



Call for Papers

**15th Annual
Global Business Conference 2024
Dubrovnik (Croatia)**

Sep 25th – 28th, 2024

**Conference theme: AI's Impact on Global Prosperity: Shaping the World
Economy**

Hosted by: Innovation Institute

Conference Purpose and Objectives

As AI technologies continue to advance, their effects on various sectors of the global economy become increasingly evident by revolutionizing the way businesses operate, make decisions, and interact with customers. Global Business Conference 2024 aims to explore the multifaceted impact of AI on economic growth, industry dynamics, labor markets, policy, and international trade. We seek to foster a deeper understanding of AI's role in shaping the world economy and its implications for businesses, governments, and society. 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 Market-Tržište (ISSN 0353-4790; Scopus and WoS), and Economic Thought and Practice (ISSN 1330-1039; WoS) journals.

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. Dubrovnik is on UNESCO list of World Heritage Sites. 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).

Submission Guidelines

15th Annual Global Business Conference 2024 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, 2024. 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, 2024** - Deadline for abstract/paper submission
Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **August 1st, 2024** - Early registration deadline
- **September 1st, 2024** - Regular registration deadline
- **September 25th – 28th, 2024** - 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 Dubrovnik
- 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 Dubrovnik 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
15th Annual **Global Business Conference 2024**

Filip Vrhovnik
Organizing Committee Chair
Innovation Institute