



Call for Papers

8th Annual Winter Global Business Conference 2020 at Tignes (France)

Jan 27th - 31st, 2020

Conference topic: Thriving on globalized standardization/adaptation paradigm

Hosted by: Innovation Institute

Conference Theme

2020 Winter Global Business Conference in Tignes (France) primarily aims at understanding the key issues for thriving on globalized standardization/adaptation paradigm. The world is increasingly becoming a global village: people are traveling more than ever; Internet and other developments of communication technologies enable instantaneous access to information; companies compete in international environments. As a result, culture merges toward a few “generic types”. However, an argument can be made that the world has grown in diversity: new countries are developed; markets are merged and divided; subcultures are developing; political-economical unions are gaining new members and losing old; people feel threatened by globalization thus strongly acting to preserve their existing cultural values. So, the question of standardization/adaptation grows in importance: should there be global players competing on all markets or will niche players create greater value and greater profits. Dealing with global markets and diverse audiences presents a problem of great importance for both academics and practitioners.

Winter Global Business Conference welcomes both theoretical and empirical contributions that discuss important issues in their field and how these issues relate to business challenges in the global economy. Conference provides an opportunity for an interdisciplinary take on this issue. Besides its interdisciplinarity, this conference wants to provide a platform for constructive dialogue on these important issues between academia and practice.

We are looking forward to diverse contributions aiming at excelling our knowledge on understanding the key issues for thriving on globalized standardization/adaptation paradigm.

Venue – Tignes (www.tignes.net/en)

Tignes is located in the Rhône-Alpes region in south-eastern France. It consists of 5 villages: Tignes Les Brévières (1550m), Tignes Les Boisses (1850m), Tignes Le Lavachet (2100m), Tignes Val Claret (2100) and Tignes Le Lac (2100m) which is generally classified as the main village of Tignes. Whether you are a big fan of skiing, you prefer holidays with your family, you are fond of authenticity, or you are a party animal, Tignes shows you all it's got to help you choose the area of the resort where you belong!



Tignes is the best known as a ski resort and, together with the nearby Val d'Isère, it forms one of the **World's largest ski areas** – the Espace Killy, encompassing more than 300 kilometers of ski runs and some of Europe's most spectacular scenery.

Tignes itself has 150 kilometers of ski runs, a boarding park at Val Claret giving riders the chance to try their hand at some freestyle jumping, rails and 'big air', and for the more adventurous, Tignes has access to some of the World's best off-piste terrains.



Submission Guidelines

Winter Global Business Conference 2020 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 October 28th, 2019. Your paper should not exceed 5.000 words and if you would like to submit only an abstract it should not exceed 250 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 (different) author per accepted manuscript must register for the conference**. One person can submit a maximum of two papers.

Contributions will go through a double blind review process. **E-mails of acceptance or rejection will be e-mailed out 7 working days** from your submission.

For details please visit official web site of the conference: www.gbcwinter.com.

Program Topics

1. Marketing
2. Management
3. Finance and banking
4. Accounting
5. Economics
6. Information technologies
7. Communication technology
8. Innovation
9. Trade
10. Strategy
11. Tourism
12. Environmental economy
13. Business education
14. Business psychology



Important Information

Important dates:

- **October 28th, 2019** – Submission deadline
- Letter of acceptance/rejection will be e-mailed within 7 working days from submission
- **November 18th, 2019** - Early registration deadline
- December 9th, 2019 - Regular registration deadline
- January 6th, 2020 - Late registration deadline
- **Jan 27th – 31st, 2020** - Conference



To ensure mesmerizing experience of Tignes, Innovation Institute and conference partners will provide all conference participants with: conference proceedings, admittance to all academic sessions, certificate of attendance, networking coffee and refreshments, welcome drink, official Conference dinner and party with French specialties, and ski-pass during the conference for Espace Killy ski area.

The conference fee

Conference early registration fee is 525 EUR (regular registration fee is 610 EUR; late registration fee is 690 EUR).

There is a 95 EUR processing fee for cancellations before November 25th, 2019. On and after that date, there will be no refunds for cancellations.

For additional information, please visit www.gbcbwint.com or contact us at office@gbcbwint.com.

Travel to France

Any foreign visitor who wishes to enter France must have a passport, which will remain valid during the period of stay. Please check visa requirements with the French embassy in your country. Obtaining valid travel documents are participant's responsibility.



On behalf of Program and Organizing Committees
I welcome you to our conference in one of
the world's greatest ski resort – Tignes.

Filip Vrhovnik
Program Committee Chair
Innovation Institute