



**15<sup>th</sup> International Conference of the Society for  
Global Business & Economic Development  
(SGBED)**



**Business Models in a Digital Age:  
Balancing Competitive & Collaborative Forces**

June 8-10, 2018

UIBE Business School, Beijing, China

Conference Website: <http://www.sgbed.com/business-model-digital-age/>

**Nature and Scope of the Conference:**

In view of the complex and conflicting perceptions of globalization, it is imperative to examine the role of institutions, innovation and new business models that strive to promote growth and development in a digital age. In this context, the 15th international conference of the SGBED invites conceptual and empirical research papers, case studies and applications, and panel proposals on, *but not limited to* the following topics:

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- "One Belt, One Road" (OBOR): Models of Cooperation & Development
  - New Approaches in International Accounting, Taxation & Transparency Issues
  - Accounting & Finance in a Digital Age
  - Financial Markets, FDI, Sovereign Wealth Funds, & Venture Capital
  - Emerging Market MNEs; M&As, Cross-Cultural Issues & Management
  - Global Human Resource Challenges in an Era of Automation & Digitization
  - Institutions, Technological Innovation and Business Models in China
  - Innovations in Digital Commerce, Digital Transactions & Diffusion Effects
  - Advances in Services Marketing (Healthcare, Education, Sports, Tourism, etc.)
  - Branding & Brand Management in China and other Emerging Markets
  - Entrepreneurship, SMEs & Micro Enterprises in Developing Economies
  - Sustainability & Environmental Responsibility of MNEs in Developing Countries
  - Logistics and Supply Chain Management in Emerging Markets
  - Leadership; Institutions; Public-Private Partnerships; NGOs & Social Enterprises in Developing Countries
  - Experiences and Risks of Doing Business in Asia
  - Cross-border Outsourcing and Shift in the Modes of Cost Reductions
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## Symposium for Doctoral Students:

June 10, 2018 (Forenoon): Half a day symposium for doctoral students.

## Submission Deadlines:

Submit Competitive Papers, Full Manuscripts, Case Studies, Abstracts, Research in Progress, and Proposal for Panel Sessions by **April 15, 2018**.

Submit your manuscript via [email](mailto:uibe-sgbed2018@uibe.edu.cn) in MS-Word to: [uibe-sgbed2018@uibe.edu.cn](mailto:uibe-sgbed2018@uibe.edu.cn)

## Submission Guidelines:

Submission guidelines are available on SGBED website at

<http://www.sgbed.com/business-model-digital-age/>

## Special Issues of Peer-reviewed Journals: *(For details visit conference website)*

*JCC: The Business and Economic Research Journal*

*International Journal of Business & Emerging Markets (IJBEM, Inderscience)*

*Journal of Chinese Economics & Foreign Trade Studies (UIBE)*

*International Journal of Information Systems in the Service Sector (IJISSS)*

*International Journal of Information Systems and Supply Chain Management (IJISSCM)*

*International Journal of Society Systems Science (IJSSS)*

## Best Paper Awards:

EADA Martin Rahe Best Paper Award

SGBED Best Paper Award

UIBE Best Paper Award for Doctoral Student

## Registration Fee and Payment:

	<b>Faculty</b>	<b>Student</b>	<b>Business/Executives</b>
Early registration <b>until April 15, 2018</b> :	\$ 250.00	\$ 150.00	\$ 250.00
Regular registration <b>after April 16, 2018</b> :	\$ 300.00	\$ 200.00	\$ 300.00
Accompanying spouse or a friend:	\$ 150.00		

*Special rates (\$220 each) are available for groups of 5 or more if the fees can be remitted all at once, valid until April 15.*

**For information on Registration, Payment, Refund Policy, Visa, and Accommodation, please visit conference website at <http://www.sgbed.com/business-model-digital-age/>**

### **Conference Program Co-Chairs:**

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For information on [SGBED Country Representatives](#) and [Regional Co-coordinators](#), please visit conference website at <http://www.sgbed.com/business-model-digital-age/>

**For any conference related inquiries**, please email to: [uibe-sgbed2018@uibe.edu.cn](mailto:uibe-sgbed2018@uibe.edu.cn)