



## **Call for Papers**

### **11<sup>th</sup> Annual Global Business Conference 2020**

**Sep 23<sup>rd</sup> – 26<sup>th</sup>, 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**

**Due to the uncertainty regarding COVID-19 pandemic, in the interest of health and safety of all conference participants, conference presentations will be held on-line.**

Dubrovnik is a Croatian city on the Adriatic Sea coast. It was founded in the 7<sup>th</sup> century but its golden age was during 15<sup>th</sup> and 16<sup>th</sup> 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.



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.



## Submission Guidelines

11<sup>th</sup> 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 August 20<sup>th</sup>, 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.gbcsommer.com](http://www.gbcsommer.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:

- **August 20<sup>th</sup>, 2020** - Deadline for abstract/paper submission
- Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **August 25<sup>th</sup>, 2020** - Registration deadline
- **September 23<sup>rd</sup> - 26<sup>th</sup>, 2020** - Conference



### Conference fee

Conference registration fee is 85 EUR and includes:

- Conference proceedings
- Admittance to all scientific sessions
- Certificate of attendance

After the conference, we will send conference proceedings, certificate of attendance and invoice by post to participant's address.

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

For additional information, please visit [www.gbcsummer.com](http://www.gbcsummer.com) or contact us at [office@gbcsummer.com](mailto:office@gbcsummer.com).



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

Filip Vrhovnik  
Organizing Committee Chair  
Innovation Institute