



Call for Papers

10th Annual Global Business Conference 2019 Sibenik (Croatia)

Sep 25th – 28th, 2019

Conference theme: Doing Business in Turbulent Environment

Hosted by: Innovation Institute

Conference Purpose and Objectives

Business environment has changed and will be changing even more in years that have to come - some traditionally powerful markets have weakened while others have grown, cultural and geographical distance between people are fading, political decisions influence business more than ever, innovation and market orientation has become crucial for companies that want to be competitive... How to deal with it and how to deal with its outcomes represents a problem of great importance for both academics and practitioners. The purpose of 10th Annual Global Business Conference 2019 in Sibenik (Croatia) is to provide a research forum among academic researchers, doctoral students and practitioners engaged in generating insights for doing business in turbulent environment. Conference welcomes both theoretical and empirical contributions that discuss important issues in their field and how these issues relate to business challenges in global economy. We look toward opening up discussion of new ideas that are likely to shape future academic and business landscapes. This conference provides an opportunity for an interdisciplinary take on this issue from marketing, finance, accounting, management and economics viewpoints. Besides its interdisciplinarity, this conference wants to provide a platform for constructive dialogue on these important issues.

Venue

Conference will be held in Sibenik in Solaris Resort. Sibenik is a historic town of Croatia and it is located in central Dalmatia. Unlike other cities along the Adriatic coast, which were established by Greeks, Illyrians and/or Romans, Sibenik was the first Croatian city originally founded by Slavs in 11th century. It was mentioned for the first time under its present name in 1066 in a Charter of the Croatian King Petar Kresimir IV and, for a period of time, it was a seat of this Croatian King.

Today Sibenik is a very popular touristic destination because of its cultural heritage (the Cathedral of St. James built from 1431 and 1536 is on the UNESCO World Heritage list), natural beauties (National parks Kornati and Krka) and well known Mediterranean



cuisine. Šibenik is a home town of Drazen Petrovic (NBA basketball player), Faust Vrancic (parachute inventor), Goran Visnjic (Hollywood actor) and Maksim Mrvica (world known piano player).

The county of Šibenik has 242 islands, islets and rocks. Most of this archipelago lies in the north-west part of Šibenik's waters and is very indented, bare and sparsely inhabited. The most numerous group of islands are the National park Kornati. The Kornati archipelago consists of 150 islands in a sea area of about 320 km², making it the densest archipelago in the Mediterranean Sea, widely known for their bizarre shapes and luxurious and magnificent landscapes.



Submission Guidelines

10th Annual Global Business Conference 2019 invites submissions of abstracts/papers that provide insights into key research challenges. Submissions should be uploaded in Word format (.doc or .docx file) at [Paper Submission](#) web site no later than June 17th, 2019. Your paper should not exceed 5.000 words and if you would like to submit only an abstract it should not exceed 250 words. Your contribution should be written in English, submitted on time and be relevant with the overall conference theme objectives.

Authors should **indicate the track in which they would like to present their contribution**. Each contribution can be submitted only to one track. In order to include your contribution in the conference and the proceedings **at least one author per accepted manuscript must register for the conference**.

Contributions will go through a double blind review process. **Letter of acceptance or rejection will be e-mailed out within 7 working days** from your submission. For details please visit official web site of the conference: www.gbcsummer.com.



Publication Opportunities

Selected papers will be considered for publication in sponsoring academic journals (Market-Trziste, ZIREB, Journal of Contemporary Management Issues) indexed in Web of Science, Scopus, Ebsco, ProQuest, EconLit, Index Copernicus, ABI Inform and many others databases.

Program Tracks

1. Economics
2. Finance and accounting
3. Management
4. Marketing

Important Information

Important dates:

- **June 17th, 2019** - Deadline for abstract/paper submission
Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **July 15th, 2019** - Early registration deadline
- **August 28th, 2019** - Regular registration deadline
- **September 25th - 28th, 2019** - Conference



Conference fee

Conference early registration fee is 410 EUR (regular registration fee is 490 EUR) and includes:

- Conference proceedings
- Admittance to all scientific sessions
- Certificate of attendance
- Networking coffee and refreshments
- Lunches on Thursday and Friday
- Guided tour of Sibenik
- Welcome drink
- Official Conference dinner with Mediterranean and Dalmatian specialties
- Conference trip

Accompanying person early registration fee is 190 EUR (regular registration fee is 240 EUR) and includes participation in welcome drink, official conference dinner, guided tour of Sibenik and conference trip.

Please note that participants should cover transaction charges for all payments regarding GBC.

For additional information, please visit www.gbcsummer.com or contact us at office@gbcsummer.com.

Travel to Croatia

Any foreign visitor who wishes to enter Croatia must have a passport, which will remain valid during the period of stay. Nationals of many countries are eligible to enter Croatia without a visa for tourism or business. However, please check with the Croatian Ministry of Foreign and European Affairs.



On behalf of Program and Organizing
Committees I welcome you to
10th Annual **G**lobal **B**usiness **C**onference **2019**

Filip Vrhovnik
Organizing Committee Chair
Innovation Institute