

Dear Researchers/Faculty Members,

Greetings from KS Global Research SDN BHD, Malaysia and Stratford University, USA

It is to inform you with pleasure that KS Global Research (KSGR), Malaysia, in collaboration with Stratford University, USA is holding an International Conference on Emerging Research for Sustainable Economic Development (ERSED-2016) in Dubai, UAE, on February 02-03, 2016. KS Global Research strives to promote research culture in higher education institutions across the globe. Details about ERSED-2016 are as follows:

International Conference on Emerging Research for Sustainable Economic Development (ERSED-2016)  
Conference Dates: February 02-03, 2016  
Conference Venue: Grand Flora Hotel, Dubai, UAE  
Abstract/Full Paper Submission Deadline: 20th December, 2015  
Registration Deadline: 23rd December, 2015  
Conference Theme: Emerging Research: Catalyst to Sustainable Economic Development  
<http://ksgresearch.org/ersed2016.php> Conference Website:  
[info.ersed@ksgresearch.org](mailto:info.ersed@ksgresearch.org) Conference Email:

Note: Students across all the globe and researchers who are permanent residents in India, Pakistan, Srilanka and Bangladesh can submit their manuscript with a lesser registration fee

Theoretical and empirical papers or case studies relating to all broad areas of multi disciplines, computer sciences, religious studies, English literature & linguistics, Accounting, Banking, Finance, Economics, Management, Marketing, Business Statistics, Business Law and Business Education, Social sciences including history, law, education, geology, political science, international relations, technological studies, engineering studies, sociology and psychology are invited to the conference. We also welcome papers from all branches of physics, chemistry, zoology, botany, and microbiology and agriculture.

Virtual Presentation

If you are unable to physically attend the conference, ERSED-2016 provides you the opportunity to make your presentation online at a much reduced fee. Your paper would be part of the conference proceedings, and you would receive a Certificate of Participation along with the conference proceedings through regular mail.

Best Paper Award

The Best Paper Award comprises of a cash prize of US \$500 and the Best Paper Certificate. Best paper would also be published in Emerald Journal "Management Research Review" This would be decided by a panel of experts and organizing committee and their decision would be considered as final.

Best Presentation Award

The best presenter would be invited to attend one free conference in 2016 conducted by KS Global Research. This would be decided by the panel of experts and organizing committee and their decision would be considered as final.

#### Publication Prospects

Few selected papers would be published in Emerald Journal of Management Research Review without any publication charges. All accepted research papers will be published in the online conference proceedings. Authors will be required to transfer copyright of their papers to ERSED-2016. The proceedings will be published online under ISBN: 978-969-7599-01-1 and would be shared with the participants in soft form via CD/DVD/Flash Drive (USB) during/after the conference.

All accepted papers would be published in the following conference-associated journals free of cost.

#### Keynote Speakers

1. Dr. Richard Shurtz, President and CEO Stratford University USA

A research physicist who has become an entrepreneur and educational leader. An expert on competency-based education, critical thinking in the classroom, curriculum development, and education management. Published over 30 technical publications and holds 15 patents. Lobbyist for educational initiatives at both the Federal and state level.

Ernst & Young 2009 Entrepreneur of the Year for the National Capitol Region in the Education/Services Category.

A frequent speaker at conferences and host of a weekly radio show. Speaks about competency-based education and believes it can be used for both career and economic development. Has conducted workshops for educators in Jamaica, Egypt, India, and China.

Has led the Stratford international activity for the past several years. Established academic partnerships in China, India, Sri Lanka, Kurdistan, Malaysia, and Canada.

#### Dessert Safari Tour:

All the conference participants would be taken to a complementary Dubai dessert Safari tour. This tour departs in the afternoon across the desert of Dubai with several photo-stops during an exciting dune drive to the first destination at a camel farm. The drive continues across the desert. We stop to watch the beautiful sunset before reaching our campsite where you have the opportunity to do a camel ride, sand boarding and many other activities

#### Pre-Conference Workshop on Grounded Theory:

Grounded theory is a widely accepted and applauded research methodology in areas where intricate social dynamics are at play. The selection of a particular research methodology is influenced by a number of factors, including the researcher's background and the nature of the research question

Objectives of Workshop:

Keeping in view the above introductory background of grounded theory methodology, we have set-up the following objectives to be achieved through this workshop. After participating in this workshop, attendees will be able to:

1. Learn that there are new possibilities of conducting research in social sciences other than well-established quantitative a few qualitative methodologies
2. Understand that grounded theory research is viable, reliable and rigorous
3. Learn that they can produce their own theories in social sciences rather than testing others' theories
4. Conduct data collection grounded theory research
5. Conduct grounded theory analysis
6. Write grounded theory research
7. Present grounded theory research

Benefits to the Participants

This workshop is expected to be very beneficial to new and experienced researchers by enhancing their understanding of a new rigorous research methodology. This will help them produce new research in new innovating ways and probably introduce new theories in social science.

Resource Person:

Dr. Shakir Ullah will conduct the pre-conference workshop on Grounded Theory. He conducted his PhD studies using Grounded Theory as his research methodology and received a Certificate of Distinction from the University of Southampton, UK. His PhD thesis was accepted "with no corrections", which was a record at the School of Management, University of Southampton. Dr. Shakir will share his hands-on experience of using Grounded Theory with the participants.

Scientific Review Committee

1. Conference Chair

Prof. Dr. Shakir Ullah

PhD (UK), MBA (Korea)

Professor of Finance, Stratford University, USA

2. Conference Co Chair

Prof. Dr. Amir Zaman, PhD (Education)

Abdul Wali Khan University Mardan, Pakistan

3. Dr. Richelle M. Resto

Regional Dean, Region I, Stratford University, USA

4. Dr. Voytek Panas

Campus Director, Falls Church Campus, Stratford University, USA

5. Dr. Keith Momeau

Director, School of Computer Information Systems, Stratford University, USA

6. Richard Lanier  
Lead Faculty & Academic Advisor, Stratfor University, USA

7. Dr. Micheal Petty  
Director, School of Business  
Stratford University, USA

8. Dr. Ali Khorsad  
Advisor, School of Business  
Stratford University, USA

9. Afra Al Bahrani  
Advisor, School of Business  
Stratford University, USA

10. Dr. Imran Khan, PhD (Economics)  
Professor (Economics)