International Conference on
Applied Management Advances in the 21st Century 2020

5 - 7 February, São Paulo, Brazil

Important Dates  Check at the website
http://www.am21-conf.org

Topics of Interest
Topics for this conference include, but are not limited to:

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

ENTREPRENEURSHIP & INNOVATION
• Digital Incubators
• Entrepreneurial Skills Education
• Entrepreneurship in Globalization
• 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

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

Types of Contributions
Full Papers, Short Papers, Reflection Papers, Posters /Demonstrations, Tutorials,
Panels, Invited Talks, Doctoral Consortium, Corporate Showcases

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