

# CALL FOR PAPERS

2016 Academy of World Business, Marketing  
and Management Development Conference  
CRACOW, POLAND 18 - 21 JULY



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## THEME: Business, Marketing and Management in Today's Challenging Global Economic Environment

Manuscripts for this double blind peer reviewed conference are invited in terms of competitive papers, case studies, research in progress, literature review, special sessions and doctoral research papers in any of the track areas listed below plus any other related areas that interest you.

- Track 1: Agribusiness Management/Marketing
- Track 2: Business, Marketing and Management in Emerging Markets
- Track 3: Consumer Behaviour and Psychology
- Track 4: Current Issues in Business, Marketing and Management in *Africa*
- Track 5: Current Issues in Business, Marketing and Management in *Asia*
- Track 6: Current Issues in Business, Marketing and Management in *Australia and New Zealand*
- Track 7: Current Issues in Business, Marketing and Management in *Europe*
- Track 8: Current Issues in Business, Marketing and Management in *America*
- Track 9: Economics, International Trade and Banking
- Track 10: Entrepreneurship and Small Business Development
- Track 11: Finance, Foreign Direct Investments, Accounting and Taxation
- Track 12: Health Care Marketing and Management
- Track 13: Industrial Marketing/Business-to-Business Marketing
- Track 14: Information Systems, E-Commerce, E-Marketing

- Track 15: International Business, International Marketing, International Management and International Relations
- Track 16: Management, Organizational Behaviour, Strategic Management and Planning
- Track 17: Marketing, Strategic Marketing and Planning
- Track 18: Marketing and Management of Education and Training
- Track 19: Marketing and Management of Non Profit Organizations
- Track 20: Promotion and Marketing Communication; Social Media and Digital Marketing
- Track 21: Public Administration and Social Policy
- Track 22: Services Marketing and Relationship Marketing
- Track 23: Sustainable Marketing/Sustainable Management
- Track 24: Technology/Research and Development and Innovation
- Track 25: Tourism and Hospitality Marketing and Management
- Track 26: Transportation, Aviation and Aerospace Management
- Track 27: Women in Leadership and Management
- Track 28: Doctoral Research/Graduate Research Papers
- Track 29: **Sesja Specjalna: abstrakt w języku polskim**



Direct all enquiries to **Professor Gabriel Ogunmokun**—President & Executive Conference Director  
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