

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*
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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

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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ Economics of Innovation & Entrepreneurship ➤ Entrepreneurship & Innovation for Impact ➤ Independent/Corporate Entrepreneurship & Innovation ➤ International Entrepreneurship ➤ Knowledge Management & Entrepreneurship ➤ Responsible Digital Enterprise
III. Finance, Banking, & Accounting <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ Contemporary Strategies in Pharmaceutical Industry ➤ Economics of Health Care Services ➤ Management of Health Care Providers 	X. Tourism, Hospitality Management, and Culinary Arts <ul style="list-style-type: none"> ➤ Hospitality Management, Leisure & Tourism ➤ Lifestyle Services, Sports, & Olympics ➤ Marketing of Theme Parks & Tourism ➤ Sensory Marketing in Culinary Arts and Hospitality
XI. Interdisciplinary Studies <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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

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