

International Conference on **APPLIED MANAGEMENT** **ADVANCES IN THE 21ST CENTURY** 15 - 17 December **2021** Virtual



Types of Contributions

Regular Papers, Concise Papers, Tutorials,
Posters /Demonstrations, Panels, Invited Talks,
Postgraduation Consortium, Corporate Showcases

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

Important Dates Check at the website

[HTTP://WWW.AMA21-CONF.ORG](http://www.ama21-conf.org)

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