented. We were a 10 minute walk to the Vatican in the very beautiful Prati district of Rome. We will return in 2015 to Rome.



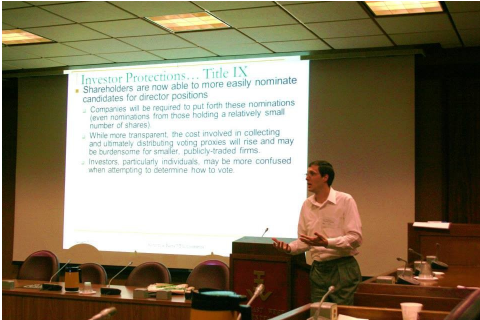
WBM 2012 / Honolulu, Hawaii



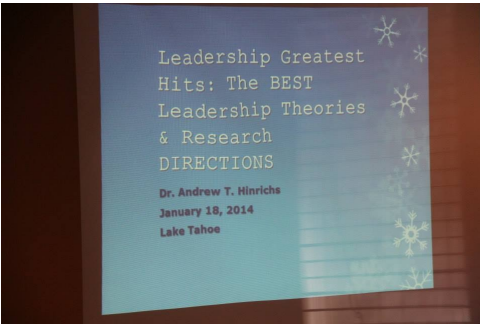
We have held 3 conferences in Honolulu Hawaii at the University of Hawaii, Manoa campus. We have always had multiple activities including beach-front welcome parties and dinners at the Island's best restaurants.



WBM 2011 / Honolulu

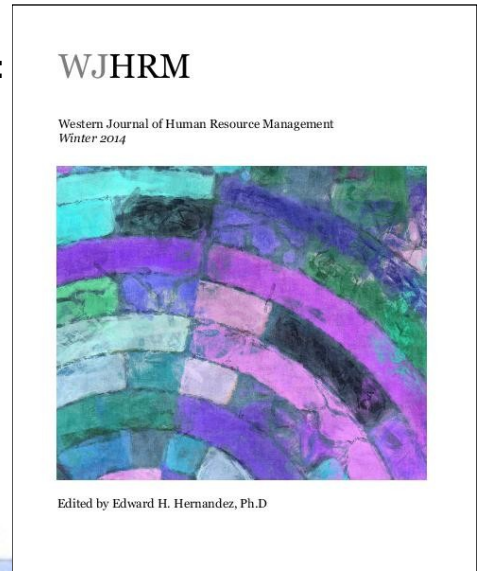


WBM 2014 / Lake Tahoe



All presenters at WBM conferences can publish in a WBM journal:

- **Western Journal of Human Resource Management**
- **Journal of Marketing Perspectives**
- **Journal of Business Management & Change**
- **Management Education & Review**





Edward H. Hernandez, Ph.D
WBM 2014 / Lyon Co-Chair

Kevin Pan, Ph.D
ESDES
WBM 2014 / Lyon Co-Chair

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Best Metro Station for easy access to the conference:
This is the main train station.

