



Call for Papers

**11th Annual
Global Business Conference 2020
Dubrovnik (Croatia)**

Sep 23rd – 26th, 2020

Conference theme: 20/20 VISION: Academic Research Delivering Clarity in Business

Hosted by: Innovation Institute

Conference Purpose and Objectives

As global contexts are becoming increasingly complex, the value of understanding the underlying principles driving observable outcomes increases tremendously. Our understanding of underlying principles is being blurred, and trust in academic and applied models is becoming paramount. Global Business Conference 2020 focuses on (re)discovering key business insights which help explain and/or prescribe business actions in order to drive value creation. We invite contributions that enhance clarity of business understanding from multiple perspectives and multiple contexts – striving for the 20/20 vision

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

Dubrovnik is a Croatian city on the Adriatic Sea coast. It was founded in the 7th century but its golden age was during 15th and 16th centuries when, supported by its wealth and skilled diplomacy, achieved a remarkable level of development. It is one of the most prominent tourist destinations on the Adriatic and Mediterranean. Best time to visit Dubrovnik is during summer and in early fall (it is not so crowded with tourists and temperatures are not so high).

Historical dimension of Dubrovnik is great. The city is abundant in architectural heritage, such as the Arboretum



Trsteno, the oldest arboretum in the world, dating back to before 1492. Also, the third oldest European pharmacy is located in the city, which dates back to 1317 (and is the oldest one that still in operation today). A feature of Dubrovnik is its walls that run 2 km around the city. This, among other, is why Dubrovnik is on UNESCO list of World Heritage Sites since 1979. In the bay of Dubrovnik is the 72-hectare wooded island of Lokrum, where according to legend, Richard the Lionheart was cast ashore after being shipwrecked in 1192.



Dubrovnik is well known as beautiful and interesting city with great sightseeing and food. One of Dubrovnik's admirers was George Bernard Shaw, who visited the city in 1929 and said: "If you want to see heaven on earth, come to Dubrovnik." Hit series 'Game of Thrones' was filmed in Dubrovnik as well as Star Wars and Robin Hood movies. When they spent their vacation in Europe, Dubrovnik was/is a must visit city for many celebrities like Elisabeth Taylor and Richard Burton, Michael Douglas and Catharine Zeta Jones, Tom Cruise, Bono Vox, Beyonce and Jay-Z and many other.

Submission Guidelines

11th Annual Global Business Conference 2020 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 18th, 2020. 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, ZIREB, Journal of Contemporary Management Issues) indexed in WOS, Scopus, Ebsco, ProQuest, Econlit, Index Copernikus, ABI Inform and many others databases.

Program Tracks

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

Important Information

Important dates:

- **June 18th, 2020** - Deadline for abstract/paper submission
- Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **July 15th, 2020** - Early registration deadline
- **August 28th, 2020** - Regular registration deadline
- **September 23rd - 26th, 2020** - 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 Dubrovnik
- 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 Dubrovnik 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 Ministry of Foreign and European Affairs.



On behalf of Program and Organizing
Committees I welcome you to
11th Annual **G**lobal **B**usiness **C**onference **2020**

Filip Vrhovnik
Organizing Committee Chair
Innovation Institute