

CALL FOR PAPERS



SEVENTEENTH ANNUAL INTERNATIONAL CONFERENCE Peniche/Lisbon, Portugal

JULY 7-11th, 2015

THEME:

**Exploring the Possibilities for Sustainable Future Growth in
Business and Technology Management**

Co-Sponsored By:

- *Polytechnic Institute of Leiria, Portugal*
- *ADA University, Azerbaijan*
- *Centre for Rapid & Sustainable Product Development, Portugal*
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- *Nirma University, India*

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Deadline for receipt of abstracts or papers: April 30th, 2015

Submissions will be double-blind reviewed on a rolling basis to assure you a rapid decision to facilitate your funding and scheduling needs.

CONFERENCE THEME: Exploring the Possibilities for Sustainable Future Growth in Business and Technology Management

We welcome submissions addressing the GBATA Seventeenth Annual International Conference theme. The theme is designed to encourage submissions that take unique perspectives on the critical issues related to multi-cultural, economic, technological, social, legal, and regulatory challenges that public and private industries and organizations encounter. Author(s) must specify paper(s) by track number, list two track numbers if appropriate, and up to four key words that describe the paper(s). Authors may seek guidance on matching their work to a track by contacting Dr. N.J. Delener, Conference Chair (E-mail: info@gbata.org, delener@gbata.org).

The conference will include contributed paper sessions, invited and plenary presentations, case studies, round tables, panels, workshops and forums. The accepted papers will be published in the *Refereed Conference Readings Book* (ISBN: 1-932917-11-X). The conference will provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations.

TRACKS: Abstracts or Papers

I. Accounting ➤ Managerial Accounting ➤ Financial Accounting & Taxation ➤ Auditing ➤ Accounting Standards & Financial Reporting ➤ Regulation of Accounting Standards ➤ Accounting: The Next Generation	II. Economics ➤ Economic Development & Competitiveness ➤ International Trade ➤ Multinational Trading Blocs ➤ Transitional Economies ➤ Macroeconomic Challenges in New World Economy ➤ Development & Sustainable Economics
III. Finance & Banking ➤ Financial Institutions & Markets ➤ Corporate Finance & Investments ➤ Banking & Financial Services ➤ Risk Management ➤ Investment Banking & Practices ➤ Securities, Banking & Financial Laws/Provisions ➤ Mergers, Acquisitions & Takeovers	IV. Information Technology ➤ Technology, Networks & Cloud Computing ➤ Digital Data Mining, Digital Enterprises & Digital Innovation Management ➤ Web Applications & Semantic Web ➤ Mobile Applications & Commerce ➤ Business Technology Intelligence ➤ Cyber Security & Confidentiality Protection
V. Management ➤ Human Resources ➤ Operations Management & TQM ➤ Organizational Behavior, Development & Change ➤ Corporate Strategy & Culture ➤ Knowledge Management & Entrepreneurship ➤ Public & Nonprofit Organizations ➤ Environmental Management ➤ Sustainable Management ➤ Intellectual Capital Management	VI. Technology and Innovation Management ➤ Technology & Competitiveness ➤ Strategy for Technology Domain ➤ Techno-Leveraging Business ➤ Global Customization of Technology ➤ Innovation Management & Strategy ➤ Climate & Innovation Environment ➤ Technical Intelligence for Innovation ➤ Independent/Corporate Entrepreneurship & Innovation
VII. Marketing ➤ Buyer Behavior & Customer Relations Management ➤ Distribution & Supply Chain Management ➤ Integrated Marketing Communications, Branding & Pricing ➤ Marketing Strategy, Product Management & New Product Development ➤ Services Marketing ➤ Social Media & Digital Marketing ➤ Marketing Analytics ➤ Public Relations	VIII. Law and Regulations ➤ Minimizing Illegality & Unethical Conduct in Business ➤ Negotiating & Deal Making ➤ Intellectual Property Rights ➤ Internet Search & Antitrust ➤ Privacy Issues in Internet Search & Marketing ➤ Inventions & Patents ➤ Conflict Resolution ➤ Public Policy
IX. Health Care Management ➤ Management of Health Care Providers ➤ Economics of Health Care Services ➤ Contemporary Strategies in Pharmaceutical Industry	X. Tourism and Hospitality Management ➤ Hospitality Management, Leisure & Tourism ➤ Marketing of Theme Parks & Tourism ➤ Lifestyle Services, Sports & Olympics
XI. Interdisciplinary Studies ➤ Business Education & Teaching Innovation ➤ Cross-Cultural Studies ➤ E-Commerce, E-Business, E-Learning & E-Government ➤ Public Policy, Immigration & Ethical Issues ➤ Global Poverty & Underemployment ➤ Mergers, Acquisitions & Strategic Alliances ➤ Transportation and Logistics	XII. Communications Management ➤ Corporate Communication ➤ Strategic Communication ➤ Corporate Reputation Management & Measurement ➤ Corporate Social Investment & Corporate Governance ➤ Telecommunication Business ➤ Cross-cultural Communications Management/Marketing ➤ Crisis Communication
XIII. Doctoral Dissertation/Junior Faculty & Student Papers	XIV. Special Panels, Forums, & Symposiums

SPECIAL TOPICS: Special Panels, Forums and Symposiums

Attendees are also invited. Interested groups should select a session chair. The session chair's responsibility will be to organize the special topics session and inform the Conference Chair.

IMPORTANT DATES:

- April 30th, 2015 Deadline for receipt of submissions.
- May 15th, 2015 Notification of acceptance.
- May 31st, 2015 Deadline for submission of full papers for inclusion in Readings Book.
After May 31st, papers will not be included in Readings Book.

OUTSTANDING PAPER AWARDS:

Several papers will be selected for competitive awards. Winning papers will be recognized for their distinction at the conference and will also be considered for inclusion in the *Journal of Global Business and Technology* [ISSN: 1553-5495]

GUIDELINES FOR REFEREED SUBMISSIONS:

- E-mail your abstract, full paper, or panel proposal **in word format** to the Conference Chair, Dr. N.J. Delener, at delener@gbata.org or info@gbata.org
- A maximum of **two** papers can be authored and/or co-authored by one person.
- Abstracts should be a maximum of four pages, and the full paper should be a maximum of twenty-five double-spaced pages including references and exhibits. The more complete the paper, the better its chances of acceptance in the review process.
- Submissions should include as succinctly as possible:
 - **A separate title page which clearly indicates the name(s) of the presenting author(s) and other co-author(s), affiliation(s), complete mailing address(es), telephone/fax numbers and e-mail address(es) and title of the paper;**
 - **A track number; and**
 - **Up to four key words that describe the paper.**
- The text of the full paper, abstract or proposal must include the title, but should not include the name(s) of the author(s) as papers will be blind reviewed. Accepted papers will be included in the Refereed Conference Readings Book.
- Submissions must not have been published, submitted or presented at other conferences.
- Special scheduling requests (dates or times) must be made at time of paper submission.

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Registration	Fee before May 15 th	Fee after May 15 th	Total
Academic	US\$ 550.00	US\$ 625.00	
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Guest	US\$ 325.00	US 400.00	
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Third Author Fee	US\$ 100.00	US\$ 100.00	
Optional Lisbon Excursion Tour*	US\$ 125.00	US\$ 125.00	
Wire Transfer/Credit Card	US\$ 20.00	US\$ 20.00	
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*Reservations/payments for Friday, July 10th Optional Lisbon Excursion tour are participants' responsibility and subject to availability.

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HOTEL INFORMATION: The conference will take place at the Praia D'El Rey Marriott Golf & Beach Resort Hotel. All rooms have been allocated at a fixed rate: Single Room at €145 per night and Double Room at €160 per night. Rates include breakfast, taxes, and service. Hotel information will be supplied with the acceptance materials. Hotel group rates will be honored 3 days before and 3 days after the conference dates based on guest room availability. **Make your reservations early since space is limited.**

For details on submission of papers/abstracts, registrations, and hotel reservations, please visit www.gbata.org

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