



Call for Papers

**2014 Summer Global Business
Conference in Dubrovnik**

October 01-04, 2014

Conference theme: Questioning the Widely-held Dogmas
Hosted by: Innovation Institute

Conference Purpose and Objectives

Given that the current crisis stemmed from the widely-held dogmas of doing business, the goal of the conference is to provide a platform for discussions regarding “truths” in different fields. How did these “truths” come into being? Do they hold only under certain contingencies? Which assumptions underlie these “truths”? What if the “truth” is false? As it seems impossible to ignore that the well known “truths” have led us to a quasi-functioning economic system, the question is – what should we think of differently at macro and at micro levels? 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

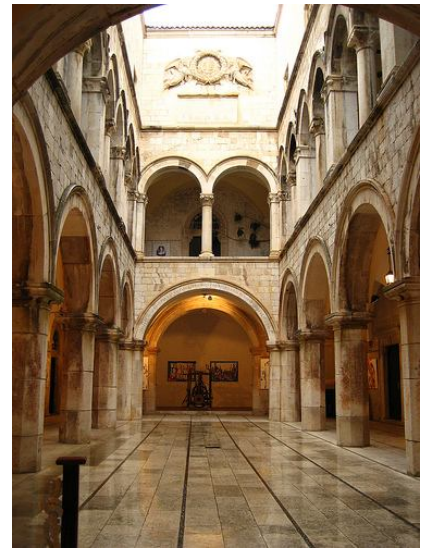
Dubrovnik is a Croatian city on the Adriatic Sea coast. It was founded in the 7th century but its golden age was during 15th and 16th centuries when, supported by its wealth and skilled diplomacy, achieved a remarkable level of development. It is one of the most prominent tourist destinations on the Adriatic and Mediterranean. Best time to visit Dubrovnik is during summer and in early fall (it is not so crowded with tourists and temperatures are not so high).

Historical dimension of Dubrovnik is great. The city is abundant in architectural heritage, such as the Arboretum Trsteno, the oldest arboretum in the world, dating back to before 1492. Also, the third oldest European pharmacy is located in the city, which dates back to 1317 (and is the oldest one that still in operation today). A feature of Dubrovnik is its walls that run 2 km around the city. This, among other, is why Dubrovnik is on UNESCO list of World Heritage Sites since 1979.



In the bay of Dubrovnik is the 72-hectare wooded island of Lokrum, where according to legend, Richard the Lionheart was cast ashore after being shipwrecked in 1192.

Dubrovnik is well known as beautiful and interesting city with great sightseeing and food. One of Dubrovnik's admirers was George Bernard Shaw, who visited the city in 1929 and said: "If you want to see heaven on earth, come to Dubrovnik." Dubrovnik has also been mentioned in popular films and theater. In the film '20,000 Leagues Under the Sea', one of the characters said to have been dreaming of fairy from Dubrovnik. Hit series 'Game of Thrones' is filming in Dubrovnik. When they spent their vacation in Europe, Dubrovnik was/is a must visit city for many celebrities like Elisabeth Taylor and Richard Burton, Michael Douglas and Catharine Zeta Jones, Richard Gere, Tom Cruise, John Malkovich, Bono Vox, Beyonce and Jay-Z, Prince Edward, Norwegian royal couple and many other.



Submission Guidelines

Summer Global Business Conference 2014 invites submissions of abstracts/papers that provide insights into key research issues. Submissions should be uploaded as Word formatted (doc or docx) file at [Paper Submission](#) web site no later than June 23rd, 2014. 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 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 scientific journals and edited book published by Peter Lang.

Program Tracks

1. Economics
2. Finance and accounting
3. Management
4. Marketing



Important Information

Important dates:

- **June 23rd, 2014** - Deadline for abstract/paper submission
- Confirmation of acceptance will be e-mailed within one week from submission
- **July 21st, 2014** - Early registration deadline
- **September 01st, 2014** - Late registration deadline
- **October 01st-04th, 2014** - 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 Dubrovnik
- Welcome drink
- Official Conference dinner and party with Mediterranean and Dalmatian specialties
- Conference trip

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

There is an 85 EUR processing fee on for cancellations done before August 25th, 2014. 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

This year 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 2014 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 our
conference in Dubrovnik

Dijana Drazetic
Growth and Development Director
Innovation Institute