



Call for Papers

14th Annual Global Business Conference 2023 Zagreb (Croatia)

Sep 27th – 30th, 2023

Conference theme: **Doing Business in a Disrupted World**

Hosted by: **Innovation Institute**

Conference Purpose and Objectives

We thought that last years with the ongoing pandemic, disruption in supply chain and indications of new financial crises would be more than enough that companies and consumers could take at the time, but with regional conflicts and accelerating climate challenges, the world is faced with exceptional uncertainties. These uncertainties lead to the creation of a new environment for both, companies and consumers. Therefore, the goal of Global Business Conference 2023 is to discuss possible paths and business models that will lead to the stability of business environment. We invite contributions that can propose new business paradigms from multiple perspectives and multiple contexts – for doing business in a sustainable and technologically influenced way.

Publication Opportunities – TWO SPECIAL ISSUES

Special issues of two Scopus and WOS indexed journals (Market-Tržište, ISSN 0353-4790; Management, ISSN 1331-0194) will be published with conference papers.

Venue

Conference will be held in Zagreb - the capital and the largest city of the Republic of Croatia. The name Zagreb was mentioned for the first time in 1094, and it became a free royal town in 1242. Through history, as it is today, Zagreb was political and administrative center of Croatia. Today, Zagreb is modern European city with lot of green areas, squares, museums and vivid night life.

Submission Guidelines

14th Annual Global Business Conference 2023 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 20th, 2023. 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.



Important Information

Important dates:

- **August 20th, 2023** - Deadline for abstract/paper submission
Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **August 1st, 2023** - Early registration deadline
- **September 1st, 2023** - Regular registration deadline
- **September 27th – 30th, 2023** - Conference



Conference fee

Conference early registration fee is 420 EUR (regular registration fee is 490 EUR) and includes:

- Conference proceedings
- Book of Abstracts
- Possibility of publishing in special issues of SCOPUS and WOS journals
- Admittance to all scientific sessions
- Certificate of attendance
- Networking coffee and refreshments
- Lunches on Thursday and Friday
- Guided tour of Zagreb
- Welcome drink
- Official Conference dinner
- 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 Zagreb and conference trip.

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

Program Tracks

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

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



On behalf of Program and Organizing
Committees I welcome you to
14th Annual **Global Business Conference 2023**

Filip Vrhovnik
Organizing Committee Chair
Innovation Institute