



Global Business and  
Technology Association™

## CALL FOR PAPERS

GBATA VIRTUAL 22<sup>nd</sup> ANNUAL INTERNATIONAL CONFERENCE  
Live and Prerecorded Presentations  
Sessions Will Be Recorded and Available On Demand

**JULY 14<sup>th</sup>-16<sup>th</sup>, 2021**

### THEME

**Reconstructing Global Markets: Challenges, Policies, and Strategies**

Participants Will Have Access to Keynote Speeches and Presentations on  
Publication Opportunities by Editors of Indexed Journals

Sponsored By:

- *Brno University of Technology, Czech Republic*
- *ESCP Europe, France*
- *Khon Kaen University, Thailand*
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- *Pontifical Catholic University of Rio de Janeiro, Brazil*
- *Swinburne University of Technology, Australia*
- *Tshwane University of Technology, South Africa*
- *University of Richmond, U.S.A.*

[www.gbata.org](http://www.gbata.org)

**Deadline for receipt of abstracts or papers: April 30<sup>th</sup>, 2021**

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**

<b>I. Economics</b> <ul style="list-style-type: none"> <li>➤ Circular Economy and Blue Economy</li> <li>➤ Economic Development &amp; Competitiveness</li> <li>➤ International Trade</li> <li>➤ Transitional &amp; Emerging Economies</li> <li>➤ Macroeconomic Challenges in New World Economy</li> <li>➤ Development &amp; Sustainable Economics</li> </ul>	<b>II. Entrepreneurship</b> <ul style="list-style-type: none"> <li>➤ SMEs and International Entrepreneurship</li> <li>➤ Independent/Corporate Entrepreneurship &amp; Innovation</li> <li>➤ Knowledge Management &amp; Entrepreneurship</li> <li>➤ Economics of Innovation and Entrepreneurship</li> </ul>
<b>III. Finance, Banking, &amp; Accounting</b> <ul style="list-style-type: none"> <li>➤ Financial Institutions &amp; Markets</li> <li>➤ Corporate Finance &amp; Investments</li> <li>➤ Banking &amp; Financial Services</li> <li>➤ Risk Management</li> <li>➤ Investment Banking &amp; Practices</li> <li>➤ Securities, Banking &amp; Financial Laws/Provisions</li> <li>➤ Mergers, Acquisitions &amp; Takeovers</li> <li>➤ Accounting: The Next Generation</li> <li>➤ Accounting Standards &amp; Financial Reporting</li> <li>➤ Managerial Accounting</li> </ul>	<b>IV. Marketing</b> <ul style="list-style-type: none"> <li>➤ Buyer Behavior &amp; Customer Relations Management</li> <li>➤ Distribution &amp; Supply Chain Management</li> <li>➤ Integrated Marketing Communications, Branding &amp; Pricing</li> <li>➤ Marketing Strategy, Product Management &amp; New Product Development</li> <li>➤ Services Marketing</li> <li>➤ Social Media &amp; Digital Marketing</li> <li>➤ Marketing Analytics</li> <li>➤ Public Relations</li> </ul>
<b>V. Management</b> <ul style="list-style-type: none"> <li>➤ Human Resources</li> <li>➤ Operations Management &amp; TQM</li> <li>➤ Organizational Behavior, Development &amp; Change</li> <li>➤ Corporate Strategy &amp; Culture</li> <li>➤ Knowledge Management &amp; Entrepreneurship</li> <li>➤ Public &amp; Nonprofit Organizations</li> <li>➤ Environmental Management</li> <li>➤ Sustainable Management</li> <li>➤ Intellectual Capital Management</li> </ul>	<b>VI. Technology and Innovation Management</b> <ul style="list-style-type: none"> <li>➤ Technology &amp; Competitiveness</li> <li>➤ Strategy for Technology Domain</li> <li>➤ Techno-Leveraging Business</li> <li>➤ Global Customization of Technology</li> <li>➤ Innovation Management &amp; Strategy</li> <li>➤ Climate &amp; Innovation Environment</li> <li>➤ Technical Intelligence for Innovation</li> <li>➤ Independent/Corporate Entrepreneurship &amp; Innovation</li> </ul>
<b>VII. Information Technology</b> <ul style="list-style-type: none"> <li>➤ Technology, Networks &amp; Cloud Computing</li> <li>➤ Data Mining, Digital Enterprises &amp; Digital Innovation Management</li> <li>➤ Web Applications &amp; Semantic Web</li> <li>➤ Mobile Applications &amp; Commerce</li> <li>➤ Analytics &amp; Business Intelligence</li> <li>➤ Cyber Security &amp; Confidentiality Protection</li> <li>➤ Business Digital Transformation/Industry 4.0, 3D Printing</li> </ul>	<b>VIII. Law and Regulations</b> <ul style="list-style-type: none"> <li>➤ Minimizing Illegality &amp; Unethical Conduct in Business</li> <li>➤ Negotiating &amp; Deal Making</li> <li>➤ Intellectual Property Rights</li> <li>➤ Internet Search &amp; Antitrust</li> <li>➤ Privacy Issues in Internet Search &amp; Marketing</li> <li>➤ Inventions &amp; Patents</li> <li>➤ Conflict Resolution</li> </ul>
<b>IX. Health Care Management</b> <ul style="list-style-type: none"> <li>➤ Management of Health Care Providers</li> <li>➤ Economics of Health Care Services</li> <li>➤ Contemporary Strategies in Pharmaceutical Industry</li> </ul>	<b>X. Tourism and Hospitality Management</b> <ul style="list-style-type: none"> <li>➤ Hospitality Management, Leisure &amp; Tourism</li> <li>➤ Marketing of Theme Parks &amp; Tourism</li> <li>➤ Lifestyle Services, Sports &amp; Olympics</li> </ul>
<b>XI. Interdisciplinary Studies</b> <ul style="list-style-type: none"> <li>➤ Business Education &amp; Teaching Innovation</li> <li>➤ Cross-Cultural Studies</li> <li>➤ E-Commerce, E-Business, E-Learning &amp; E-Government</li> <li>➤ Public Policy, Immigration &amp; Ethical Issues</li> <li>➤ Global Poverty &amp; Underemployment</li> <li>➤ Mergers, Acquisitions &amp; Strategic Alliances</li> <li>➤ Transportation and Logistics</li> </ul>	<b>XII. Communications Management</b> <ul style="list-style-type: none"> <li>➤ Corporate Communication</li> <li>➤ Strategic Communication</li> <li>➤ Corporate Reputation Management &amp; Measurement</li> <li>➤ Corporate Social Investment &amp; Corporate Governance</li> <li>➤ Telecommunication Business</li> <li>➤ Cross-cultural Communications Management/Marketing</li> <li>➤ Crisis Communication</li> </ul>
<b>XIII. Doctoral Dissertation, Junior Faculty &amp; Student</b>	<b>XIV. Special Panels, Forums, &amp; Symposiums</b>

## CONFERENCE MODALITY

The conference will be held virtually. The conference will include live and prerecorded presentations. Sessions will be recorded and available on demand.

## CONFERENCE THEME-**Reconstructing Global Markets: Challenges, Policies, and Strategies**

Submissions addressing the GBATA 2021 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 30<sup>th</sup>, 2021      Deadline for receipt of submissions.
- May 31<sup>st</sup>, 2021      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.) JGBAT is listed in Scopus, Cabell's International Whitelist, ProQuest including the International Bibliography of the Social Sciences (IBSS), EBSCO Information Services, and U.S. Library of Congress. JGBAT is currently under review by Web of Science.

## MANUSCRIPT GUIDELINES:

- E-mail your abstract, full paper or panel proposal **in word format** to the Conference Chair, Prof. Dr. N. Delener, at [info@gbata.org](mailto:info@gbata.org) or [delener@gbata.org](mailto:delener@gbata.org)
- A maximum of **two** papers can be authored and/or co-authored by one person.
- Abstracts should be a minimum of 250 words and a maximum of 2,000 words, 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 double blind refereed Conference Readings Book (ISBN: 1-932917-17-9).
- 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.

## GBATA 2021 CONFERENCE COMMITTEE

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