

CALL FOR PAPERS

GBATA 26th ANNUAL INTERNATIONAL CONFERENCE
Titania Hotel in Athens, Greece from July 14th-17th, 2026



THEME

Critical and Strategic Perspectives: Shaping the Future of Global Business and Technology

In cooperation with Hellenic American University (HAU)



Best papers will be considered for the *Journal of Global Business and Technology (JGBAT)* indexed in Scopus.

Submissions are double blind reviewed by at least two subject specialists selected for their expert knowledge.

Accepted papers have the option to publish in the 2026 GBATA Conference Readings Book (ISBN: 1-932917-21-7).

Sponsored By:

- *Brno University of Technology, Czech Republic*
- *ESCP Europe, France*
- *Khon Kaen University, Thailand*
- *Polytechnic Institute of Leiria, Portugal*
- *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.*
- *University of Wolverhampton Business School, U.K.*

www.gbata.org

Deadline for receipt of abstracts or papers: April 30th, 2026

Submissions are reviewed on a rolling basis to assure you a rapid decision to facilitate your scheduling needs.

TRACKS: Abstracts or Papers

I. Economics ➤ Agribusiness ➤ Circular Economy & Blue Economy ➤ Development & Sustainable Economics ➤ Economic Development & Competitiveness ➤ International Trade & Global Governance ➤ Macroeconomic Challenges in New World Economy ➤ Real Estate Management & Development ➤ Sharing Economy & Social Media ➤ Transitional & Emerging Economies	II. Entrepreneurship ➤ Economics of Innovation & Entrepreneurship ➤ Entrepreneurship & Innovation for Impact ➤ Independent/Corporate Entrepreneurship & Innovation ➤ International Entrepreneurship ➤ Knowledge Management & Entrepreneurship ➤ Responsible Digital Enterprise
III. Finance, Banking, & Accounting ➤ Accounting: The Next Generation ➤ Accounting Standards & Financial Reporting ➤ Banking & Financial Services ➤ Corporate Finance & Investments ➤ Financial Institutions & Markets ➤ Forensic Accounting ➤ Investment Banking & Practices ➤ Mergers, Acquisitions & Takeovers ➤ Risk Management ➤ Securities, Banking & Financial Laws/Provisions	IV. Marketing ➤ Buyer Behavior & Customer Relations Management ➤ Distribution & Supply Chain Management ➤ Integrated Marketing Communications, Branding & Pricing ➤ Marketing Analytics ➤ Marketing Strategy, Product Management & New Product Development ➤ Public Relations ➤ Services Marketing ➤ Social Media & Digital Marketing
V. Management ➤ Corporate Strategy & Culture ➤ Environmental Management ➤ Human Resources ➤ Independent/Corporate Entrepreneurship & Innovation ➤ Intellectual Capital Management ➤ Operations Management & TQM ➤ Organizational Behavior, Development & Change ➤ Public & Nonprofit Organizations ➤ Sustainable Management	VI. Technology and Innovation Management ➤ Artificial Intelligence (AI), Data, & Analytics in Business & Society ➤ Climate & Innovation Environment ➤ Global Customization of Technology ➤ Innovation Management & Strategy ➤ Internet of Things (IoT) & Smart Cities' Challenges ➤ Strategy for Technology Domain ➤ Techno-Leveraging Business ➤ Technical Intelligence for Innovation ➤ Technology & Competitiveness
VII. Information Technology ➤ Analytics & Business Intelligence ➤ Business Digital Transformation/Industry 4.0, 3D Printing ➤ Cyber Security & Privacy Protection ➤ Data Mining, Digital Enterprises/Technology & Digital Innovation Management ➤ Human & Computer Interactions ➤ Mobile Applications & Commerce ➤ Technology, Networks & Cloud Computing ➤ Web Applications & Semantic Web	VIII. Law and Regulations ➤ Conflict Resolution ➤ Intellectual Property Rights ➤ Internet Search & Antitrust ➤ Inventions & Patents ➤ Minimizing Illegality & Unethical Conduct in Business ➤ Negotiating & Deal Making ➤ Privacy Issues in Internet Search & Marketing
IX. Health Care Management ➤ Contemporary Strategies in Pharmaceutical Industry ➤ Economics of Health Care Services ➤ Management of Health Care Providers	X. Tourism, Hospitality Management, and Culinary Arts ➤ Hospitality Management, Leisure & Tourism ➤ Lifestyle Services, Sports, & Olympics ➤ Marketing of Theme Parks & Tourism ➤ Sensory Marketing in Culinary Arts and Hospitality
XI. Interdisciplinary Studies ➤ Business Education & Teaching Innovation ➤ Business Ethics, Governance, & Corporate Responsibility ➤ Cross-Cultural Studies ➤ E-Commerce, E-Business, E-Learning & E-Government ➤ Global Poverty & Underemployment ➤ Mergers, Acquisitions & Strategic Alliances ➤ Public Policy, Immigration & Ethical Issues ➤ Transportation & Logistics	XII. Communications Management ➤ Crisis Communication ➤ Corporate Communication ➤ Corporate Reputation Management & Measurement ➤ Corporate Social Investment & Corporate Governance ➤ Cross-cultural Communications Management/Marketing ➤ Strategic Communication ➤ Telecommunication Business
XIII. Doctoral Dissertation, Junior Faculty, & Student	XIV. Special Panels, Forums, & Symposiums

HOTEL VENUE INFORMATION

The conference will take place at **Titania Hotel in Athens, Greece**. Conference participants will be provided with **voucher code offering 10% discount on the online rates for all categories of rooms at the time of booking**. Rates include American Buffet Breakfast and Taxes. Rates will be honored 3 days before and 3 days after the conference dates based on guest room availability. Hotel information will be supplied with the acceptance materials. ***Make your reservations early since space is limited.***

BEST 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 indexed in SCOPUS, ProQuest including the International Bibliography of the Social Sciences (IBSS), Cabell's International Journalytics, EBSCO including Academic Search, and The U.S. Library of Congress. The journal 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 or delener@gbata.org
- To be included in the Final Conference Program, a paper must have a registered participant with either no other papers or one other paper.
- 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 abstract must state an adequate summary of article's content (i.e., objective(s), rationale, methodological rigor, and major contributions & implications). 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: 1-932917-21-7).
- 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.
- The use of generative AI and AI-assisted technologies in scientific writing must be declared by adding a statement before the abstract when the manuscript is first submitted. Manuscripts can not be completely generated by AI. AI should only be used to improve the readability, language, grammar, and spelling of the manuscript as part of the writing process and to analyze and draw insights from data as part of the research process.

IMPORTANT DATES

- April 30th, 2026 Deadline for receipt of submissions.
- May 31st, 2026 Deadline for accepted papers to be included in the Readings Book.

CONFERENCE THEME- Critical and Strategic Perspectives: Shaping the Future of Global Business and Technology

Submissions addressing the GBATA 2026 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.

GBATA 2026 CONFERENCE COMMITTEE

Conference Chair Prof. Dr. N. Delener Dean & Full Professor Editor-in-Chief, JGBAT P.O. Box 20277 Huntington Station, NY 11746 U.S.A. Phone: +1 (631) 662-1336 E-mail: delener@gbata.org	Conference Chair-Appointee Dr. Panagiotte (Pete) Tsolis Academic Director of Business Programs Hellenic American College Athens Greece Phone: +30 210 368 0958 E-mail: ptsolis@hauniv.edu
Program Chairs	
Prof. Susana Rodrigues School of Technology & Management Polytechnic Institute of Leiria Campus 2, Morro do Lena Leiria, 2411-90 Portugal Phone: (+351) 244 820 300, E-mail: susana.rodrigues@ipleiria.pt	
Dr. Anna Putnova, Faculty of Business & Management, Brno University of Technology, 4 Kolejní Brno, 612 00, Czech Republic, Phone: +420 605236247, E-mail: putnova@fbm.vutbr.cz	
Dr. Christina Schweikert College of Professional Studies St. John's University 8000 Utopia Parkway Queens, NY 11439 U.S.A. Phone: +1 (718) 990-7439, E-mail: schweikc@stjohns.edu	
Dr. Dana Lascu Professor, Department of Marketing Robins School of Business University of Richmond One Gateway Road Richmond, VA 23173 U.S.A. Phone: +1 (804) 289-8586, E-mail: dlascu@richmond.edu	
Dr. Elina Varamaki Vice President Seinäjoki University of Applied Sciences P.O. Box 412 Seinajoki, FI-60101 Finland Phone: +358 40 8305 189, E-mail: elina.varamaki@seamk.fi	
Prof. Michael T. Tasto Southern New Hampshire University 2500 North River Road, Manchester, NH 03106 U.S.A. Phone: 603-626-9100 x3327, E-mail: M.Tasto@snhu.edu	

Track Chairs

Economics:
Dr. Piotr Bula Director, Cracow School of Business Cracow University of Economics ul. Rakowicka 27 Kraków, 31-510 Poland Phone: +48 12 293 5859, E-mail: bula@uek.krakow.pl
Prof. Dr. Erhan Aslanoglu Vice Rector Piri Reis University Postane Mah. No:8, 34940 Tuzla Istanbul Turkiye Phone: + 90 216 5810050, E-mail: eraslanoglu@pirireis.edu.tr
Dr. Sérgio Leandro MARE – Marine and Environmental Sciences Centre Campus 4 School of Tourism and Maritime Technology Polytechnic Institute of Leiria Peniche, 2520-641 Portugal Phone: (+351) 262 783 607, E-mail: sergio.leandro@ipleiria.pt
Dr. Makhosandile Hercules Kwaza Faculty of Economic & Financial Sciences Walter Sisulu University South Africa Phone: +2782 419 2144, E-mail: mkwaza@wsu.ac.za
Entrepreneurship:
Dr. Shaukat Ali University of Wolverhampton Business School MN Building 205 Nursery Street Wolverhampton, WV1 1AD U.K. Phone: (+44) 01902 32 3940, E-mail: shaukat.ali@wlv.ac.uk
Dr. Easton Durbson Simenti-Phiri University of Bolton Bolton, BL3 5AB, U.K. Phone: +44 (0) 1204 903 137, Email: E.Simenti-Phiri@bolton.ac.uk
Dr. Franzelle Mathis-Pertilla Associate Professor of Business, Title IX Deputy Coordinator Stafford School of Business Abraham Baldwin Agricultural College ABAC 14, 2802 Moore Highway, Tifton, Georgia 31793 Phone: 229-391-4837, E-mail: fpertilla@abac.edu
Dr. Irene Dobarrío Machado Ciccarino Polytechnic Institute of Leiria Rua João XXI, lote 2 - 5ºB Leiria, Leiria, Portugal Phone: +351 919 297 256, E-mail: ireneciccarino@gmail.com & irene.ciccarino@ipleiria.pt
Prof. Luzaan Hamilton North-West University Vanderbijlpark, South Africa Phone: (+27) 72 399 7675, Email: Luzaan.Hamilton@nwu.ac.za
Finance, Banking, & Accounting:
Dr. Woo Sung Kim Assistant Professor Department of Business Administration Silla University Busan Republic of Korea E-mail: kws@silla.ac.kr
Prof. Francisco Carreira Full Professor in Accounting, ESCE, Polytechnic Institute of Setúbal, Campus do IPS-Estefanilha, 2910-761 Setúbal, Portugal, Phone: (+351) 265 709 300, E-mail: francisco.carreira@esce.ips.pt

Dr. Jose Luis Pereira Martins Polytechnic Institute of Leiria Campus 2, Morro de Lena, Alto de Vieiro Leiria, 2411-901 Portugal Phone: +351 244 820 300, E-mail: jose.martins@ipleiria.pt
Dr. Ines Margarida Cadima Lisboa School of Technology and Management Polytechnic Institute of Leiria Morro de Lena Apartado 4163 Leiria, 2411-901 Portugal Phone: 00351912121280, E-mail: ines.lisboa@ipleiria.pt
Sindi Mokgopha Tshwane University of Technology Street, Ga-Rankuwa, Zone 2, 0200 South Africa Phone: +27 84 880 5239, E-mail: MokgophaSX@tut.ac.za
Marketing:
Dr. Samuel Ayertey University of Cumbria 58 East India Dock Road, London, E14 6JE, U.K. Phone: +447984461836, Email: samuel.ayertey@cumbria.ac.uk
Prof. Tareq Nael Hashem Marketing Department Applied Science University Jordan E-mail: tareqhashem1975@yahoo.com
Dr. Tinashe Chuchu University of the Witwatersrand Johannesburg South Africa Phone: +27 11 717 8309, E-mail: tinash.chuchu@wits.ac.za
Prof. Makhitha Khathutshelo Marketing and Retail Management University of South Africa Phone: 012 429 8828, E-mail: Makhikm@unisa.ac.za
Dr. Norman Chiliya University of Venda South Africa Phone: 011 717 8063, E-mail: Norman.Chiliya@wits.ac.za
Management:
Dr. Moaz Gharib Associate Professor Dhofar University Salalah Sultanate of Oman Phone: 0096890205436, E-mail: mnagib@du.edu.om
Dr. Daniel Jorge Roque Martins Gomes Associate Professor School of Education Polytechnic Institute of Coimbra Rua Dom João III – Solum, 3030-329 Coimbra, Portugal, Phone: (+351) 239 791250, E-mail: drmgomes@esec.pt
Dr. Gibson Muridzi University of Johannesburg PO Box 524, Auckland Park 2006 Cnr Kingsway & University Roads, Auckland Park, Johannesburg, 2092 South Africa Phone: +27 73 402 4739, E-mail: gmuridzi@uj.ac.za
Dr. Molefe J. Maleka Tshwane University of Technology Mandela Street, Witbank, Emalahleni, 1034 Phone: +27 82 532 8169, E-mail: Malekam@tut.ac.za
Dr. Godfrey Maake Tshwane University of South Africa Staatsartillerie Rd, Pretoria West, Pretoria, 0183 South Africa Phone: 071 856 6912/012 382 5412, E-mail: maakeg1@tut.ac.za
Technology and Innovation Management:
Dr. David L. Bartlett Department of Management Kogod School of Business American University Washington, D.C. Phone: 202-885-1943, E-mail: dbartlett@american.edu
Dr. Fabio de Oliveira Paula Pontifical Catholic University of Rio de Janeiro Rua Bento Lisboa, 106, bloco 2, apt. 801, Catete Rio de Janeiro Brazil Phone: 55 21 9752-68405 E-mail: fabioop@gmail.com
Dr. João Samartinho CIAR – Research Centre in Arts and Communication. Polytechnic of Santarém, Complexo Andaluz, Apartado 279 2001-904 Santarém Phone: (+351) 243 309 520, E-mail: samartinho@esg.ipsantarem.pt
Information Technology:
Dr. Tawanda Mushiri Department of Mechanical Engineering University of Zimbabwe P.O Box MP167 Mt. Pleasant, Harare Zimbabwe Phone: +263773245571, E-mail: tawanda.mushiri@gmail.com
Dr. Rui Santos CEAUL-University of Lisbon Campus 2 School of Technology & Management Polytechnic Institute of Leiria Morro do Lena-Alto Vieiro Apartado 4163, Leiria, 2411-901 Portugal Phone: (+351) 244 820 300, E-mail: rui.santos@ipleiria.pt
Dr. Susana Ferreira Campus 2 School of Technology & Management Polytechnic Institute of Leiria Morro do Lena-Alto Vieiro Apartado 4163, Leiria, 2411-901 Portugal Phone: (+351) 244 820 300, E-mail: susfer@ipleiria.pt
Dr. Sharol Sibongile Mkhomazi Tshwane University of Technology Staatsartillerie Road, Pretoria West, South Africa Phone number: +2712 382 5562 E-mail: mkhomaziss@tut.ac.za
Law and Regulations:
Mark A. Cwiek, JD Professor - Health Administration Division The Herbert H. and Grace A. Dow College of Health Professions Central Michigan University Mt. Pleasant, MI 48859 U.S.A. Phone: 989-774-1338, E-mail: cwiek1ma@cmich.edu
Dr. Catia Marques Cebola School of Technology and Management Polytechnic Institute of Leiria Campus 2, Morro de Lena, Alto Vieiro, Apartado 4163 Leiria, 2411-901 Portugal Phone: 244820300, E-mail: catia.cebola@ipleiria.pt
Dr. Azwihangwisi Judith Mphidi Founder, Human Police Policing Human (Pty) Ltd 7699 Bell Pepper Crescent, The Orchards Ext 52, Pretoria North, Gauteng Province South Africa Phone: 0724891256, E-mail: mphidij@gmail.com
Healthcare Management:
Dr. Vincent F. Maher Prof. Emeritus, Dept. of Mgmt. & Healthcare Mgmt. LaPenta School of Business Iona University 715 North Avenue New Rochelle, NY 10801 USA Phone: +1 914 633 2192 E-mail: vmaher@iona.edu

Dr. Teresinha Covas Lisboa Paulista University – UNIP 760 Rua Barao do Bananal Sao Paulo, Brazil Phone: 55 11 996214362 E-mail: teresinhacovas@uol.com.br
Dr. Vitor Braga Center of Innovation and Research in Management and Information Systems. Polytechnic of Porto, School of Technology and Management of Felgueiras Rua do Curral, Aptartado. 205, 4610-156 Felgueiras, Portugal Phone: (+351) 255 314 002 E-mail: ybraga@estg.ipp.pt
Dr. Matodzi Michael Mokoena Faculty of Science Tshwane University of Technology Private Bag X680, Pretoria, 0001 Republic of South Africa Phone: +27123823544, E-mail: Mokoenamml@tut.ac.za
Tourism, Hospitality Management, and Culinary Arts:
Dr. Yamen Koubaa Dean of Faculty and Research FERRANDI Paris School of Culinary Arts and Hospitality Management France E-mail: koubaa_yam@yahoo.fr
Prof. Alba Caicedo Barreth University of Guayaquil Rumichaca 1313 and Clemente Ballen - Of. 101 Guayaquil Ecuador Phone: (593) 984857385, E-mail: alba.caicedob@ug.edu.ec
Dr. Luis Lima Santos Full Professor School of Tourism & Maritime Technology Polytechnic Institute of Leiria Santuario de Nossa Senhora dos Remedios Peniche, 2520-641 Portugal Phone: (+351) 262 783 607, E-mail: llsantos@ipleiria.pt
Dr. Sofia Viana CITUR - Centre for Research, Development, and Innovation in Tourism Campus 4 School of Tourism and Maritime Technology Polytechnic Institute of Leiria Peniche, 2520-641 Portugal Phone: (+351) 262 783 607, E-mail: sviana@ipleiria.pt
Interdisciplinary Studies:
Prof. Sharon Brownie Swinburne University of Technology SPW Room 216 Mail H95, PO Box 218 Hawthorn, Vic, 3122 Australia Phone: +61 419 330 822, E-mail: sbrownie@swin.edu.au
Dr. F. Victor Lu Prof., Dept. of Business Analytics and Information Systems Tobin College of Business St. John's University 8000 Utopia Parkway Queens, NY 11439 U.S.A. Phone: +1 (718) 990-7382, E-mail: luf@stjohns.edu
Dr. Joaquim Mourato VALORIZA, Polytechnic Institute of Portalegre, CIES-ISCTE-IUL, Lisbon, CHEPS-University of Twente, Praça do Município, 11, 7300-110 Portalegre Portugal Phone (+351) 245 301 500, Email: amourato@ipportalegre.pt
Dr. N. Dilotsotlhe Chair of Department: Marketing and Retail Management University of South Africa Phone: 012 429 8828, E-mail: dilotn@unisa.ac.za
Dr. Ken Mathu North West University P.O. Box 304, Bruma, Johannesburg, 2026 South Africa Phone: +27 83 982 5597, Email: Ken.Mathu@nwu.ac.za , kenmathu@yahoo.com
Communications Management:
Prof. Sheri L. Mackey School of Business Administration Oakland University 201 Meadow Brook Rd., Rochester, MI 48309-4401 U.S.A. Phone: 323.594.6887, E-mail: smackey2@oakland.edu
Dr. Rosa Sobreira Associate Professor Polytechnic Institute of Coimbra, School of Education Interdisciplinary Research Studies, Coimbra University Rua Dom João III - Solum 3030-329 Coimbra, Portugal E-mail: rosa.sobreira@gmail.com
Dr. Carla Freire LiDA-Design and Arts Research Laboratory; CI&DEI-Center for Studies in Education and Innovation Campus 1 School of Education and Social Sciences, Rua Dr. João Soares, Apartado 4045, 2411-901 Leiria – Portugal Phone (+351) 244 829 400, E-mail: carla.freire@ipleiria.pt
Dr. Dawie Bornman Department of Business Management University of Pretoria Hatfield, 0028 South Africa Phone: +27 (0)12 420 5339, E-mail: dawie.bornman@up.ac.za
Dr. Xolisile Ngumbela School of Public Management, Governance and Public Policy College of Business and Economics University of Johannesburg Auckland Park, Johannesburg South Africa Phone: 060 965 7489, E-mail: xolisile.ngumbela@gmail.com
Doctoral Dissertation/Junior Faculty & Student Papers:
Dr. Priyangani Ariyawansa School of Leadership & Management University of Bedfordshire U.K. Phone: 00447861804167 E-mail: priyangani.arya@gmail.com
Dr. Olinda Maria dos Santos Sequeira Director of the Higher School of Abrantes Technology Smart Cities Research Center-Polytechnic Institute of Tomar. Quinta do Contador - 2300-313 Portugal Phone: (+351)932468, Email: olinda.sequeira@ipt.pt
Dr. Sara Proença CERNAS and Polytechnic Institute of Coimbra/ESAC Agrarian School, Polytechnic Institute of Coimbra, Bencanta, 3040-316 Coimbra, Portugal Phone: (+351) 239 802 940, E-mail: sproenca@esac.pt
Dr. Kirsty-Lee Sharp Senior Lecturer North-West University Vanderbijlpark Campus South Africa Phone: 0742846422 E-mail: kirstylee.sharp@nwu.ac.za

Kamogelo Racheckhu University of Limpopo Limpopo, Kgapanne 0838 Phone: 066 044 0521, E-mail: Racheckhu27@gmail.com
Special Panels, Forums & Symposiums:
Dr. Pedro Dominguihos ESCE-School of Management, Polytechnic Institute of Setúbal, Campus do IPS - Estefanilha, 2910-761 Setúbal Portugal Phone: (+351) 265 709 300, E-mail: pedro.dominguihos@esce.ips.pt
Dr. Filipe Rafael Pedrosa ISEP-Instituto Superior de Engenharia Polytechnic of Porto, Rua Dr. António Bernardino de Almeida, 431, 4249-015 Porto, Portugal Phone (+351): 22 83 40 500, E-mail: frp@isep.ipp.pt
Dr. Susana Henriques Marques Associate Professor, Business Research Unit, Iscte Business School, University Institute of Lisbon, Av. das Forças Armadas, 1649-026 Lisboa, Portugal Phone (+351) 210 464.116, E-mail: susana.marques@iscte.pt
Dr. Luisa Cagica de Carvalho Carme, Polytechnic Institute of Leiria, CEFAGE-EU, Evora University, ESCE-School of Management, Polytechnic Institute of Setúbal, Campus do IPS-Estefanilha, 2910-761 Setúbal, Portugal, Phone: (+351) 265 709 300, E-mail: luisa.c.carvalho@esce.ips.pt

Country Chairs

Australia
Dr. Mona Chung Regional Director, China & Asia BlueMount Capital Level 11, 461 Bourke Street Melbourne Victoria 3000 Australia Email: mchung6666@gmail.com
Dr. Bruno Mascitelli Assoc. Prof., Dept. of Education. & Social Scis. Swinburne University of Technology John Street, Hawthorn Melbourne, VIC 3122 Australia Phone: +61-3-92145363 E-mail: bmascitelli@swin.edu.au
Austria
Prof. Juergen M. Muehlbacher Vienna University of Economics and Business Welthandelsplatz 1 A-1020 Vienna Austria Phone: +43-1-31336-4463 E-mail: juergen.muehlbacher@wu.ac.at
Belgium
Mounir Boukadidi Oracle & University of Antwerp/AMS Prinsstraat 13, 2000 Antwerpen Antwerp, 2000 Belgium Phone: +971555588573, E-mail: mounir_boukadidi@yahoo.fr
Brazil
Prof. Jorge Ferreira da Silva Pontifical Catholic University of Rio de Janeiro-PUC-Rio Rua Marques de São Vicente 225 Brazil Phone: 55 21999863642, E-mail: shopshop@iag.puc-rio.br
China
Dr. Stephen Ko Dept. of Mgmt. & Mkt. The Hong Kong Polytechnic University China Phone: 852-2766-4061, E-mail: stephen.ko@polyu.edu.hk
Croatia
Dr. Alka Obadić Full Professor University of Zagreb Department of Macroeconomics and Economic Development Sq. J.F. Kennedy 6 10000 Zagreb Croatia +385-1-2383-147, E-mail: aobadic@efzg.hr
Czech Republic
Prof. Maria Reznakova, Vice Rector, Faculty of Business and Management, Brno University of Technology, Kolejní 4, 612 00 Brno, Czech Republic, Phone: +420 54114 2790, E-mail: reznakova@fbm.vutbr.cz
Ecuador
Prof. Osmany Perez Barral Pontifical Catholic University of Ecuador Av. Manuelita Saenz. Sector Tropezon Ambato Ecuador Phone: (593) 02 299 17 00, E-mail: operez@pucesa.edu.ec
Egypt
Dr. Tamer Mohamed Atef University of Sadat City Egypt E-mail: tamermaa@hotmail.com
Finland
Dr. Sanna Joensuu-Salo Principal Lecturer Seinäjoki University of Applied Sciences Finland, E-mail: sanna.joensuu-salo@seamk.fi
France
Dr. Frederic Jallat Professor, ESCP Europe 79 avenue de la Republique Paris, 75543 CEDEX 11 France Phone: +33 1 49 23 22 51, E-mail: jallat@escpeurope.eu
Greece
Dr. Katerina Lamprakopoulou Postdoctoral Researcher University of the Peloponnese 1, Megalou Alexandrou Str PC 26334, Koukoulí. Patra Greece E-mail: k.lamprakopoulou@esdalab.ece.uop.gr
Dr. Asterios Stroumpoulis University of Piraeus Karaoli ke Dimitriou 80, Pireas 185 34 Greece E-mail: stergiostrou@unipi.gr

India
Prof. Dr. Pawan K. Chugan Visiting Professor, Institute of Management, Nirma University, Ahmedabad; B.K. School of Management, Gujarat University, Ahmedabad Bungalow No. 06, Mahalaya-2, Sola Science City Road, Off S.G. Highway, Ahmedabad 380060, India Phone: +91 9825595573, E-mail: pkchugan@gmail.com
Japan
Prof. Hisao Fujimoto Osaka University of Economics 2-2-8, Osumi, Higashiyodogawa-ku Osaka, 533-8533 Japan Phone: +81 6-6328-2431 E-mail: fujimoto@osaka-ue.ac.jp
Malawi
Dr. Margaret Kubwalo-Chaika Malawi Institute of Management (MIM) P.O. Box 30801, Lilongwe 3 Malawi Phone: +265 999 982 788, E-mail: Margaretn.chaika@gmail.com
Portugal
Dr. Vitor Hugo Ferreira School of Technology and Management Polytechnic Institute of Leiria Campus 2 Morro do Lena-Alto Vieiro Leiria, 2411-901 Portugal Phone: (+351) 244 820 300, E-mail: vitor.ferreira@ipleiria.pt
Prof. Paulo Almeida School of Tourism and Maritime Technology Polytechnic Institute of Leiria Peniche, 2520-641 Portugal Phone: (+351) 262 783 607 E-mail: palmeida@ipleiria.pt
Dr. Susana Amante School of Technology and Management-Viseu, CIDEI, Polytechnic Institute of Viseu. Av. Coronel José Maria Vale de Andrade, Campus Politécnico, 3504-510 Viseu, Phone (+351) 232 480 700, E-mail: susanamante@estgv.ipv.pt
Dr. Maria Teresa Pereira ISEP-Instituto Superior de Engenharia Polytechnic of Porto, Rua Dr. António Bernardino de Almeida, 431, 4249-015 Porto, Portugal, Phone (+351): 22 83 40 500; E-mail: mtp@isep.ipp.pt
Dr. William Cantú CEAUL/ULICES, CI&DEI Campus 1 School of Education and Social Sciences, Rua Dr. João Soares, Apartado 4045, 2411-901 Leiria-Portugal Phone (+351) 244 829 400, E-mail: william.cantu@ipleiria.pt
Poland
Dr. Elżbieta Zysk Department of Real Estate and Urban Studies Faculty of Geoengineering University of Warmia and Mazury in Olsztyn Poland E-mail: elzbieta.zysk@uwm.edu.pl
Russia
Prof. Anna N. Zhilkina Prof. & Chair, Dept. of Finance & Credit State University of Management 99 Ryazanskij Avenue Moscow, 109542 Russia Phone: +74953777788(11-07), E-mail: angh@inbox.ru
Slovakia
Dr. Dagmar Caganova Vice Dean for International Projects Slovak University of Technology in Bratislava Ulica Jána Bottu 25 917 24 Trnava Slovakia Phone: +421(0)905/648 382 E-mail: dagmar.caganova@stuba.sk
South Africa
Prof. Mabutho Sibanda Dean and Head of School of Accounting, Economics & Finance University of Kwazulu-Natal J 224, 2nd Floor J Block, Westville Campus Durban South Africa Phone: +27 (0) 31 260 2160, E-mail: Sibandam@ukzn.ac.za
Prof. Marius Wait Head of Department: Marketing Management College of Business and Economics University of Johannesburg South Africa Phone: +27 11 559 1414, E-mail: mwait@uj.ac.za
Prof. Shepherd Dhlwayo University of Johannesburg Auckland Park South Africa Phone: 011 559 1689, E-mail: sdhliwayo@uj.ac.za
Dr. Nkosinamandla Shezi University of South Africa (UNISA) Preller St, Muckleneuk, Pretoria, 0002 South Africa Phone: 078 110 1385, E-mail: shezine@unisa.ac.za
Prof. E. Chinomona Vaal University of Technology Vanderbijlpark Campus Private Bag X021, Vanderbijlpark 1911, Andries Potgieter Blvd. South Africa Phone: 0027780564852, Office Phone: 0169507545, E-mail: elizabethc@vut.ac.za
Dr. Engeline Zwane Turfloop Graduate School of Leadership University of Limpopo Webster Street Opposite Peter Mokaba Stadium, Block B, Edupark Complex, Polokwane, Limpopo Province South Africa E-mail: engeline.zwane@ul.ac.za
South Korea
Dr. Jae Yoon Rhee Professor Emeritus Chung-Ang University 204 Ho 33 Dong, HyoSung Villa, 740 Sam Sung Ro, Gang Nam Gu, Seoul Republic of Korea Phone number: 82+ 10 9150 3610, E-mail: rheejy3@daum.net
Spain
Dr. Vincente Ripoll Feliu Faculty of Economics Valencia University Avenidad dels Tarongers, s/n Valencia, 46071 Spain E-mail: ripoll@uv.es

Taiwan
Dr. Che-Jen Su Dept. of Restaurant, Hotel & Institutional Mgmt. College of Human Ecology Fu Jen Catholic University 510 Chung Cheng Rd. Hsinchuang, Taipei Country 24205 Taiwan Phone: 886-2-29031111, Email: 040084@mail.fju.edu.tw
Thailand
Dr. Pensri Jaroenwanit Lecturer Khon Kaen Business School (KKBS) Khon Kaen University Khon Kaen, Thailand Phone: +66-819743732 E-mail: penjar@kku.ac.th
Dr. Kawpong Polyorat Khon Kaen Business School (KKBS) Khon Kaen University 123 Mittraparp Road, A.Muang Khon Kaen, 40002 Thailand Phone: +6643202401 ext. 48068, E-mail: kawpong@kku.ac.th
Tunisia/North Africa
Dr. Nabila El jed Higher School of Digital Economy Manouba University ESEN, Campus universitaire la Manouba, 2010 Tunisia Phone: +21698328545, E-mail: nabilaeljed@gmail.com
Turkiye
Dr. Ozlem Atalik Department of Aviation Management Eskisehir Technical University Turkiye Phone: 90 222 3222059, E-mail: oatalik@eskisehir.edu.tr
Dr. V. Aslihan Nasir Professor of Marketing Department of Management Information Systems Bogazici University Hisar Campus B Block R.Hisarustu Bebek 34342 Istanbul Turkiye Phone: 90 212 3597445, E-mail: aslihan.nasir@boun.edu.tr
Dr. Hande B. Turker Professor Department of Management Information Systems Bogazici University Istanbul Turkiye Phone: +90(212) 359 6935, E-mail: hande.turker@boun.edu.tr
U.K.
Dr. Gordon Bowen Associate Professor in Management Anglia Ruskin University 14 Webster Close Maidenhead Berkshire, SL6 4NW U.K. Phone: 44(0)7967496728, Email: ghgb@hotmail.com
Prof. Wilson Ozuem Professor of Digital Marketing and Innovation Institute of Business, Leadership and Industry University of Cumbria 58 E India Dock Rd, London E14 6JE U.K. Phone: 020 7517 4800 , E-mail: wilson.ozuem@cumbria.ac.uk
Dr. Rebecca Natrajan Senior Lecturer Roehampton University-London Campus London U.K. Phone: 07751217927, E-mail: rebeccanatrajan@gmail.com
U.S.A.
Prof. Leonora Fuxman St. John's University Tobin College of Business St. John's University 8000 Utopia Parkway New York, NY 11439 Phone: (732) 742-9670, E-mail: fluxmanl@stjohns.edu
Dr. Samir R. Moussalli Dean Emeritus Clinical Professor of Business University of Montevallo 75 College Drive, Montevallo, Alabama 35115 U.S.A. E-mail: smoussal@montevallo.edu
Dr. Luis Eduardo Rivera-Solis Capella University 225 S 6th St. Minneapolis, MN 55402 U.S.A. Phone: +1 (516) 241-5196, E-mail: luis.rivera@capella.edu
Dr. Michelle Gordon Professor of Business Administration Penn State Greater Allegheny 4000 University Drive McKeesport, PA 15132 U.S.A. E-mail: mgh11@psu.edu
Venezuela
Prof. José G. Hernández R. Minimax Consultores C.A Caracas, Estado Miranda 1073 Venezuela Phone: +00 58 212 240 34 88, E-mail: mercaglob@yahoo.com
Prof. María J. García G Minimax Consultores C.A Caracas, Estado Miranda 1073 Venezuela Phone: +00 58 212 241 89 57, E-mail: mariminimagarcia@yahoo.com
Prof. Gilberto J. Hernández G. Minimax Consultores C.A Caracas, Estado Miranda 1073 Venezuela Phone: +00 58 212 241 89 57, E-mail: minimaxconsultores@yahoo.com
Zimbabwe
Dr. Zenzo Lusaba Dube Institute of Development Studies National University of Science & Technology 38 Duncan Rd., Suburbs Bulawayo Zimbabwe Phone: +2639231186, E-mail: zenzo123@aol.com

GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION REGISTRATION FORM

26th Annual International Conference to be held in Athens, Greece from July 14th-17th, 2026

PERSONAL INFORMATION

Prefix:	First Name:	Middle Name:	Last Name:
Dr. Mr. Ms. Prof.			
Affiliation:		Address:	
City:	State/Province:	Billing Zip Code:	Country:
E-Mail #1:	E-Mail #2:	Telephone:	Fax:
Accepted MS#:	I'm presenting this paper:	Accepted MS#:	I'm presenting this paper:
	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 , 2026:	Fee after May 15 th , 2026:	Total
Academic Registration	\$600.00 USD	\$675.00 USD	
Business Executive Registration	\$675.00 USD	\$750.00 USD	
Guest Registration	\$375.00 USD	\$450.00 USD	
Student Registration (attach proof of student status)	\$450.00 USD	\$525.00 USD	
Surcharge for Extra Pages After Page 10	\$30.00 USD Per Page	\$30.00 USD Per Page	
Bank Transfer Fee	\$30.00 USD	\$30.00 USD	
Total:			

*All registrants receive a laptop bag and may attend the Welcoming Reception, special events, lunches, and coffee breaks.

PAYMENT INFORMATION*

Make checks payable to "Global Business and Technology Association" and mail to: Dr. N. Delener GBATA P.O. Box 20277 Huntington Station, New York 11746 U.S.A.	Credit Card Information		
	Cardholder's Name:		Credit Card (check one):
			☐ Visa ☐ MasterCard ☐ AmEx
	Credit Card No.:	Expiration Date:	Security Code:

*Conference registration payments can be made via PayPal at www.gbata.org, bank transfer, check (U.S.A. participants only), and/or credit card by filling out the information above. GBATA bank account particulars will be provided upon request for bank transfers.

Refund Policy: 50% prior to May 15th, 2026 and no refunds thereafter.