



HOB A 2015

HELLENIC OPEN BUSINESS ADMINISTRATION

International Conference

7-8 March 2015

The **Hellenic Open Business Administration International Conference (HOB A)** seeks to bring together scholar students and researchers from both academia and industry with an interest in the fields of Business Administration and Economics. The HOB A Conference will provide a unique opportunity to discuss both theoretical and practical challenges and to exchange and share experiences and research results about all aspects of these fields.

The **HOB A** is a virtual web-based conference. The participants will be able to present their articles, and the attendees have the possibility to attend all conference sections from a distant location. This means that participation in the conference does not require any traveling; attendees and authors can participate in all conference works from their location. The system is user-friendly and no previous experience or expertise is needed from participants or attendees.

The Conference organizers for 2015 encourage the submissions of articles dealing with any aspect of business, economic or relevant social issues in the times of debt-economic crisis of our days (Greek, European or Global).

CALL FOR PAPERS

The **HOB A** and the **HELLENIC OPEN UNIVERSITY Business Administration Undergraduate Program** establish a new forum for the presentation of new advances and research results in the fields of Business Administration and Economics. The conference will bring together leading researchers and

scientists in the domain of interest from around the world, while the graduate students will also have the opportunity to present the results of their research work in a special section.

All conference articles must be in English. *Articles in any other European languages are also accepted if they are accompanied by a summary in English.*

Topics of interest for submission include, but are not limited to:

Administration of Businesses and Organizations Essentials of Management Operations Management Human resources Management Strategic Management Organisational Theory and Behaviour Project Management Administration of Multinational Enterprises	Public Administration and Policy Public Enterprise Economics Principles of Public Administration Contemporary Function of the State Structure and Operation of Public Sector Organisations Public Policy National Institutions and Policies Public Management
Marketing Industrial Marketing Consumer Behaviour Distribution Channels and Sales Management Marketing Planning, Services Marketing	Financial Management Money and Banking - Foreign Exchange Financial Analysis and Management Derivatives - Securities Portfolio Management
Quantitative Methods Mathematics for Business and Economics Statistics for Business and Economics Operational Research Computational Issues	Accounting Financial accounting Greek General Chart of Accounts Computerised Accounting Cost Accounting
Economic Analysis and Policy Microeconomics, Macroeconomics National Accounts and the Structure of Greek Economy Public Economics International Economic Environment	Money and Capital Markets International Money and Capital Markets Securities and Stock Market Investments Corporate and Organisations Finance Credit Institutes and Risk Management
Total Quality and Environmental Management Total Quality Management Quality Control and Quality Assurance Standards Strategic Restructuring of Enterprises and Organisations Environmental Management	Industrial Organization, Labour Economics and European Business Industrial Organization Labor Economics and Collective Bargaining Economics of European Business
Law and Administration Administrative Analysis & Law Commercial Law Collective Labour Law	Other Business Administration topics (indicative) Tourism Business Administration Cultural Organisations Management Health Care Management
<p style="text-align: center;">Graduate students' section</p>	

PUBLICATION OF CONFERENCE ARTICLES

All articles will be included in **ISBN registered** Conference Proceedings.

The **HOB A** Conference has teamed up with the **EAST-WEST JOURNAL OF ECONOMICS AND BUSINESS** and **The HOB A Journal** and all authors will have the option to have their papers considered for publishing on one or more Special Journal Issue(s) on Advances in Business Administration and Economics. Only papers in English will be considered for publication in the **EAST-WEST JOURNAL OF ECONOMICS AND BUSINESS** and **The HOB A Journal**. Submissions to both journals by conference participants will be free of any submission or processing fees.

CERTIFICATES

- Authors will receive a **Certificate of Participation**.
- Attendees who will not present an article (e.g., undergraduate or graduate students) will receive a **Certificate of Attendance**.

ABSTRACT SUBMISSION GUIDELINES

Abstracts are invited for virtual and poster presentations and must be submitted by e-mail to: **HOB A.eap@gmail.com**

Abstracts can be submitted in either English or Greek.

The abstract will be the sole criterion for reviewers to decide the acceptance (or not) of an article for either virtual or poster presentation. Thus the abstract should clearly communicate the objective(s) of the work, the results and their significance, and the advancement over previous work(s). Original and significant work is a prerequisite for article acceptance.

Submitted abstracts should be between 200 and 250 words and may only be submitted by e-mail (HOB A.eap@gmail.com), no later than 2 February 2015.

Authors of virtually presented articles will have the opportunity to receive and respond to comments and questions that will be submitted by attendees or other authors.

A poster is a visual presentation of an article, prepared for viewing by those attending the conference.

All accepted articles will have the same publication opportunities (see “Publication of Conference Articles”).

Important Dates

Abstract submission deadline	2 February 2015
Notification of acceptance ***	5 February 2015
Full paper submission deadline	20 February 2015
Conference	7 – 8 March 2015

Conference Fees

	Early Registration (Until 10 February 2015)	Late Registration (Until 2 March 2015)
Participants / virtual presentation¹	€150	€250
Research Student Participants / virtual presentation²	€100	€150
Participants / poster presentation³	€100	€170
Research Student Participants / poster presentation⁴	€70	€100
Attendees	€70	€100
Student attendees	€40	€70

ORGANIZER

Dimitrios A. Giannias

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Module Coordinator, Industrial Administration, Labour Economics, and European Enterprises

Editor, EAST-WEST Journal of ECONOMICS AND BUSINESS

Editor, The HELLENIC OPEN BUSINESS ADMINISTRATION Journal

(Ph.D., Graduate School of Industrial Administration, Carnegie-Mellon University)

In collaboration with:

- HELLENIC OPEN UNIVERSITY Business Administration Undergraduate Program
- EAST-WEST JOURNAL of Economics and Business
- The HELLENIC OPEN BUSINESS ADMINISTRATION Journal

¹ Per article. Various types of presentation are acceptable; indicative-sample presentations can be found at www.hoba.gr Following acceptance of their article, authors will receive user friendly instructions (practically, presentation in any format are acceptable).

² Per article. Various types of presentation are acceptable; indicative-sample presentations can be found at www.hoba.gr Following acceptance of their article, authors will receive user friendly instructions (practically, presentation in any format are acceptable).

³ Per article. Indicative-sample presentations can be found at www.hoba.gr Following acceptance of their article, authors will receive user friendly instructions.

⁴ Per article. Indicative-sample presentations can be found at www.hoba.gr Following acceptance of their article, authors will receive user friendly instructions.

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