

CALL FOR PAPERS

INTERNATIONAL CONFERENCE ON

APPLIED MANAGEMENT ADVANCES IN THE 21ST CENTURY (AMA21)

2024

11-12 December
Virtual



TYPES OF CONTRIBUTIONS

Full Papers
Short Papers
Reflection Papers
Posters/Demonstrations
Tutorials
Panels
Invited Talks
Doctoral Consortium
Corporate Showcase
& Exhibitions

TOPICS OF INTEREST

MANAGING WITH ICT

- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Big Data and Data Analytics
- Digital Marketing Innovations
- Decision Support Systems
- Expert Systems
- AR/VR Technologies in Management
- Telework

DIGITAL ECONOMY

- Economic Growth & Infrastructure
- Business Models
- Information and Communication Technologies
- Mass Media
- E-Democracy
- E-Government
- E-Health
- E-Commerce & E-Business
- Virtual Economy

FINANCES & FINTECH

- Consumer and Commercial Banking
- Big Data and Finances
- Mobile Banking
- E-Finances
- Banking and Finance
- Insurance Technologies
- Financial Services Management
- Financial Engineering
- Blockchain

E-MARKETING & DIGITAL COMMUNICATION

- Marketing Theory & Research
- Strategic Marketing
- Cross-Cultural Marketing
- Digital & Mobile Marketing
- Technological Innovations in Marketing
- Brand Experience
- Consumer Behavior
- Customer Relations
- Creativity Marketing

ENTREPRENEURSHIP & INNOVATION

- Digital Incubators
- Entrepreneurial Skills Education
- Entrepreneurship in Globalization
- Delivery Systems and Environments
- Entrepreneurship in SMEs
- Innovation Culture
- Organizational Innovation
- Employee Driven Innovation
- Competitive Entrepreneurship
- Corporate Entrepreneurship
- Intellectual Capital

TEACHING & LEARNING IN BUSINESS

- Blended Learning and Flipped Classes
- Evaluating Quality in T&L
- Innovative Approaches
- New Technologies for Teaching
- Assessment Innovations
- Students as Partners
- Distance Education
- Training and Life Long Learning
- Active Learning Strategies and Practices

<https://www.ama21-conf.org>