

# Call for Papers

## International Conference on **APPLIED MANAGEMENT ADVANCES in the 21<sup>st</sup> Century (AMA21)**

# 2025

10-11 December  
Virtual

### 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>