

CALL FOR PAPERS



20th ANNIVERSARY ANNUAL INTERNATIONAL CONFERENCE
Bangkok, Thailand

JULY 3rd-7th, 2018

THEME

**Shaping the Next Wave of Globalization: Using Current Trends to
Reconnect with Markets and Create Value**

Co-Sponsored By:

- *Khon Kaen University, Thailand*
- *Polytechnic Institute of Leiria, Portugal*
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Deadline for receipt of abstracts or papers: April 30th, 2018

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-Shaping the Next Wave of Globalization: Using Current Trends to Reconnect with Markets and Create Value

Submissions addressing the GBATA 20th Anniversary 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. 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

<p>I. Economics</p> <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 	<p>II. Entrepreneurship</p> <ul style="list-style-type: none"> ➤ SMEs and International Entrepreneurship ➤ Independent/Corporate Entrepreneurship & Innovation ➤ Knowledge Management & Entrepreneurship ➤ Economics of Innovation and Entrepreneurship
<p>III. Finance, Banking, & Accounting</p> <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 ➤ Accounting: The Next Generation ➤ Accounting Standards & Financial Reporting ➤ Managerial Accounting 	<p>VI. Marketing</p> <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
<p>V. Management</p> <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 	<p>VI. Technology and Innovation Management</p> <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
<p>VII. Information Technology</p> <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 	<p>VIII. Law and Regulations</p> <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
<p>IX. Health Care Management</p> <ul style="list-style-type: none"> ➤ Management of Health Care Providers ➤ Economics of Health Care Services ➤ Contemporary Strategies in Pharmaceutical Industry 	<p>X. Tourism and Hospitality Management</p> <ul style="list-style-type: none"> ➤ Hospitality Management, Leisure & Tourism ➤ Marketing of Theme Parks & Tourism ➤ Lifestyle Services, Sports & Olympics
<p>XI. Interdisciplinary Studies</p> <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 	<p>XII. Communications Management</p> <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
<p>XIII. Doctoral Dissertation/Junior Faculty & Student Papers</p>	<p>XIV. Special Panels, Forums, & Symposiums</p>

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, 2018 Deadline for receipt of submissions.
- May 15th, 2018 Notification of acceptance.
- May 31st, 2018 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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HOTEL INFORMATION:

The conference will take place at the Pathumwan Princess Hotel. All rooms have been allocated at a fixed rate: Single Occupancy 3,500.00 THB per night and Double Occupancy at 3,800.00 THB per night. Rates include breakfast, Wi-Fi, service charge, and government tax. 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.***

GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION REGISTRATION FORM

20th Anniversary Annual International Conference, Bangkok, Thailand, July 3rd-7th, 2018

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	Yes No		Yes No	
I am willing to participate as (tracks on page 2):			I am bringing the following guest(s):	
Discussant Session Chair				
Track Number(s) _____ Track Number(s) _____				

CONFERENCE REGISTRATION*

Registration Particulars:	Fee before May 15 th , 2018:	Fee after May 15 th , 2018:	Total
Academic Registration	US\$ 550.00	US\$ 625.00	
Business Executive Registration	US\$ 575.00	US\$ 650.00	
Guest Registration	US\$ 325.00	US 400.00	
Student Registration (attach proof)	US\$ 400.00	US 475.00	
Printing Surcharge for Extra Pages	US\$ 30.00 Per Page	US\$ 30.00 Per Page	
Wire Transfer/Credit Card	US\$ 20.00	US\$ 20.00	
Total:			

*All registrants receive registration materials, a copy of the Readings Book CD-ROM, and complimentary electronic copies of the *Journal of Global Business and Technology* for one year. All registrants may attend the Welcoming Reception, coffee breaks, lunches and the Banquet Dinner. GBATA members receive a 10% discount on registration.

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Refund Policy: 50% prior to May 15th, 2018 and no refunds thereafter.



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20th ANNIVERSARY ANNUAL INTERNATIONAL CONFERENCE

Bangkok, Thailand

July 3rd-7th, 2018

**Shaping the Next Wave of Globalization: Using Current Trends to
Reconnect with Markets and Create Value**

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