

APPLIED MANAGEMENT ADVANCES in the 21st Century (AMA21)

2026

16-17 December
Virtual

CALL FOR ABSTRACTS!

TYPES OF CONTRIBUTIONS

- Full Papers ● Short Papers
- Reflection Papers
- Posters/Demonstrations
- Tutorials ● Panels
- Invited Talks ● Doctoral Consortium
- Corporate Showcase & Exhibitions

TOPICS OF INTEREST

MANAGING WITH ICT

Customer Relationship Management (CRM)
Enterprise Resource Planning (ERP)
Big Data and Data Analytics
Digital Marketing Innovations
Decision Support Systems
Expert Systems
AR/VR Technologies in Management
Telework

DIGITAL ECONOMY

Economic Growth & Infrastructure
Business Models
Information and Communication
Technologies
Mass Media
E-Democracy
E-Government
E-Health
E-Commerce & E-Business
Virtual Economy

FINANCES & FINTECH

Consumer and Commercial Banking
Big Data and Finances
Mobile Banking
E-Finances
Banking and Finance
Insurance Technologies
Financial Services Management
Financial Engineering
Blockchain



E-MARKETING & DIGITAL COMMUNICATION

Marketing Theory & Research
Strategic Marketing
Cross-Cultural Marketing
Digital & Mobile Marketing
Technological Innovations in Marketing
Brand Experience
Consumer Behavior
Customer Relations
Creativity Marketing

ENTREPRENEURSHIP & INNOVATION

Digital Incubators
Entrepreneurial Skills Education
Entrepreneurship in Globalization
Delivery Systems and Environments
Entrepreneurship in SMEs
Innovation Culture
Organizational Innovation
Employee Driven Innovation
Competitive Entrepreneurship
Corporate Entrepreneurship
Intellectual Capital

TEACHING & LEARNING IN BUSINESS

Blended Learning and Flipped Classes
Evaluating Quality in T&L
Innovative Approaches
New Technologies for Teaching
Assessment Innovations
Students as Partners
Distance Education
Training and Life Long Learning
Active Learning Strategies and Practices

<https://www.ama21-conf.org>