

CALL FOR PAPERS



NINETEENTH ANNUAL INTERNATIONAL CONFERENCE Vienna, Austria

JULY 11-15TH, 2017

THEME

Changing Business Environment: Gamechangers, Opportunities and Risks

Co-Sponsored By:

- *Vienna University of Economics and Business*
- *Polytechnic Institute of Leiria, Portugal*
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Deadline for receipt of abstracts or papers: April 30th, 2017

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: Changing Business Environment: Gamechangers, Opportunities and Risks

Submissions addressing the GBATA Nineteenth Annual International Conference theme are welcome. 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. Accepted papers will be included in the Refereed Conference Readings Book (ISBN: 1-932917-11-X, ISSN: 2471-6006). The conference will include contributed paper sessions, invited and plenary presentations, case studies, round tables, panels, workshops and forums. 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 <ul style="list-style-type: none"> ➤ Managerial Accounting ➤ Financial Accounting & Taxation ➤ Auditing ➤ Accounting Standards & Financial Reporting ➤ Regulation of Accounting Standards ➤ Accounting: The Next Generation 	II. Economics <ul style="list-style-type: none"> ➤ Economic Development & Competitiveness ➤ International Trade ➤ Multinational Trading Blocs ➤ Transitional & Emerging Economies ➤ Macroeconomic Challenges in New World Economy ➤ Development & Sustainable Economics
III. Finance & Banking <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ Technology, Networks & Cloud Computing ➤ Data Mining, Digital Enterprises & Digital Innovation Management ➤ Web Applications & Semantic Web ➤ Mobile Applications & Commerce ➤ Analytics & Business Intelligence ➤ Cyber Security & Confidentiality Protection
V. Management <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ Management of Health Care Providers ➤ Economics of Health Care Services ➤ Contemporary Strategies in Pharmaceutical Industry 	X. Tourism and Hospitality Management <ul style="list-style-type: none"> ➤ Hospitality Management, Leisure & Tourism ➤ Marketing of Theme Parks & Tourism ➤ Lifestyle Services, Sports & Olympics
XI. Interdisciplinary Studies <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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

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, 2017 Deadline for receipt of submissions.
- May 15th, 2017 Notification of acceptance.
- May 31st, 2017 Deadline for submission of full papers for inclusion 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 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. Delener, at info@gbata.org or delener@gbata.org
- A maximum of **two** papers can be authored and/or co-authored by one person.
- Abstracts should be a maximum of 4 pages, and the full paper should be a maximum of 20 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 (list 2 numbers is appropriate)*
 - *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 (ISBN: 1-932917-11-X).
- 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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