



Call for Papers

16th Annual Global Business Conference 2025 Zagreb (Croatia)

Sep 24th – 27th, 2025

**Conference theme: Ethics in Action: Shaping the Future of Global Business
Amidst Change**

Hosted by: Innovation Institute

Conference Purpose and Objectives

Global Business Conference 2025 aims to examine how companies can uphold and adapt their ethical standards amidst the rapidly evolving global business climate. This includes changes due to technological advancements, shifting political landscapes, and emerging social norms. We seek to foster a deeper understanding of how these factors could shape the world economy and affect businesses, governments, and society at large. We invite contributions that propose new business paradigms from multiple perspectives and various contexts.

Publication Opportunities

Selected papers will be submitted for publication in Market-Tržište (ISSN 0353-4790; Scopus and WoS), and Economic Thought and Practice (ISSN 1330-1039; WoS) journals.

Venue

The conference will be held in Zagreb, the capital and largest city of the Republic of Croatia. The name 'Zagreb' was first mentioned in 1094, and it became a free royal town in 1242. Throughout history, as it is today, Zagreb has been the political and administrative center of Croatia. Today, Zagreb is a modern European city with numerous green areas, squares, museums, and a vibrant nightlife.

Submission Guidelines

16th Annual Global Business Conference 2025 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, 2025. 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, 2025** - Deadline for abstract/paper submission
Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **August 1st, 2025** - Early registration deadline
- **September 1st, 2025** - Regular registration deadline
- **September 24th – 27th, 2025** - Conference



Conference fee

Conference early registration fee is 430 EUR (regular registration fee is 490 EUR) and includes:

- Conference proceedings
- Book of Abstracts
- Possibility of publishing in 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 215 EUR (regular registration fee is 250 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
16th Annual **G**lobal **B**usiness **C**onference **2025**

Filip Vrhovnik
Organizing Committee Chair
Innovation Institute