

April, 2017

International Business Conference 2017:

Creativity, Innovation and Entrepreneurship

We are pleased to announce and invite you to our upcoming **“International Business Conference 2017: Creativity, Innovation and Entrepreneurship”** in Vilnius on April 24-25, 2017. The Conference is organized and hosted by the Faculty of Business Management at Vilniaus Kolegija / University of Applied Sciences in Vilnius, Lithuania.

For more information:

<http://conference.vvf.viko.lt/>

CALL FOR PAPERS AND POSTERS

“International Business Conference 2017: Creativity, Innovation and Entrepreneurship” provides an international platform for the exchange of leading-edge ideas and research findings on the key driving forces of business: creativity, innovation and entrepreneurship. Creativity, innovation and entrepreneurship are highly intertwined concepts in a high-growth business discourse and successful business cases. Creativity is the starting point for innovation since all innovation begins with creative ideas. In turn, innovation is the process that transforms new creative ideas into a new value, so it is the process through which an entrepreneur turns creative ideas into new market opportunities. The concept of entrepreneurship infers the continuous generation of creativity and innovation for gaining a competitive advantage, and even opening new untapped markets. In this respect, this Conference seeks to represent different emerging approaches related to the concepts of creativity, innovation and entrepreneurship in different business sectors and fields as the key driving forces for the business of today and tomorrow.

Conference welcomes proposals from a variety of disciplines and perspectives that will contribute to the conference discourse, and invites theoretical, conceptual, empirical, managerial, case-study or methodological research perspectives along the following five thematic tracks:

Track 1: Creativity, innovation and entrepreneurship in international business:

- The role of creativity, innovation and entrepreneurship for the international business growth and successful case studies;
- International business management and emerging business models;
- International business trends and future foresight;
- New developments and practices in different business sectors;
- Different aspects of international business and their developments: E-commerce and e-business, business information systems, global value chains and logistics, etc.

Track 2: New approaches in innovation and creativity management:

- Emergence of new innovation and creativity-driven concepts and approaches;
- New perspectives in innovation and creativity management;
- Development of a creative organization and a creative individual;
- New developments in creative thinking techniques: ideation, brainstorming, etc.;
- New trends and case studies in innovation and creativity management.

Track 3: Creativity, innovation and entrepreneurship in higher education:

- New developments in building curriculum and academic initiatives for creativity, innovation and entrepreneurship;
- Different approaches to promote and advance student creativity, innovativeness and entrepreneurship;
- The development of a creative university;
- New approaches in creative teaching methods, platforms and techniques;
- New trends in international business education.

Track 4: Creativity, innovation and entrepreneurship in creative industries:

- Creativity, innovation and entrepreneurship in different creative industries: design, fashion, music, architecture, IT, performing arts, video games, etc.
- New developments in the creative economy;
- New case studies in creative start-ups and other entrepreneurial ventures;
- The role of digital possibilities for advancing creative industries;
- New trends and approaches in different creative industries.

Track 5: Creativity, innovation and entrepreneurship for sustainable development:

- Different innovation and creativity-inspired approaches to business sustainability;
- Different models and case studies in social innovation;
- New developments in social entrepreneurship;
- New concepts, trends and business models for business sustainability and corporate social responsibility;
- New approaches and case studies in sustainable development discourse.

Track 6: Creativity and innovation as the driving forces in marketing, branding, public relations and advertising:

- New trends and approaches in marketing, branding, public relations and advertising;
- Creative and innovative business communication management;
- New developments in social media and other emerging media platforms;
- New consumer studies and the impact of new consumption patterns;
- New approaches and case studies in marketing, branding, public relations, and advertising.

Track 7: Creativity, innovation and entrepreneurship in hospitality and tourism:

- Different innovation and creativity-inspired approaches to hospitality and tourism;
- Promoting entrepreneurship in hospitality and tourism sectors;
- Innovative tourism product development;
- Creative destination marketing and branding;
- New trends and innovative case studies in hospitality and tourism.

ABSTRACT AND PAPER/ POSTER SUBMISSION:

Key dates for abstract / paper submission:

Submission of abstracts (or full papers/ posters): **till December 11, 2016.**

Notification of abstract or full paper/ poster acceptance: **December 28, 2016.**

Submission of full papers/ posters (who submitted only abstracts): **February 1, 2017.**

Notification of full paper/ poster acceptance: **February 15, 2017.**

Registration payments for Conference presenters are due till **March 15, 2017.**

Conference Program Announcement: **March 7, 2017.**

Conference date: **April 24 - 25, 2017.**

All submissions undergo double-blind peer review. All Conference papers and posters will be published online as reviewed conference proceedings in a publication "International Business Conference 2017: Creativity, Innovation and Entrepreneurship. Conference Proceedings." with an ISBN reference number and an online link. Selected papers will be also published in the international, peer-reviewed **research Journal of Creativity and Business Innovation** (abbr. Journal CBI, ISSN 2351 – 6186, www.journalcbi.com). The Journal seeks to represent the most leading-edge ideas, insights and research findings related to creativity and business innovation, and their impact on business development, management and entrepreneurship.

For abstract and paper/ poster submission, please follow the link: [registration](#)

REGISTRATION:

International Business Conference 2017 registration fee:

Early bird registration: 20 October 2016 to 30 January 2017 – 99 EUR

Regular registration: 31 January to 15 March 2017 – 125 EUR

Late registration online/ On-site registration: 16 March–25 April 2017 – 145 EUR

We accept payments only via bank transfer (for bank transfer instructions, please see below).

Registration fee includes:

- Participation at all Conference sessions;
- Welcome party in Vilnius downtown on April 23, 2016;
- Refreshments during registration and coffee breaks;
- Gala dinner on April 25, 2016;
- Wireless internet;
- Personal name badge;
- Certificate of conference presentation or attendance.

Payment:

Payment is requested to be made by a bank transfer. Please fill in your bank order according to the following example:

- Name and Surname of Beneficiary: **Vilniaus kolegija**
- Address of Beneficiary (full postal address including country): **Saltoniškių g. 58-1, LT- 08105 Vilnius, Lithuania.**
- IBAN of Beneficiary (bank account number): **LT76 7044 0600 0147 2160**
- Name of Beneficiary Bank: **AB SEB bankas**
- Address of Beneficiary Bank (Full postal address including country): **Gedimino pr.12 Vilnius, Lithuania.**
- SWIFT/BIC Code of Beneficiary Bank: **CBVILT2X**

In case you need to indicate the Purpose of Payment, please indicate the following information:

Your name / Conference fee for VIKO VVF IBC2016

PLEASE SEND US A COPY OF THE BANK TRANSFER RECEIPT conference@vvf.viko.lt

Cancellation policy:

A full refund will be given for cancellations received until March 15, 2016. No refund will be given for cancellations received after March 15, 2016.

CONTACT INFORMATION:

For any questions, please email to the Conference Chair: **Nida Mačerauskiene** conference@vvf.viko.lt