



CALL FOR PAPERS

Central and Eastern Europe in the changing business environment

to be held at University of Economics, Prague, Czech Republic, on the 26th May 2017

The 17th annual conference is jointly organized by the Faculty of International Relations, University of Economics in Prague, the Faculty of Business Administration, University of Economics in Prague, and the Faculty of Commerce, University of Economics in Bratislava. The main focus of the conference is the region of **Central and Eastern Europe and its position in the global economy**, since this region is playing an increasingly important role within the economic development of the whole European continent.

Three sessions will be held within the conference: **International Trade, International Finance, International Business and Management** and **International Marketing and Consumer Behavior**. The conference topics include, but are not limited to:

- Changes in international marketing, management and business strategies,
- Consumer behavior,
- International finance,
- Global trade,
- International Markets,
- Corporate Social Responsibility in international business,
- Sustainable economic development from global perspective.

Abstracts in English are to be submitted electronically via the webpage <http://ceeconference.vse.cz/for-authors/online-abstract-submission/> by **December 15, 2016** and their extent is limited to 250 words.

Full papers in English (after the approval of submitted abstract) are to be submitted following the conference template by **January 31, 2017** at the latest. The length of each paper must not exceed either 10 pages in case of one or two authors, or 15 pages in case of more than two authors (including figures and references). Each paper has to involve a chapter constituting an original empirical or analytical development that contributes to the current theoretical state of the art. Case studies are acceptable as well. **Each participant can be the first author of only one paper.**

The review process of each paper is double-blind, based on two reviews. Reviews will be sent to authors by **March 10, 2017** at the latest.

Conference proceeding will be sent for evaluation to **Thomson Reuters (CPCI database)** and **Scopus**.

The conference fee is € 150,- (this fee covers the costs of organization of the conference, presentation of the paper, publication of proceedings and participation of one person in the welcome event and conference lunch). For **every additional participant**, the fee is increased by **€ 50,-**. A confirmation of payment, an **invoice**, will be issued within 14 days after the payment is received, of which a scanned copy will be sent to the contact email of the author(s), and the original will be available on May 26, 2017.