

CALL FOR PAPERS



21st ANNUAL INTERNATIONAL CONFERENCE Paris, France

JULY 9-13th, 2019

THEME

Developing Solutions to Contemporary Challenges in Uncertain Times

Sponsored By:

- *ESCP Europe, France*
- *Brest Business School, France*
- *Polytechnic Institute of Leiria, Portugal*
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www.gbata.org

Deadline for receipt of abstracts or papers: April 30th, 2019

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

TRACKS: Abstracts or Papers

I. 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 	II. Entrepreneurship <ul style="list-style-type: none"> ➤ SMEs and International Entrepreneurship ➤ Independent/Corporate Entrepreneurship & Innovation ➤ Knowledge Management & Entrepreneurship ➤ Economics of Innovation and Entrepreneurship
III. Finance, Banking, & Accounting <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 	IV. 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
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. 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 	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
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	XIV. Special Panels, Forums, & Symposiums

CONFERENCE THEME-Developing Solutions to Contemporary Challenges in Uncertain Times

Submissions addressing the GBATA 2019 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.

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, 2019 Deadline for receipt of submissions.
- May 31st, 2019 Deadline for accepted papers to be included in the 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* (Print ISSN 1553-5495 & Online ISSN 2616-2733.)

GUIDELINES FOR REFEREED SUBMISSIONS:

- E-mail your abstract, full paper or panel proposal **in word format** to the Conference Chair, Prof. Dr. Nick 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*
 - *Track numbers (maximum of 2 per paper)*
 - *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: 1-932917-15-2).
- 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.

HOTEL VENUE INFORMATION:

The conference will take place at the **Crowne Plaza Paris-Republique Hotel**. All rooms have been allocated at a fixed rate: Standard Room Single Occupancy (1 Double Bed or 2 Single Beds) at 230.00 EUR and Double Occupancy at 250.00 EUR. Rates include VAT, full buffet breakfast at Le Dix Restaurant, and Wi-Fi. Hotel information will be supplied with the acceptance materials. Hotel group rates will be honored 2 days before the conference dates based on guest room availability. ***Make your reservations early since space is limited.***

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GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION REGISTRATION FORM

21st Annual International Conference to be held in Paris, France from July 9-13th, 2019

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Track Number(s) _____		Track Number(s) _____	

CONFERENCE REGISTRATION*

Registration Particulars:	Fee before May 15 th , 2019:	Fee after May 15 th , 2019:	Total
Academic Registration	US\$ 575.00	US\$ 650.00	
Business Executive Registration	US\$ 600.00	US\$ 675.00	
Guest Registration	US\$ 350.00	US\$ 425.00	
Student Registration (attach proof)	US\$ 425.00	US\$ 500.00	
Printing Surcharge for Extra Pages	US\$ 30.00 Per Page	US\$ 30.00 Per Page	
Total:			

*All registrants may attend the Welcoming Reception, coffee breaks, lunches and the Banquet Dinner. 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 (JGBAT)* for one year. GBATA members receive a 10% discount on registration.

PAYMENT INFORMATION*

Make checks payable to GBATA and mail to: Dr. N. Delener GBATA P.O. Box 20277 Huntington Station, New York 11746 U.S.A.	Credit Card Information		
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