

CALL FOR PAPERS



TENTH ANNUAL INTERNATIONAL CONFERENCE

MADRID, SPAIN

JULY 8 – 12, 2008

THEME:

**EVOLUTION AND REVOLUTION IN THE GLOBAL KNOWLEDGE ECONOMY:
ENHANCING INNOVATION AND COMPETITIVENESS WORLDWIDE**

Co-Sponsored By:

- *School of Business, The State University of New York at Old Westbury, New York, USA*
- *Institute of Economic Studies, Madrid, Spain*
- *University of Carlos III Madrid, Spain*
- *Polytechnic University of Madrid, Spain*
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- *Brno University of Technology, Brno, Czech Republic*
- *Fu Jen Catholic University, Taipei, Taiwan*
- *State University of Management & Russian Academy of Sciences, Moscow, Russia*
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- *Faculty of Humanities & Faculty of Management Sciences, Tshwane University of Technology, Pretoria, South Africa*
- *Coventry University, Coventry, UK*
- *Pontifical Catholic University of Rio de Janeiro, Brazil*
- *The Robins School of Business, University of Richmond, Virginia, USA*
- *Monash University, Australia*

www.gbata.com**Deadline for receipt of abstracts or papers: April 15, 2008**

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 Tenth Annual International Conference theme: **Evolution and Revolution in the Global Knowledge Economy: Enhancing Innovation and Competitiveness Worldwide.**

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 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. Nejdet Delener, Conference Chair* (E-mail: GBATAdeleener@oldwestbury.edu).

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 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

I. Accounting <ul style="list-style-type: none">➤ Managerial Accounting➤ Financial Accounting & Taxation➤ Auditing	II. Economics <ul style="list-style-type: none">➤ Economic Development & Competitiveness➤ International Trade➤ World Trade Organization & Multinational Trading Blocs➤ Transitional Economies
III. Finance & Banking <ul style="list-style-type: none">➤ Financial Institutions & Markets➤ Corporate Finance & Investments➤ Risk Management➤ Banking and Financial Services	IV. Information Technology <ul style="list-style-type: none">➤ Technology and Networks➤ Services Computing➤ Management of Technology➤ Data Mining
V. Marketing <ul style="list-style-type: none">➤ Buyer Behavior & Customer Relations Management➤ Distribution, Supply Chain Management➤ Integrated Marketing Communications, Branding & Pricing➤ Marketing Strategy, Product Management & New Product Development➤ Services Marketing	VI. Management <ul style="list-style-type: none">➤ Human Resources➤ Operations Management & TQM➤ Organizational Behavior, Development & Change➤ Corporate Strategy & Culture➤ Knowledge & Technology Management, Entrepreneurship➤ Public & Nonprofit Organizations
VII. Law and Regulations <ul style="list-style-type: none">➤ Minimizing Illegality & Unethical Conduct in Business➤ Negotiating & Deal Making➤ Intellectual Property	VIII. Health Care Management <ul style="list-style-type: none">➤ Management of Health Care Providers➤ Economics of Health Care Services➤ Contemporary Strategies in Pharmaceutical Industry
IX. Tourism and Hospitality Management <ul style="list-style-type: none">➤ Hospitality Management, Leisure, & Tourism➤ Marketing of Theme Parks & Tourism➤ Lifestyle Services, Sports & Olympics	X. Interdisciplinary Studies <ul style="list-style-type: none">➤ Business Education and Teaching Innovation➤ Cross-Cultural Studies➤ E-Commerce and Technology➤ Public Policy and Ethical Issues➤ Global Poverty and Underemployment

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. Delener.

IMPORTANT DATES:

March 31, 2008 Deadline for receipt of submissions.

April 30, 2008 Notification of acceptance.

May 10, 2008 Deadline for early registration & submission of full papers for inclusion in Readings Book. After May 10th, 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*.

GUIDELINES FOR SUBMISSION (All submissions are refereed):

- Electronic submissions are strongly encouraged (pdf format). Electronic submissions are to be directed to the Conference Chair (E-mail: GBATAdelener@oldwestbury.edu)
- A maximum of two papers can be presented by one person.
- Alternatively, if you wish to submit in printed (hard) copy form, submit three (3) typed, double-spaced copies of your abstract, full paper, or panel proposal.
- Abstracts should be a maximum of three pages, and the full paper should be a maximum of twenty 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 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), title of the paper, track number and up to four key words that describe your 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 Conference Readings Book.
- Each hard-copy submission should be accompanied by a stamped, self-addressed post card clearly indicating the title of the submission. Return of the post card will acknowledge receipt of the submission by the Conference Chair.
- 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 sent to the Conference Chair:

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2008 GBATA REGISTRATION FORM
 GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION
 Tenth Annual International Conference, Madrid, Spain, July 8-12, 2008

PERSONAL INFORMATION:

Prefix (Circle One)	First Name	Middle Name	Last Name
Dr. Prof. Mr. Ms.			
Affiliation:			
Address:			
City:	State/Province:	Country:	Zip:
E-Mail 1: _____		E-Mail 2: _____	
Tel: _____		Fax: _____	

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

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

Discussant **Track Numbers:** _____

Session Chair **Track Numbers:** _____

Guests:

	Fee	Total
Academic	\$475.00	
Business Executive	\$550.00	
Guests	\$250.00	
Students	\$300.00	
Total		
Readings Book in CD-ROM	Included	\$0.00
Readings Book Hard Copy including mailing fee	\$125.00	
Late Fee After May 10, 2008	\$75.00	
Printing Surcharge for Extra Pages	\$30.00 per page	
Third Author Fee	\$100	
<i>\$20.00 for wire transfer if applicable</i>		
TOTAL		

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 Madrid and the vicinity, will be offered. These tours are not included in the registration fee.

Please see the website for details.
www.gbata.com

At least one of the authors must register by May 10, 2008 for the paper to be included in the program and conference Readings Book. 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 Westin Palace Madrid. The Westin Palace has by far the best location in the city of Madrid. All rooms at the Westin Palace have been allocated at a fixed rate: [1] Single Delux room 197 €(Euro) per night; [2] Single Double room 212 €per night. These rates include a buffet breakfast. Registration and a reception will take place on Tuesday, July 8, 2008. 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.

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

Make checks payable to GBATA and mail to: Dr. N. Delener Global Business and Technology Association P.O. Box 2686 Huntington Station, New York 11746, USA	If you wish to pay by credit card, please provide: Cardholder's Name: _____ Credit Card (Circle one): Visa MasterCard AMEX Credit Card No.: _____ Expiration Date: _____ CVV2 Code: _____ (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 10, 2008 (less \$50 cancellation fee), 50% prior to May 31, 2008, and no refunds after May 31, 2008.

For details on submission of papers/abstracts, registration, hotel reservations, and travel information, please visit or see www.gbata.com.

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