Call for Papers
2015 Summer Global Business Conference in Croatia
Sep 30 - Oct 03, 2015

Conference theme: The Possible Positive Aspects of Economic Crises
Hosted by: Innovation Institute

Conference Purpose and Objectives

Global Business Conference 2015 in Croatia primarily aims at understanding the possible positive aspects of economic crises. While most consider crises to have negative effects, what are the positive ones? How does consumer’s limited spending influence competition and competitive strategies? How does revenue, profits and innovation change for the best market players vs. the others? Is crisis opening up greater market potentials for great companies by making the others fail? Is crisis stimulating innovation and entrepreneurship? Are policy-makers reconsidering the dogmatic policies and making the environment more business-friendly? What are the models that can guide managerial and/or policy-makers’ decision-making? 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

Conference will be held in Solaris Hotel Resort (Sibenik, Croatia). Sibenik is a historic town of Croatia and it is located in central Dalmatia.Unlike other cities along the Adriatic coast, which were established by Greeks, Illyrians and/or Romans, Sibenik was the first Croatian city originally founded by Slavs in 11th century. It was mentioned for the first time under its present name in 1066 in a Charter of the Croatian King Petar Kresimir IV and, for a period of time, it was a seat of this Croatian King.

Today Sibenik is a very popular touristic destination because of its cultural heritage (the Cathedral of St. James built from 1431 and 1536 is on the UNESCO World Heritage list), natural beauties (National parks Kornati and Krka) and well known Mediterranean cuisine. Sibenik is a home town of Drazen Petrovic (NBA basketball player), Faust Vrancic (parachute inventor), Goran Visnjic (Hollywood actor) and Maksim Mrvica (world known piano player).
Solaris Hotel Resort is also located near Split - second-largest city of Croatia. While it is traditionally considered just over 1,700 years old counting from the construction of Diocletian’s Palace in 305 CE, archaeological research relating to the original founding of the city as the Greek colony of Aspálathos in the 4th century BCE establishes the urban history of the area as being several centuries older. Today, with over 300,000 people in the wider bay area, it is the economic hub of the eastern Adriatic shoreline. Wandering the historic center of Split you can still clearly see the Roman walls, squares, and temples. Due to its great historic value, we will be visiting Split during our conference trip on Saturday.

Submission Guidelines

Summer Global Business Conference 2015 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 June 15th, 2015. Your paper should not exceed 5,000 words and if you would like to submit only an abstract it should not exceed 1,500 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 (different) author per accepted manuscript must register for the conference.

Contributions will go through a double blind review process. E-mails of acceptance or rejection will be e-mailed out within one week from your submission. For details please visit official web site of the conference: www.gbcsummer.com.

Publication Opportunities

Selected papers will be considered for publication in sponsoring academic journals (Market/Trziste, ZIREB, Journal of Contemporary Management Issues, Contemporary Economics) indexed in 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:
- June 15th, 2015 - Deadline for abstract/paper submission
- Confirmation of acceptance will be e-mailed within one week from submission
- July 13th, 2015 - Early registration deadline
- August 31st, 2015 - Late registration deadline
- Sep 30th - Oct 3rd, 2015 - Conference

Conference fee
Conference fee is 390 EUR (late registration fee is 470 EUR) and includes:
- Conference proceedings
- Admittance to all scientific sessions
- Certificate of attendance
- Networking coffee and refreshments
- Lunches during conference
- Guided tour of Sibenik
- Welcome drink
- Official Conference dinner and party with Mediterranean and Dalmatian specialties
- Conference trip to historical town of Split

Accompanying person fee is 170 EUR (late registration 220 EUR) and includes participation in social events (welcome drink, official conference dinner, guided tour of Sibenik, conference trip to historical town of Split).

There is an 85 EUR processing fee on for cancellations done before August 25th, 2015. On and after that date, there will be no refunds for cancellations.

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

Pre-conference workshop
We are pleased to announce Global Business Conference Pre-conference Workshop which will be held by world’s leading authority on data analysis – prof. JOE HAIR. Professor J. Hair will present Structural Equation Modeling method using Partial Least Squares approach. This approach successfully deals with numerous limitations of using AMOS or Lisrel for Structural Equation Modeling. It enables doing SEM with very limited sample sizes and non-normal distributions.
In the workshop participants will be using SmartPLS software with real datasets which will make this workshop highly applied. Participants are required to bring their laptops to the workshop.

Due to workshop interactivity, available places are highly limited and will be allocated on the first-come-first-serve basis. Thus, once group is full no further registrations will be possible.

Only participants of the Global Business Conference 2015 can apply. We welcome applications both from professors and PhD students interested in enriching their knowledge of contemporary research methods.

We are pleased to announce that Innovation Institute’s Scholarship fund has approved scholarships for all accepted participants for this pre-conference workshop in the amount of 50% of workshop registration fee (regular registration fee: 170 EUR). Therefore, pre-conference workshop fee (scholarship included) is: 85 EUR

**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 for tourism or business. However, please check with the Ministry of Foreign and European Affairs.

On behalf of Program and Organizing Committees I welcome you to 2015 Summer GBC

Dijana Drazetic
Growth and Development Director
Innovation Institute