



UPM
UNIVERSITI PUTRA MALAYSIA

**SEKOLAH
PERNIAGAAN DAN
EKONOMI**
SCHOOL OF BUSINESS AND ECONOMICS



**AACSB
ACCREDITED**

**EQUIS
ACCREDITED**



GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS RESEARCH (GCBER) 2023

*"Inclusivity and Digitalization
towards Sustainable Growth"*

11-12
August 2023

Everly Hotel,
Putrajaya

Sub-theme

Economics
Finance
Accounting
Business and Management

Call for Papers!

starts
**15th March
2023**

for more information or enquiries,

www://econ.upm.edu.my
✉ gcberspe@upm.edu.my

**Register
here!**



Organized by:
**School of Business and Economics
Universiti Putra Malaysia**

AGRICULTURE • INNOVATION • LIFE

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WITH KNOWLEDGE WE SERVE

Call for Paper

This conference can be a platform or avenue for participants to present and discuss the topics below but not limited to:

Economics

International Trade, Labor Economics, Financial Economics, Development Economics, Input-output, Health Economics, Resource and Environmental Economics, Tourism Economics, Financial Economics, Financial Economics of Fintech, Monetary Economics, Institutional Economics

Business, Management and Marketing

Service Marketing, Organizational Behavior, Supply Chain, Operations and Technology Management, Business Ethics, Corporate Law, Human Resource, Strategy Management, Business, and International Business; Business Administration, Tourism

Finance

Banking, Corporate Governance, Corporate Performance Management, Behavioral finance, Emerging markets finance; Financial markets

Accounting

Accounting Information System, Audit & Corporate Governance, Corporate Governance, Financial Accounting, Management Accounting

There will be 5 parallel sessions:

Economics
Business and Management
Accounting and Finance
PhD Colloquium
Case Study

Important Dates:

Call for paper	Open 15 th March 2023
Due date for submission of full paper/Extended Abstract	6 th June 2023
Notification of Acceptance	2 weeks after submission
Conference Registration & Payment	17 th July 2023
Conference Date	11 th -12 th August 2023

Keynote Speaker

To be Announced (TBA)

Meet Journal Editor

To be Announced (TBA)

Publication Opportunity

International Journal of Economics & Management (IJEM) (SCOPUS Indexed journal) and **Asian Journal of Case Research (AJCR)** are the official journals of the School of Business and Economics, Universiti Putra Malaysia, and welcome any submissions from conference papers for regular issues after the conference.

Best Paper Award

One outstanding paper from each field will be selected for best paper awards.

Registration and Submission

1. Registration and submission of full paper/extended abstract must be done electronically through the google form which is available at the school's website: econ.upm.edu.my
2. Submission template/format for full paper/extended abstract and case study must strictly follow the template which can be downloaded from the website.
3. Paper to be submitted must be in English language (minimum 5 pages).
4. All selected papers are to be presented in the parallel session and a discussant will be assigned to each paper presented.

GCBER 2023 Fees

Below are the guidelines to select registration fee:

1. If you are a presenter, you should register as International presenter/local presenter.
2. If you are a student from the local Malaysia Universities, you should register as a local student presenter.
3. If you are a listener, you should register as an attendee (Non-Presenter)
4. The registration fee is based on the category that you belong to. Please go through the following table before you register. We have structured a comprehensive price table for providing you with the best returns from the conference.

Participant Type	Price
Local Presenter	RM1,000
International Presenter	US300
Local Student Presenter	RM500
Participant/Attendee (Non-Presenter)	RM200

7 Exclusive Benefits for Participants

1. High quality and sustainable conference materials with excellent conference experience

GCBER 2023 is an annual program run by the School of Business and Economics, UPM and we are committed to making your conference experience memorable and educational with knowledge you can use in your professional career. We transform a learning opportunity in order for the participants to remember and apply in their jobs by bringing excellent speakers in a unique setting. In order to make your research journey memorable, we have put together a sustainable conference kit that uses less paper and reduces wasteful usage.

2. Conference Meals

During the conference, the GCBER 2023 organizing committee will provide you with delectable meals. With international standard menu items, we have healthy options for everyone. Our networking dinner is designed for you to enjoy, relax, and recharge, whether you are vegetarian or non-vegetarian. Networking and sharing ideas and experiences with like-minded peers during mealtime is an excellent way to collaborate and develop some out-of-conference activities.

3. Research presentation and evaluation

Presenting at GCBER 2023 will give you the opportunity to add value to your work as the evaluation panel will add supplementary feedback. As one discussant is assigned to each paper, they will provide constructive feedback on your research and presentation.

4. Keynote Forum and Sessions discussions

These features are specially designed by the GCBER 2023 Organizing Committee of internally recognized experts from universities and entities from around the world.

5. 'Meet the Editor' opportunity

Exclusively, we have arranged a group of notable editor namely the Editor-in-Chief from a reputable journal to share their tips and knowledge on journal publication.

6. Certification, awards and recognition

To recognize your scholarly endeavors, we have arranged certificates and awards during the awarding Ceremony of the conference. Awards are delivered to the most outstanding paper from each field, and it provide opportunities for acknowledgement.

7. Post-conference publication benefits

GCBER 2023 provides a wide range of quality publications that make the exchange of technical knowledge and information possible. International Journal of Economics & Management (SCOPUS Indexed journal) and Asian Journal of Case Research (AJCR) are the official journals of the School of Business and Economics, Universiti Putra Malaysia, and welcome any submissions from conference papers for regular issue after the conference.

About GCBER 2023

It is with great pleasure to announce that the School of Business and Economics, Universiti Putra Malaysia is hosting a Global Conference of Business and Economic Research 2023 (GCBER 2023) on 11th and 12th August 2023. It will take place at Everly Hotel, Putrajaya. We invite papers to be presented at this international conference and accompanying Ph.D. colloquium on behalf of our participating institutions. The theme of the conference is **Inclusivity and Digitalization towards Sustainable Growth**. To present and discuss the trends, worries and challenges, as well as innovations in contemporary business, GCBER 2023 aims to bring together academics and practitioners from the fields of Accounting, Finance, Business, Economics and Management, and other social science disciplines.

About SPE, UPM

Sekolah Perniagaan dan Ekonomi; Universiti Putra Malaysia (SPE UPM) translates as the School of Business and Economics; Universiti Putra Malaysia is the first university in Malaysia and the 7th university in Southeast Asia to receive the EFMD Quality Improvement System (EQUIS) accreditation for a period of three years from the European Foundation for Management Development (EFMD). In 2012, the School became the first higher education institution in Malaysia and the sixth in Southeast Asia to receive international accreditation from the Association to Advance Collegiate Schools of Business (AACSB).



Venue

11th, 12th August 2023
Everly Hotel, Putrajaya



The Everly Putrajaya features air-conditioned rooms and suites with free Wi-Fi. A minute's walk from Alamanda Shopping Centre and Putrajaya Lake, the hotel has a restaurant in its lobby.

Putrajaya Mosque and various government offices and ministries are a 10-minute drive from The Everly Putrajaya. Kuala Lumpur International Airport is a 25-minute drive away. Express Rail Link (ERL) Train Station is 9 km away while Kuala Lumpur City Centre is 34 km from the property.

All rooms and suites have a flat-screen satellite TV, safe, minibar and electric kettle. They also include a sofa and private bathroom with shower, hairdryer and free toiletries.

Free luggage storage is available at the 24-hour front desk. Guests who drive enjoy free private parking. Other on-site conveniences include a currency exchange, laundry and dry cleaning services.

Fusion food and local favourites are served at Fuze Restaurant, which has an open kitchen. A selection of beverages, light snacks and pastries can be ordered from Nuevo Café.

Kindly scan the QR Code below for more info!



REGISTRATION FORM | PRESENTER

<https://forms.gle/6umLCsioKVR2UomB6>



REGISTRATION FORM | PARTICIPANT

<https://forms.gle/j6KGtKXzYzs2bvFW9>



SPE UPM WEBSITE

<https://econ.upm.edu.my/>

For further information or inquiries:

Visit our website: econ.upm.edu.my

or

Email to: gcberspe@upm.edu.my