

The Eleventh International Conference On

MANAGEMENT



15-17 JUNE 2011

**Universidad San Pablo CEU
Madrid, Spain**

www.ManagementConference.com



Dear Delegate,

Thank you for participating in the Eleventh International Conference on Knowledge, Culture and Change in Organizations! We are pleased you will be joining us at the Universidad San Pablo CEU and hope you are looking forward to coming together with colleagues and members of the Management community from 15 to 17 this June.

In preparation for the conference, we have put together some information that we hope will be helpful as you begin to prepare for the conference and your arrival in Madrid. In this document, you will find information such as city maps, conference venue maps, transportation information, accommodation information, conference registration information, presentation information, and paper and journal information.

This packet is a starting point for your preparations, and we realize you may have some additional questions after reviewing the presented material. For any questions, please do not hesitate to contact the conference secretariat at support@ontheorganization.com.

We hope your planning goes well, and we look forward to meeting you in Madrid!

Best Regards,

Audrey LeGrande
Management Conference Producer

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Transportation

Taxi

There is always an obligatory minimum fare of 2.05 euros from when the meter is switched on. There are 2 rates of pay, depending on whether or not you are travelling during peak or off-peak times. Weekdays the metre should indicate 'fare 1' from 06:00 - 21:00, and 'fare 2' from 21:00 - 06:00.

If you pick up your cab at Madrid Barajas airport, there is an automatic supplement to pay of 5.50 euros.

Among the 24-hour taxi services are Radio-Taxi (91 405 55 00, 91 445 90 08, 91 447 51 80) and Tele-Taxi(91 371 21 31, 902 501 130).

Radio-Teléfono Taxi (91 547 82 00, 91 547 86 00; www.radiotelefono-taxi.com) runs taxis for people with a disability in addition to normal services. Generally if you call any taxi company and ask for a 'eurotaxi' you should be sent one adapted for wheelchair users.

A green light on the roof means the taxi is available. Usually a sign to this effect is also placed in the lower passenger side of the windscreen.

Tipping taxi drivers is not common practice, although most travelers round fares up to the nearest euro or two.

Bus

The buses within Madrid are red, and called EMT (Empresa Municipal de Transporte). They can get you to any part of the city, and operate mainly in their own bus lanes. The buses operate between 06:00 and 23:30.

A single ticket is 1 euro. A Metrobús ticket costs 7.40 euros and allows you 10 journeys on the metro or bus.

There are 2 standard bus services that run from the airport to either the Avda. De América, or Canillejas. The 200 stops for De America stops at T1, T2 and T3. The 204 service leaves from T4 for Avd. De América.

If you want to consult up to date timetables, or find out which specific bus number you need you can find the EMT webpage [here](#).

Access to the Universidad San Pablo CEU includes:

Buses: **1, 2, 202, 12**, 16, 21, 44, 46, 61, C1, C2, 74, 82, 83, G, A, U, 132, 133, 160, 161, 16

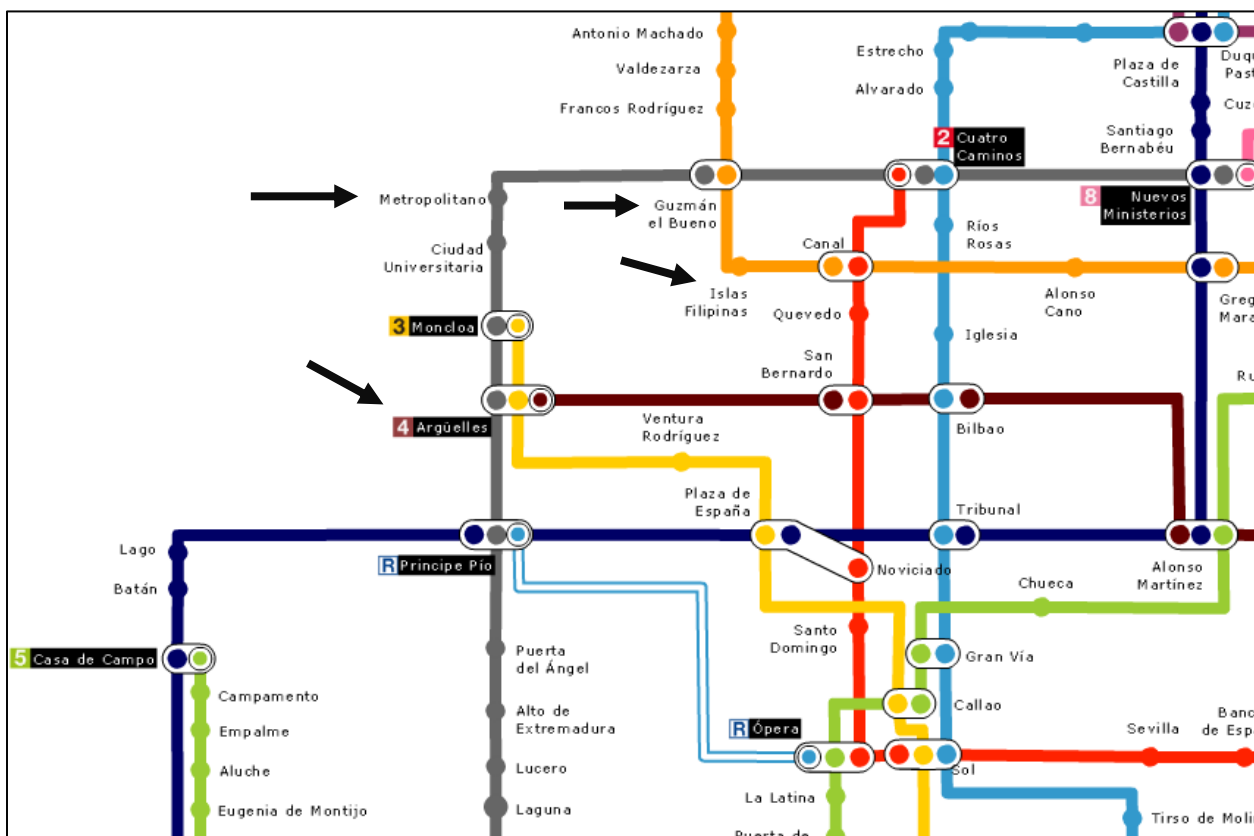
Metro

Metro stations Metropolitano, Guzmán el Bueno Islas Filipinas and Argüelles serve the Madrid campus of the Universidad San Pablo CEU from Lines 4, 6, & 7.

If one is departing from the Barajas Airport Line 8 can be taken from the airport, transferring at Mar de Cristal to Line 4 and arriving at Argüelles. The alternative option is taking Line 8 from the airport, transferring at Nuevos Ministerios to Line 6 Circular and arriving at Metropolitano or Guzmán el Bueno.

You can buy an individual ticket for travel anywhere on the metro, priced at 2 euros. This is valid on every day of the week for a single journey passing through any zone on the network and also entitles you an EMT bus journey.

A map of the general metro stops in the campus area can be found below or a full map and other information about all lines can be found [here](#).



Car Hire

Car hire companies are available in T1 and T2 of the Barajas Airport.

Hertz

(0034) 90 202 3932

Atesa International

(0034) 91 506 1846

Avis

(0034) 90 211 0291

Europcar

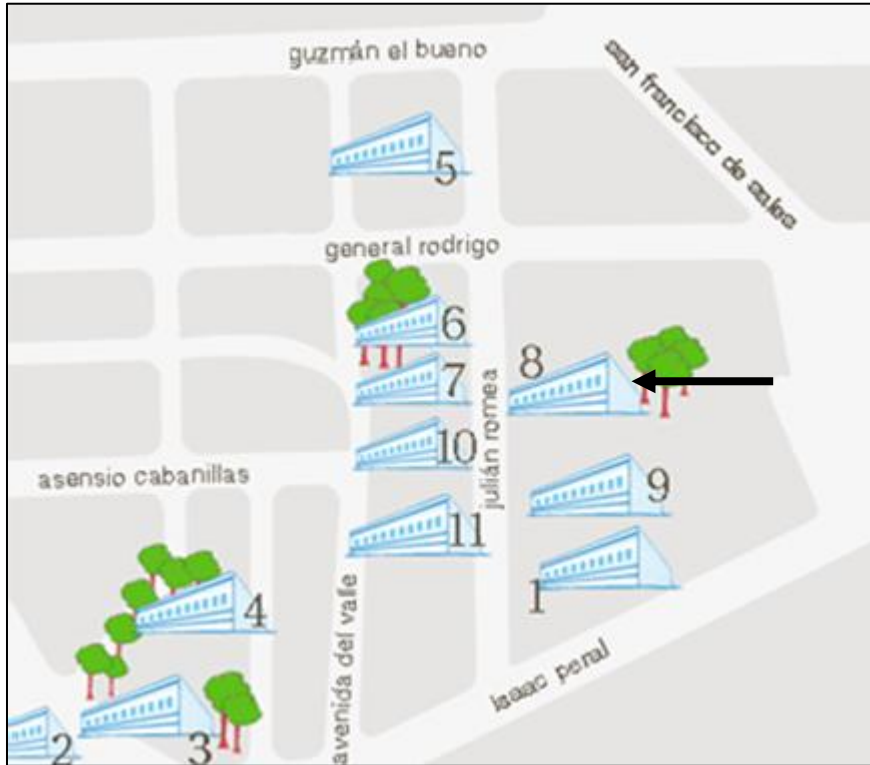
(0034) 90 210 5055

The general driving directions from Barajas Airport to the conference venue can be found [here](#) and a map can be viewed below.

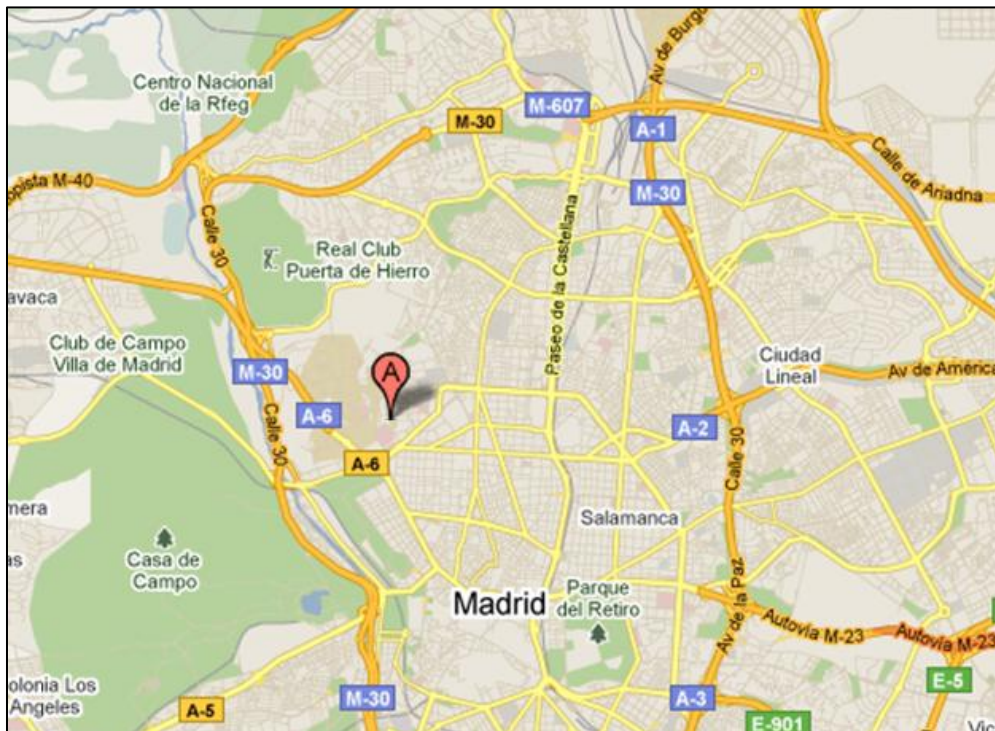


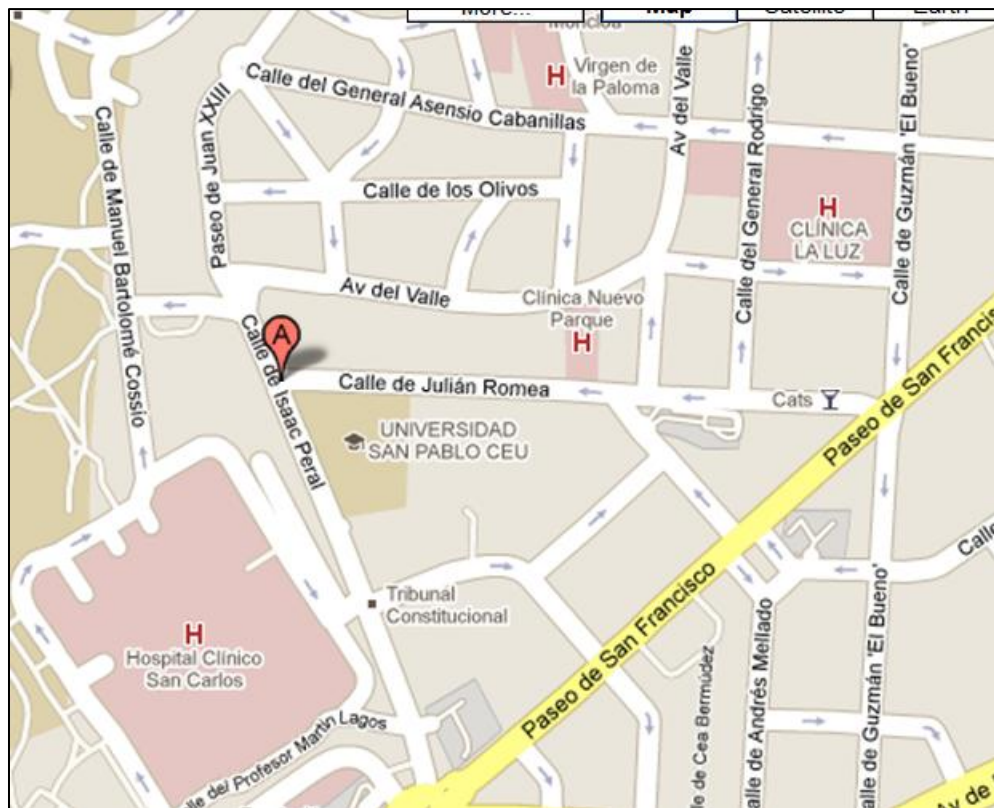
Conference Venue

Universidad San Pablo CEU
Facultad de Ciencias Económicas y Empresariales
Julián Romea, 23
Madrid 28003
Spain



The following maps are the general area around the Facultad de Ciencias Económicas y Empresariales





Registration

The registration desk will be located in the Facultad de Ciencias Económicas y Empresariales building. Registration will begin at 8:00am on 15 June 2011.

Accommodation

Hotel Husa Moncloa

Serrano Jover, 1
28015 Madrid
Spain
<http://www.hotelhusamoncloa.com/index0.htm>
moncloareservas@husa.es - Carlos Diaz
Tel 914547229 Fax 915427328

Rates:

Double Room, Single Guest 95.00 Euros
Double Room 105.00 Euros
Buffet Breakfast Included

The Husa Moncloa offers a superb location in a commercial and entertainment area with a modern, dynamic and versatile structure. The hotel offers an indoor garage, health club, heated swimming pool, 24 hour coffee shop, piano bar, outdoor cafe, 24 hour room service and access to computers.

Hotel Husa Princesa

Princesa, 40
28008 Madrid
Spain
<http://www.hotelhusaprincesa.com/en>
hhpreservas@husa.es - Jose Carlos Espinosa
hhpreservas2@husa.es - Beatriz Martinez
Tel 914547229 Fax 915427328

Double Room, Single Guest 120.00 Euros
Double Room 130.00 Euros
Buffet Breakfast Included

The Husa Princesa is set in the heart of Madrid's political, commercial, historic and cultural centre. It offers 275 rooms and suites which are all air conditioned and have an en-suite bathroom, personal desk, thermostat, smoke detectors and a fire-sprinkler system. It also boasts conference rooms and banquet halls for between 10 and 900 people, as well as a bar, restaurant, 24-hour cafe, 24-hour room service and a business centre with a secretary, fax and photocopying service. The facilities also include private offices and a fitness centre with a heated pool.

To secure bookings please email or call the contact information above and reference **CONGRESO INTERNACIONAL SOBRE GESTION 2011 INTERNATIONAL CONGRESS ABOUT MANAGEMENT 2011** room block. At the time of your booking you will need your arrival/departure dates and a valid credit card to reserve your room. The group rate is secured until **30 May 2011**.

Presentation Information

Online Presentations

Whether you are a virtual or in-person presenter at this Conference, we encourage you to present on the Conference YouTube Channel. Here are two suggestions:

1. Record a video of your presentation before or after the Conference, or ask a colleague to record a video of your presentation at the Conference, then submit it to our YouTube channel.
2. Create a PowerPoint presentation with voice-over before or after the Conference, or record the audio of your presentation at the Conference, then link this to your PowerPoint presentation.

These presentation recordings will be published to YouTube with links to your Session Description on the Conference website.

Program

The draft program will be available to view online at <http://ontheorganization.com/conference-2011/program/>

Equipment

Data projectors with computers will be provided in all of the parallel session rooms. We recommend that you bring your PowerPoint presentation on a USB memory stick. In addition, your presentation will need to be saved with the file suffix '.ppt', not '.pptx'. The computers in the presentation rooms will not 'recognize' a PowerPoint presentation saved in the 2007 format (.pptx).

Paper and Journal Information

Submitting Your Paper

Full papers can be submitted to Common Ground using our online conference and paper management system "CGPublisher". To upload your paper at our system please view the instructions in the CGPublisher Guide.

- If you do not know your login details you can reset them at CGPublisher. Click on the "Forgotten Password" button and follow the prompts. A new password will be emailed to you.

Please direct publication enquires to the journal administrators at: support@ontheorganization.com.

Submission Deadlines and Other Information

- **Current Journal Submission Deadline:** Friday 21 January 2011
- **Conference Proposal Submission Deadline:** Check the [Submit Proposal](#) page for the closing date of the next round in the call for papers.

Important dates:

- **Conference Proposal Submission Deadline:** Check the [Submit Proposal](#) page for the closing date of the next round in the call for papers.
- **15 March 2011:** Final date for submission of papers for double blind refereeing –*3 months prior to the start of the conference* (for an explanation, see the [Peer Referee Process](#) link).
- **15-17 June 2011:** ***The International Conference on Knowledge, Culture and Change in Organizations***, San Pablo CEU University, Madrid, Spain.
- **17 July 2011:** Final date for submission of papers for one way blind refereeing –*one month after the close of the conference* (for an explanation, see the [Peer Referee Process](#) link)

Activities and Extras

Conference Tour

Evening Sightseeing Tour of Madrid by Coach - Wednesday, 15 June 2011 6:30pm (18:30)

Panoramic sightseeing tour at dusk through the wide avenues and beautiful boulevards with its lighted buildings and fountains. Enjoy Madrid from a different perspective by cruising the main urban streets, squares, boulevards and avenues at dusk time, with the beautiful lighting display.

A private tour with a professional guide will make your visit to Madrid more meaningful and enjoyable. As well as seeing the major attractions close up, you will delve into some of the "Hidden city" which tourists often miss. You will also hear the history created by some of the extraordinary people who make up the city's past and present. Along the way we will inform you about Madrid life, shopping areas and the best places to go to. Join us and you will know the heart of Madrid like the locals do!

Evening Walking Tour of Madrid - Friday, 17 June 2011 6:30pm (18:30)

To start our visit, we propose the Plaza de la Encarnación, where one of the most significant monuments of the XVII Century can be found: the Monasterio de las monjas agustinas descalzas de La Encarnación. In the centre of the Plaza de Oriente, we find the famous statue on horse of King Phillip IV, another treasure of the XVIIth Century. Our route continues past the Calle Bailén towards its intersection with Calle Mayor, in order to gaze at the magnificent Palacio del Duque de Uceda, favourite of King Phillip III, typical palace of the XVIIth Century. Next to it another building will attract our attention, the Iglesia del Sacramento, church with one of the few mentideros (places where villagers would get together to gossip) that still exist in Madrid nowadays. Walking through the Calle del Sacramento we continue towards the Plaza de la Villa, a beautiful square with interesting buildings: the Ayuntamiento (town hall) and the Casa de Cisneros. From there, we walk past Calle del Codo, Plaza del Conde de Miranda and the Convento de las Carboneras (convent) towards the Plaza Mayor, landmark of the city. Exiting this square and walking towards the Calle de Atocha, we end up in the Plaza de la Provincia, where the Carcel de la Corte lies, formerly a prison, nowadays headquarters of the Ministerio de Asuntos Exteriores (Spanish Foreign Office).

Evening Sightseeing Tour of Madrid by Coach - Wednesday, 15 June 2011 6:30pm (18:30)

\$US45.00

Evening Walking Tour of Madrid - Friday, 17 June 2011 6:30pm (18:30)

\$US20.00

Conference Dinner

Mama Lila Restaurant
Calle de Domenico Scarlatti, 5
28003 Madrid

Please join us for a traditional Spanish dinner at the Mama Lila Restaurant. The menu includes grilled fresh vegetables, and a choice of entree including Paella and Grilled Beef. Mama Lila is located near the Universidad San Pablo CEU, walking directions will be provided at the conference.

\$US70.00