



ANNUAL SCIENTIFIC BALTIC BUSINESS MANAGEMENT CONFERENCE
**BUSINESS AND FINANCE: MULTI-PERSPECTIVES OF
THE DIGITAL AGE**

19TH – 21ST FEBRUARY 2020, RIGA, LATVIA

CALL FOR PARTICIPATION

Venue: BA School of Business and Finance, K.Valdemara Str. 161, Riga, Latvia

Organizers: BA School of Business and Finance, RISEBA University of Applied Sciences in cooperation with Stockholm School of Economics in Riga

We would like to invite you to participate at the 13th year of the international scientific conference – Annual Scientific Baltic Business Management Conference (ASBBMC 20') "Business and Finance: Multi-Perspectives of the Digital Age" which will be held on 19th – 21st February 2020 in Riga, Latvia!

About the conference

We are living in a digital age. Digital processes have penetrated in all areas of the nowadays society, creating a new agenda for businesses and organizations, both in the context of day- to-day processes and strategic planning. This justifies the need for practitioners and academics to focus on the analysis of the phenomena and the establishment of well-founded approaches that will allow organizations to make strategic decisions more precisely, develop new business models, or adapt traditional value propositions to the new conditions. Of course, the dynamics and scale of digital processes relate to a series of new challenges, including protecting the benefits of successful digitalization from cyber-security risks.

This exposure argues the scope and ambition of ASBBMC – the conference provides an excellent opportunity for the academic and business communities to share cutting-edge research in all areas of management, business, finance, entrepreneurship, innovations, technology, and related fields. This conference aims to bring together researchers, faculty, professionals, doctoral students to exchange and share their experiences, ideas, and research results to predict future opportunities and discuss practical challenges and their solutions.

The conference is held every year, making it an ideal platform for strategic international networking and the perfect place to present your research results, innovations and projects in various areas.

Participation

Participation opportunities: presentation (15 min) and digital poster presentation. This year, conference organizers are offering some innovations, including the capabilities of poster presentations (in the digital forme, a template is available in www.asbbmc.eu) and the use of conference sessions *as a platform* for international research groups or research and professional knowledge transfer cooperation projects.

Topics in the sessions:

- Finance and economics for society
- Strategic management
- Strategies in entrepreneurship
- Organizational behavior
- Human resource management
- Project management
- Cybersecurity
- Green economics
- Digital transformation (in business and finance)

Registration for participation

Registration for participation (incl. submitting of abstracts etc.) on the conference home page www.asbbmc.eu

The registration fee is:

- 150 EUR before February 13, 2020
- 180 EUR after February 13, 2020

Conference fee includes: coffee breaks, welcome reception, conference dinner.

Call for Papers

1-page abstracts clearly highlighting the contribution of the research, methodology, and key results should be submitted by **February 10, 2020**. Both empirical and conceptual papers are welcome!

Abstracts have to be submitted in English. The paper title must be in capital letters on the first line, with the author(s) name, organisation name, correspondence address, phone, and e-mail address under the title.

Publications

All accepted conference papers will be published in the **Journal of Business Management** (ISSN 1691-5348; indexed by EBSCO and Index Copernicus) and sent to one of the Thomson Reuters (formerly ISI) Web of Science journals. The full paper should not exceed ten (10) pages. The deadline for submitting the full paper is **March 2, 2020**.

Having received the notification about the paper acceptance, the author(s) guarantee that the submitted paper has not been published, accepted for publication, or is under consideration for publication elsewhere.

Information and address for correspondence:

Visit our webpage www.asbbmc.eu for more information.

Questions regarding the conference should be addressed to the organizing committee (e-mail: *info@asbbmc.eu*)