

## CALL FOR PAPERS

FOURTEENTH ANNUAL INTERNATIONAL  
CONFERENCENew York City, New York  
U.S.A.JULY 10-14<sup>th</sup>, 2012

## THEME:

**Mapping the Global Future: Evolution Through Innovation and Excellence**

Co-Sponsored By:

- *SUNY Office of Global Affairs, New York City, U.S.A.*
- *Brno University of Technology, Brno, Czech Republic*
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- *Fu Jen Catholic University, Taipei, Taiwan*
- *Haaga-Helia University of Applied Science, Helsinki, Finland*
- *Polytechnic Institute of Leiria, Leiria, Portugal*
- *Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*
- *School of Business, SUNY Old Westbury, New York, USA*
- *State University of Management & Russian Academy of Sciences, Moscow, Russia*
- *Unitec Institute of Technology, Auckland, New Zealand*

[www.gbata.org](http://www.gbata.org)**Deadline for receipt of abstracts or papers: March 31<sup>st</sup>, 2012**Submissions will be double-blind reviewed on a rolling basis  
to assure you a rapid decision to facilitate your funding and scheduling needs.

## CONFERENCE THEME:

We welcome submissions addressing the GBATA Fourteenth Annual International Conference theme: **Mapping the Global Future: Evolution Through Innovation and Excellence.**

The theme is designed to encourage submissions that take unique perspectives on the critical issues related to multi-cultural, economic, technological, social, legal, and regulatory challenges that public and private industries and organizations encounter. The author(s) must specify paper(s) by track number, list two track numbers if appropriate, and up to four key words that describe the paper(s). Authors may seek guidance on matching their work to a track by contacting *Dr. N. Delener, Conference Chair* (E-mail: [delener@gbata.org](mailto:delener@gbata.org); [info@gbata.org](mailto:info@gbata.org)).

The Conference will include contributed paper sessions, invited and plenary presentations, case studies, round tables, panels, workshops and forums. The accepted papers will be published in the *Refereed Conference Readings Book*. The Conference will provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations.

## TRACKS: Abstracts or Papers

<b>I. Accounting</b> <ul style="list-style-type: none"><li>➤ Managerial Accounting</li><li>➤ Financial Accounting &amp; Taxation</li><li>➤ Auditing</li></ul>	<b>II. Economics</b> <ul style="list-style-type: none"><li>➤ Economic Development &amp; Competitiveness</li><li>➤ International Trade</li><li>➤ Multinational Trading Blocs</li><li>➤ Transitional Economies</li></ul>
<b>III. Finance &amp; Banking</b> <ul style="list-style-type: none"><li>➤ Financial Institutions &amp; Markets</li><li>➤ Corporate Finance &amp; Investments</li><li>➤ Risk Management</li><li>➤ Banking &amp; Financial Services</li></ul>	<b>IV. Information Technology</b> <ul style="list-style-type: none"><li>➤ Technology &amp; Networks</li><li>➤ Services Computing</li><li>➤ Management of Technology</li><li>➤ Data Mining</li></ul>
<b>V. Management</b> <ul style="list-style-type: none"><li>➤ Human Resources</li><li>➤ Operations Management &amp; TQM</li><li>➤ Organizational Behavior, Development &amp; Change</li><li>➤ Corporate Strategy &amp; Culture</li><li>➤ Knowledge Management &amp; Entrepreneurship</li><li>➤ Public &amp; Nonprofit Organizations</li><li>➤ Global Innovation &amp; Related Strategies</li></ul>	<b>VI. Marketing</b> <ul style="list-style-type: none"><li>➤ Buyer Behavior &amp; Customer Relations Management</li><li>➤ Distribution &amp; Supply Chain Management</li><li>➤ Integrated Marketing Communications, Branding &amp; Pricing</li><li>➤ Marketing Strategy, Product Management &amp; New Product Development</li><li>➤ Services Marketing</li></ul>
<b>VII. Law and Regulations</b> <ul style="list-style-type: none"><li>➤ Minimizing Illegality &amp; Unethical Conduct in Business</li><li>➤ Negotiating &amp; Deal Making</li><li>➤ Intellectual Property</li></ul>	<b>VIII. Health Care Management</b> <ul style="list-style-type: none"><li>➤ Management of Health Care Providers</li><li>➤ Economics of Health Care Services</li><li>➤ Contemporary Strategies in Pharmaceutical Industry</li></ul>
<b>IX. Tourism and Hospitality Management</b> <ul style="list-style-type: none"><li>➤ Hospitality Management, Leisure, &amp; Tourism</li><li>➤ Marketing of Theme Parks &amp; Tourism</li><li>➤ Lifestyle Services, Sports &amp; Olympics</li></ul>	<b>X. Interdisciplinary Studies</b> <ul style="list-style-type: none"><li>➤ Business Education &amp; Teaching Innovation</li><li>➤ Cross-Cultural Studies</li><li>➤ E-Commerce &amp; Technology</li><li>➤ Public Policy, Immigration, &amp; Ethical Issues</li><li>➤ Global Poverty &amp; Underemployment</li><li>➤ Mergers, Acquisitions, and Strategic Alliances</li><li>➤ Transportation &amp; Logistics</li></ul>
<b>XI. Communication Management</b> <ul style="list-style-type: none"><li>➤ Corporate Communication</li><li>➤ Strategic Communication</li><li>➤ Corporate Reputation Management &amp; Measurement</li><li>➤ Corporate Social Investment (CSI) &amp; Corporate Governance</li></ul>	<b>XII. Student Papers</b> <b>XIII. Special Panels, Forums, &amp; Symposiums</b>

## SPECIAL TOPICS: Special Panels, Forums, and Symposiums

Attendees are also invited. Interested group should select a session chair. The session chair's responsibility will be to organize the special topics session and inform conference chair, Dr. N. Delener.

## IMPORTANT DATES:

March 31<sup>st</sup>, 2012 Deadline for receipt of submissions.

April 30<sup>th</sup>, 2012 Notification of acceptance.

May 1<sup>st</sup>, 2012 Deadline for submission of full papers for inclusion in Readings Book.

After May 1<sup>st</sup>, papers will not be included in Readings book.

## OUTSTANDING PAPER AWARDS:

Several papers will be selected for competitive awards. Winning papers will be recognized for their distinction at the Conference and will also be considered for inclusion in the *Journal of Global Business and Technology* [ISSN: 1553-5495].

## GUIDELINES FOR SUBMISSION (All submissions are refereed):

- E-mail your abstract, full paper, or panel proposal (in word format) to the Conference Chair (E-mail: [delener@gbata.org](mailto:delener@gbata.org); [info@gbata.org](mailto:info@gbata.org) ).
- A maximum of two papers can be presented by one person.
- Abstracts should be a maximum of four pages, and the full paper should be a maximum of twenty-five double-spaced pages including references and exhibits. The more complete the paper, the better its chances of acceptance in the review process.
- Submissions should include as succinctly as possible:
  - *A separate title page which clearly indicates the name(s) of the presenting author(s) and other co-author(s), affiliation(s), complete mailing address(es), telephone/fax numbers and e-mail address(es) and title of the paper;*
  - *A track number; and*
  - *Up to four key words that describe the paper.*
- The text of the full paper, abstract or proposal must include the title, but should not include the name(s) of the author(s) as papers will be blind reviewed. Accepted papers will be included in the Refereed Conference Readings Book.
- Submissions must not have been published, submitted or presented at other conferences.
- Special scheduling requests (dates or times) must be made at time of paper submission.

**Submissions should be e-mailed to the Conference Chair: Dr. N.J. Delener**

**E-mail: [delener@gbata.org](mailto:delener@gbata.org) or [info@gbata.org](mailto:info@gbata.org)**

### GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION CONFERENCE COMMITTEE

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Dr. Prof. Mr. Ms.			
<b>Affiliation:</b>			
<b>Address:</b>			
<b>City:</b>	<b>State/Province:</b>	<b>Country:</b>	<b>Zip:</b>
<b>E-Mail 1:</b> _____		<b>E-Mail 2:</b> _____	
<b>Tel:</b> _____		<b>Fax:</b> _____	

<b>Please enter the paper acceptance number(s)</b>	Paper 1:	<b>I am presenting the paper:</b>	Y ___ N ___
	Paper 2:	<b>I am presenting the paper:</b>	Y ___ N ___

I am willing to participate as (Please enter the track numbers from page 2)

**Discussant** .....  **Track Numbers:** \_\_\_\_\_

**Session Chair** .....  **Track Numbers:** \_\_\_\_\_

**Guests:**

	<b>Fee*</b>	<b>Total</b>
Academic	\$550.00	
Business Executive	\$625.00	
Guests	\$325.00	
Students (attach proof)	\$400.00	
Readings Book in CD-ROM	Included	\$0.00
Readings Book Hard Copy including mailing fee	\$195.00	
Late Fee After May 1st, 2012	\$75.00	
Printing Surcharge for Extra Pages	\$30.00 per page	
Third Author Fee	\$100.00	
Wire transfer/ Credit Card [if applicable]	\$20.00	<b>\$20.00</b>
<b>TOTAL</b>		

**All registrants receive the following:** Registration Materials, Copy of Readings Book (CD-ROM version), Welcome Reception, Coffee Breaks, Lunches, and Banquet.

\* Guests, spouses, and friends are welcomed. Additional activities such as tours of the vicinity will be offered. These tours are not included in the registration fee.

Please see the website for details:  
[www.gbata.org](http://www.gbata.org)

**\*Payable upon notification of acceptance of paper**

All the registered participants will receive complimentary copies of the Journal of Global Business and Technology for one year.

**HOTEL INFORMATION:** The Conference will take place at the **DoubleTree by Hilton Metropolitan, New York City (569 Lexington Avenue @ 51<sup>st</sup> Street, New York City, New York 10022)**. All rooms at the DoubleTree by Hilton Metropolitan have been allocated at a fixed rate: [1] One single room US\$ 229+ tax per night; [2] One double room US\$ 259+ tax per night. The rates include complimentary internet. Registration and a reception will take place on Tuesday, July 10<sup>th</sup>, 2012. The second day (July 12<sup>th</sup>) of the conference will take place at the SUNY Global Center. Hotel/travel information and discount Group-Airfare rates will be supplied with the acceptance materials. The group rates will be honored 3 days before and 3 days after the conference dates, based on guest room availability.

**Make your reservations early since space is limited. For reservation, please visit the GBATA website ([www.GBATA.org](http://www.GBATA.org)).**

**Payments can be made via check (US participants only), bank draft, money order, or credit card.**

Make checks payable to GBATA and mail to:  <b>Dr. N. Delener</b> <b>Global Business and Technology Association</b> <b>P.O. Box 2686</b> <b>Huntington Station, New York 11746, USA</b>	If you wish to pay by credit card, please provide: <b>Cardholder's Name:</b> _____ <b>Credit Card (Circle one):</b> Visa MasterCard AMEX <b>Credit Card No.:</b> _____ <b>Expiration Date:</b> _____ <b>CVV2 Code:</b> _____ (Last 3 digits following account number on back of credit card)
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**Please Note:** The refund policy for cancellation is as follows: 100% prior to May 1st, 2012 (\$75 cancellation fee), 50% prior to May 15th, 2012, and no refunds after May 15th, 2012.

**For details on submission of papers/abstracts, registration, hotel reservations, and travel information, please visit [www.gbata.org](http://www.gbata.org)**

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**July 10-14<sup>th</sup>, 2012**

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