



## Conference 2022 Academy of World Business, Marketing and Management Development

Perth, Western Australia 15-18 November 2022

### **CALL FOR PAPERS – EXTENDED!**

**SUBMISSION OF PAPERS DEADLINE - 19 SEPTEMBER 2022**



You still have an opportunity to come to the Academy of World Business, Marketing and Management Development 10th Biennial refereed conference from 15–18 November 2022 in the **beautiful city of Perth, WA**.

Manuscripts for this double blind, peer reviewed conference are invited in terms of competitive papers, abstract only, case studies, proposal/research work in progress, literature review, special sessions and doctoral research papers in any of the track areas listed below.

**PRIZES AND AWARDS:** There are award certificates for best full competitive paper and best doctoral research paper. Conference participants have a chance to win a free iPad through random drawing of names.

Executive Conference Program Chair: Professor Gabriel Ogunmokon: [ogunmokon@academyofworldbusiness.com](mailto:ogunmokon@academyofworldbusiness.com)

Associate Conference Program Chair: Professor Rachel Barker: [Barker@unisa.ac.za](mailto:Barker@unisa.ac.za)

Website: <https://www.academyofworldbusiness.com/wp/conferences/2022-perth-western-australia>

### **CONFERENCE THEME – Business, Marketing, Management and Finance in an Ever-Changing World**

#### **TRACK AREAS**

1. Business, Marketing and Management in Transitional Economies
2. Consumer Behaviour and Psychology
3. Contemporary Leadership and Management
4. Current Issues in Business, Marketing and Management in *Africa*
5. Current Issues in Business, Marketing and Management in *Asia*
6. Current Issues in Business, Marketing and Management in *America*
7. Current Issues in Business, Marketing and Management in *Australia and New Zealand*
8. Current Issues in Business, Marketing and Management in *the Caribbean*
9. Current Issues in Business, Marketing and Management in *Europe*
10. Economics, International Trade and Banking
11. Entrepreneurship and Small Business Development
12. Environmental Management and Environmental Marketing Issues
13. Ethics, Social Responsibility and Legal Issues
14. Finance, Foreign Direct Investments, Accounting and Taxation
15. International Business, International Marketing and International Management
16. Health Care Marketing and Health Care-Management
17. Human Resource Management and Occupational Health and Safety
18. Information Systems, Knowledge Management, E-Commerce, E-Marketing, Business Analytics
19. Leadership Theory and Development
20. Management, Organisational Behaviour and Strategic Management
21. Marketing and Management of Education and Training
22. Marketing and Management of Non Profit Organisations
23. Marketing, Strategic Marketing, Pricing Strategy, New Product Development
24. Public Administration and Social Policy
25. Services Marketing and Relationship Marketing
26. Social Media, Promotion, Marketing Communication and Digital Marketing
27. Sustainable Marketing
28. Sustainable Management
29. Talent Management and Developing Human Capital
30. Technology Research and Development and Innovation
31. Tourism and Hospitality Marketing and Hospitality Management
32. Transportation, Aviation and Aerospace Management
33. Women in Leadership and Management
34. Special Sessions/topics not covered in any of the above track areas
35. Doctoral Research/Master Degree Research Papers