



**Call for Papers**

**12<sup>th</sup> Annual  
Global Business Conference 2021  
Zagreb (Croatia)**

**Sep 22<sup>nd</sup> – 25<sup>th</sup>, 2021**

**Conference theme: Doing Business in Post Pandemic World**

**Hosted by: Innovation Institute**

**Conference Purpose and Objectives**

When Covid-19 appeared, no one expected it to grow into a pandemic which will change business fundamentally. In less than a year, some industries have come to the brink of collapse, while others have experienced growth. Any crisis can be defined as a shift of life and business paradigm in such a way that one or more assumptions are changed. In this way, a specific context for business decisions is made, which is based on a significantly changed logic from the one to which the existing system is accustomed. Global Business Conference 2021 focuses on proposing solutions for doing business in the post-pandemic world by understanding and (re)defining the logic of the economy and society in general and changing itself in a way that creates the greatest value in the new business logic. We invite contributions that can propose new business paradigms for multiple perspectives and multiple contexts – for doing business in ‘new normal’.

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, tourism and economics viewpoints. Besides its interdisciplinarity, this conference wants to provide a platform for constructive dialogue on these important issues.

**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.

In past few years, Zagreb became popular tourist destination especially for those how want to experience typical European city with long history, great gastronomy and enjoyable people.



Only two hours from Zagreb is located one of Croatian most known marks – National Park Plitvice Lakes. It is one of the oldest national parks in Europe and from 1979 Plitvice Lakes are on UNESCO World Heritage list. Plitvice Lakes are world famous for its lakes arranged in cascades – currently there is 16 lakes that can be seen from the surface with lot of waterfalls (the largest waterfall is 78m). If it will be possible due to Covid-19, on the last day of the conference we will be visiting Plitvice Lakes.



## Submission Guidelines

12<sup>th</sup> Annual Global Business Conference 2021 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 1<sup>st</sup>, 2021. 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](http://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
5. Tourism

## 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. However, please check with the Ministry of Foreign and European Affairs. Due to Covid-19 pandemic special regulation of entry in the country may occur.

## Important Information

### Important dates:

- **August 1<sup>st</sup>, 2021** - Deadline for abstract/paper submission
- Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **August 15<sup>th</sup>, 2021** - Early registration deadline
- **September 1<sup>st</sup>, 2021** - Regular registration deadline
- **September 22<sup>nd</sup> - 25<sup>th</sup>, 2021** - 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 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.

### On-line participation

For those participants which due to Covid-19 pandemic will not be able to travel, we will organize on-line presentations. For on-line participation early registration fee is 110 EUR (regular registration fee is 190 EUR) and includes conference proceedings, admittance to scientific sessions, certificate of attendance and conference materials.

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  
12<sup>th</sup> Annual **G**lobal **B**usiness **C**onference **2021**

Filip Vrhovnik  
Organizing Committee Chair  
Innovation Institute