

GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS RESEARCH (GCBER 2024)

“Embracing Diversity: Towards a
Sustainable and Inclusive Future”

24th - 25th AUGUST 2024

**SWISS-GARDEN HOTEL,
KUALA LUMPUR**

PARALLEL SESSION

- Economics
- Accounting and Finance
- Business and Management
- Case Study
- Postgraduate Colloquium

CALL FOR PAPERS

starts
**11th March
2024**

FOR MORE INFORMATION:

www.econ.upm.edu.my

[✉ gcberspe@upm.edu.my](mailto:gcberspe@upm.edu.my)

ORGANIZED BY:

Sekolah Perniagaan dan Ekonomi
Universiti Putra Malaysia

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ABOUT GCBER2024

It is with great pleasure to announce that the Sekolah Perniagaan dan Ekonomi, Universiti Putra Malaysia is hosting Global Conference of Business and Economic Research 2024 (GCBER 2024) on 24th and 25th August 2024. The conference is scheduled to take place at Swiss-Garden Hotel, Kuala Lumpur. We invite papers to be presented at this international conference and accompanying Ph.D. colloquium representing their respective institutions. The theme of the conference is “Embracing Diversity: Towards a Sustainable and Inclusive Future”. This conference aims to present and discuss the trends, worries and challenges, as well as innovations in contemporary business. Other than that, GCBER 2024 also 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 also known as 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 6th in Southeast Asia to receive international accreditation from the Association to Advance Collegiate Schools of Business (AACSB).

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 Technology, Monetary Economics, Institutional Economics

Business and Management

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

Finance

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

Accounting

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

Case Study

Industry and Community

There will be 5 parallel sessions:

Economics, Business and Management, Accounting and Finance, Postgraduate Colloquium, Case Study

IMPORTANT DATES

Call for paper	11th March 2024
Due Date for submission of full paper	3rd July 2024
Notification of Acceptance	2 weeks after submission
Due Date for Payment	24th July 2024
Conference Date	24th - 25th August 2024

KEYNOTE SPEAKERS

To Be Announced (TBA)

PUBLICATION OPPORTUNITY



Selected papers would be invited to be published in the following:

1. **International Journal of Economics & Management (IJEM)** (SCOPUS Indexed journal) and;
2. **Asian Journal of Case Research (AJCR)** is the official journal of the School of Business and Economics, University of Putra Malaysia for case study and;
3. **Chapter in Book (edited book)** publish by UPM Press.

BEST PAPER AWARDS FROM SPE, UPM

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

REGISTRATION AND SUBMISSION

1. Registration and submission of full paper must be done electronically through the google form which is available at SPE's website: [click here](#)
2. Paper submitted must be written in English only.
3. Paper submitted must strictly follow the format template as following:

i) Research Article:

Manuscript Submission Guidelines: [click here](#)

Submission Template link: [click here](#)

ii) Case Study:

Case Study Submission Guidelines: [click here](#)

Submission Template for Case Study: [click here](#)

PARTICIPANT FEES

Below are the guidelines to select registration fees:

- 1.If you are from local higher educational institutes (IPT), the fees differ between students and non-students. You may refer to the table below for better understanding.
- 2.If you are not from local higher educational institutes (IPT) whether as a student or non-student, you should register as International Presenter.
- 3.If you are a listener, you should register as an attendee (Non-Presenter).
- 4.The registration fee is based on the categories that you belong to. Please go through the following table before you register. We have structured a comprehensive price table for you with the best returns from the conference.

PARTICIPANT TYPE	FEE
1. Local Presenter (Non-Student)	RM1,200
2. Local Presenter (Student)	RM600
3. International presenter	US\$350
4. Participant (Local)	RM500
5. Participant (International)	US\$200

EXCLUSIVE BENEFITS FOR PRESENTERS

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

GCBER is an annual program run by the School of Business and Economics, UPM and we are committed in making your conference experience memorable and educational with knowledge you can use in your professional career. We aim to transform a learning opportunity 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 organizing committee will provide you with delectable meals. With international standard menu items, we have healthy options for everyone. This could also be a networking opportunity for you to enjoy, relax, and recharge, whether you are vegetarian or non-vegetarian while sharing ideas and experiences with like-minded peers during mealtime which can be an excellent way to collaborate and develop some out-of-conference activities.

3. Research presentation and evaluation

Presenting at GCBER 2024 will give you the opportunity to add value to your work as the evaluation panel will add supplementary feedback. As one discussant is assigned teach paper, they will provide constructive feedback on your research and presentation.

4. Keynote Speakers and Sessions Discussions

Speakers invited to the GCBER 2024 are recognized experts from universities and entities from around the world.

5. 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.

6. Post-conference publication benefits

GCBER 2024 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, University of Putra Malaysia, and welcome any submissions from conference papers for regular issue after the conference.

VENUE:

Swiss-Garden Hotel, Kuala Lumpur

[Hotel Website](#)



Strategically located in the heart of bustling Kuala Lumpur between the entertainment hub of Bukit Bintang and colourful Chinatown. The hotel offers business and leisure travellers a refined experience with cosy rooms equipped with modern amenities for ultimate ambience.

Here are some interesting places nearby the hotel:

- Chinatown / Petaling Street
- Pasar Seni / Central Market
- Petronas Twin Towers
- Kuala Lumpur Tower
- Bintang Walk
- Merdeka Square
- The National Museum
- Masjid Jamek Mosque
- Jalan Alor Food Street
- National Mosque of Malaysia



SCAN TO DISCOVER MORE:



PRESENTER (NON-STUDENT) REGISTRATION FORM

[click here](#)



PRESENTER (STUDENT) REGISTRATION FORM

[click here](#)



PARTICIPANT REGISTRATION FORM

[click here](#)



CONFERENCE WEBSITE

[click here](#)

For further information or inquiries:
Visit our website: econ.upm.edu.my
Email to: gcberspe@spe.edu.my