



**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 SF / conference location

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**WBM 2014 / San Francisco Conference to be held at Galleria Park Hotel**

We are very proud to announce that our 2014 San Francisco conference will be held at the Galleria Park Hotel. The hotel is located at 191 Sutter Street, San Francisco, California, 94104. Located in the heart of San Francisco, Galleria Park Hotel is ideally situated just a few blocks from Union Square, Financial District, Chinatown and the historic cable cars. Completely renovated in 2007, their dra-

matic restoration of 1940's Art Nouveau elements makes it a stylish oasis for meetings and events.

The conference takes place all day Saturday, April 26, 2014 from 8:00 am to 6:00 pm. We will have a mix of professors, doctoral students and



undergraduates in attendance.

This is our fourth time holding a WBM conference in San Francisco, one of the most desirable locations in the United States.

All paid participants will receive a conference bag, breakfast and lunch buffet. They will also be able to publish in any of the 4 WBM academic journals.

Join us on Friday evening, April 25th, for a "Meet & Greet" wine social for all conference attendees.

**Future WBM Conferences**

*WBM 2014 / Lyon*

This is being held at the Catholic University of Lyon, co-sponsored by ESDES at the university. This innovative event focuses entirely on presentations on practical or theoretical

implications of management education. The conference will include both practitioners and researchers in this special event. Presenters will have their papers published in the Management & Education Review. The conference takes place April 17, 2014.

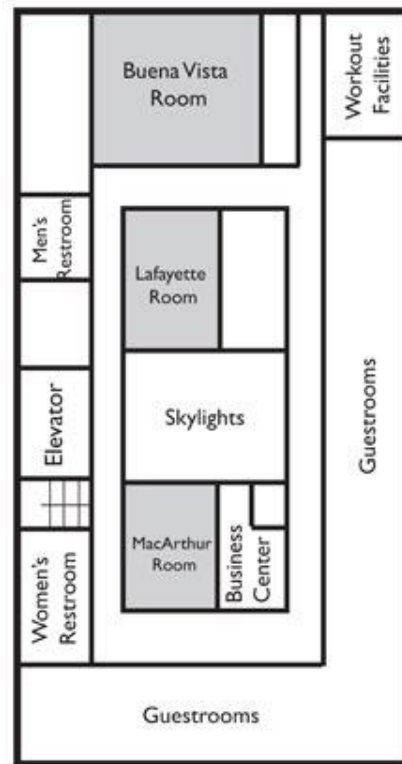
*WBM 2014 / Paris*

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.

## Conference Schedule—Galleria Park Hotel, April 26, 2014

2nd Floor of Galleria Park Hotel

8:30am–9:30am	Breakfast
9:00am–10:25am	<b>Management #1</b> (Lafayette) <b>Strategy #1</b> (MacArthur)
10:30am–12:00pm	<b>Management #2</b> (Lafayette) <b>Marketing #1</b> (MacArthur)
12:00pm–1:00pm	Lunch
1:00pm–2:25pm	<b>Management #3</b> (Lafayette) <b>OB/HR #1</b> (MacArthur)
2:30pm–4:00pm	<b>Strategy #2</b> (Lafayette) <b>OB/HR #2</b> (MacArthur)
4:00pm–5:30pm	<b>International Business #1</b> (Lafayette) <b>Business #1</b> (MacArthur)




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**WBM conferences  
are known as the  
friendly  
conferences**

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### WBM Conferences

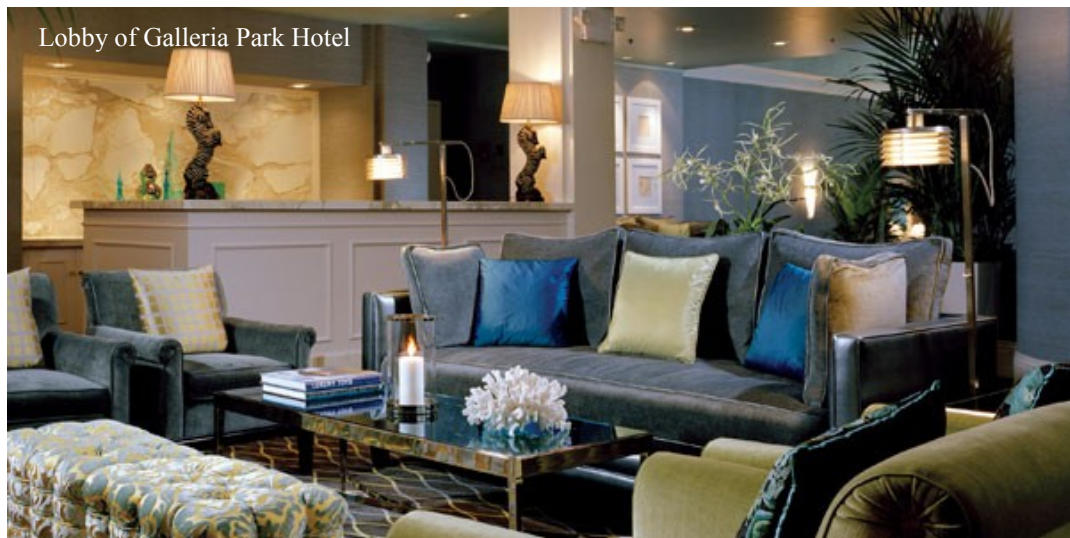
The WBM conferences are truly international conferences. In recent years we have held conferences in London, Paris, Rome, Lyon, Las Vegas & Lake Tahoe and Honolulu.

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.

Lyon 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 will 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 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.



## Getting to the Conference

### Driving from South of San Francisco (SFO / San Jose)

- Take Interstate 101 North Take Interstate 80 East toward the Bay Bridge/Oakland
  - Exit 4th Street toward Embarcadero
  - Merge left on Bryant Turn left onto 3rd Street
  - 3rd Street becomes Kearny Street after it crosses Market
  - Turn right onto Bush Street
  - Turn right onto Montgomery Street
  - Turn right onto Sutter Street
- Galleria Park Hotel is located on the left side at the corner of Sutter and Kearny, at 191 Sutter Street

### Driving from East Bay (Oakland Airport / Sacramento)

- Take I-80 West/Bay Bridge
  - Cross the Bay Bridge and take the Fremont Street exit (Note: There is a \$4.00 to \$6.00 toll to cross the Bay Bridge to San Francisco depending on the time & day of the week.)
  - Turn left at Fremont Street
  - Continue on Front Street
  - Turn left at Pine Street Turn left at Montgomery Street
  - Turn right at Sutter Street
- Galleria Park Hotel is located on the left side at the corner of Sutter and Kearny, at 191 Sutter Street

### Driving from North Bay (101 / Napa / Sonoma)

- Cross the Golden Gate Bridge (Note: There is a \$6.00 toll to cross the Golden Gate Bridge to San Francisco)
  - Take the Lombard Street split
  - Follow Lombard Street to Van Ness Avenue
  - Turn right on Van Ness Avenue
  - Continue 14 blocks to Bush Street
  - Turn left on Bush Street
  - Continue 14 blocks to Montgomery Street
  - Turn right on Montgomery Street
  - Turn right on Sutter Street
- Galleria Park Hotel is located on the left side of the street at the corner of Sutter and Kearny, 191 Sutter Street




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**WBM conferences  
will rotate  
between the major  
cities of Europe:  
Expect future  
London, Paris,  
Rome  
conferences!**

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## Are You Flying to SFO? It is very easy to get to the conference via BART



**BART is the easiest way into the city  
from San Francisco Airport**

Upon arriving at SFO, take the AirTrain Red Line from BART to Terminal 1, 2 or 3 for domestic flights. You can also

walk to Terminal 1 or 3 in 5 to 10 minutes. International terminal passengers should exit the train and walk to the front of the station. The international flight check-in counters are a very short walk from the BART station main entrance.

Board the Pittsburg/Bay Point train to one of four downtown San Francisco stations that are an easy walk or short cab ride to most San Francisco

hotels.

Take the BART from SFO to the **'Montgomery Street'** Station. You are only a 5 minute walk to the hotel from this train stop.

You will exit onto Market Street at the heart of the Financial District of San Francisco, minutes away from the shopping and theatre districts.



## 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.





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**





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