



Call for Papers

2011 Global Business Conference at Sibenik

September 21-24, 2011

Conference subject: Business in turbulent environment

Hosted by: Innovation Institute

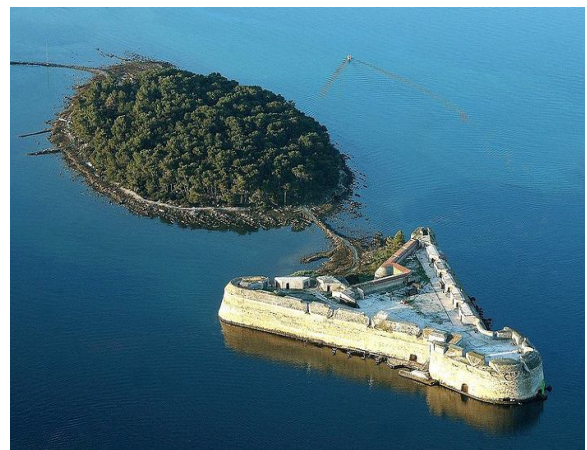
Conference Purpose and Objectives

Crisis is increasingly used as an excuse for bad performance at all levels thus limiting the search for routes out of it. It should not be seen as a destroyer but as a purifier, ensuring the survival and prosperity of the fittest. Business environment has changed and will be changing more than ever in years that are to come - some traditionally powerful markets have weakened while others have grown in importance. Cultural and geographical distances between people are fading, innovation in all aspects (technology, markets, finance, etc.) has become paramount for companies' sustainable competitive advantage. How to deal with fast changing environment and its challenges presents an important issue to be tackled by both academics and practitioners.

The purpose of this conference is to provide a research forum for academics and practitioners engaged in generating insights for doing business in turbulent environments. 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 between academia and practice.

Venue

Sibenik is located in central Dalmatia where the river Krka (one of the most beautiful Karst rivers in Croatia) flows into the Adriatic Sea. It is the oldest Croatian town. Unlike other cities along the Adriatic coast, which were established by Greeks, Illyrians and Romans, Sibenik was the first coastal city 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 an administrative-political, economic and socio-cultural center of Middle Dalmatia with population of approximately 51 550. Also, it 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 Krka and Kornati) 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).

The county of Sibenik has 242 islands, islets and rocks. Most of this archipelago lies in the north-west part of Sibenik's waters and is very indented, bare and sparsely inhabited. The most numerous group of islands are the National park Kornati. The Kornati archipelago consists of 150 islands in a sea area of about 320 km², making it the densest archipelago in the Mediterranean Sea. Another national park that is near Sibenik is well known Krka National Park, similar to the Plitvice Lakes National Park, renowned for its many waterfalls, flora, fauna, and historical and archaeological remains.



Submission Guidelines

The 2011 Global Business Conference invites submissions of abstracts/manuscripts/proposals no later than **June 12th, 2011**. Submissions should be sent by e-mail as attached Word formatted (doc or docx) file to office@gbc-2011.com. Your abstract/proposal should not exceed 1 500 words and manuscript should not exceed 5 000 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 must register for the conference**. Upon acceptance, authors will be contacted to decide whether to publish the whole paper in proceedings or an abstract of their contribution.

Contributions will go through a blind review process. **E-mails of acceptance or rejection will be e-mailed out within one week of your submission.**

For details please visit official web site of the conference: www.gbc-2011.com

Program Tracks

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

Important Information

Important dates:

- **June 12th, 2011** Submission deadline
- Confirmation of acceptance will be e-mailed within one week from submission
- **July 18th, 2011** Early registration deadline
- September 05th, 2011 Late registration deadline
- **September 21st-24th, 2011** Conference



The conference fee

- The conference fee is 375 EUR (late registration fee is 450 EUR) and includes:
 - Conference proceedings
 - Networking coffee and refreshments
 - Lunches during the conference
 - Dinners during the conference
 - Guided tour of Sibenik
 - Welcome drink
 - Official Conference dinner and party with Mediterranean and Dalmatian specialties
 - Visit to the National park Krka River Waterfalls

There is a 75 EUR fee on cancellations received between August 01st and September 01st, 2011. There will be no refunds for cancellations received on or after September 01st, 2011.

For additional information, please visit www.gbc-2011.com or contact us at office@gbc-2011.com.

Travel to Croatia

Any foreign visitor who wishes to enter Croatia must have a passport, which will remain valid during the period of stay. Please check visa requirements with the Ministry of Foreign Affairs and European Integration of Croatia (<http://www.mfa.hr/MVP.asp?pcpid=1615>).



On behalf of Program and Organizing Committees I welcome you to 2011 Global Business Conference in Sibenik.

Jelena Krizmanic
Innovation Institute Director