

International Conference on

Applied Management Advances in the 21st Century (AMA21) 2022

14-16 December, VIRTUAL

Call for Papers

Important Dates: Check at the website

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

TYPES OF CONTRIBUTIONS

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

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.

**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.

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.

**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.