



ORIENTAL BUSINESS AND INNOVATION CENTER
Budapest Business School, University of Applied Sciences

CALL FOR PAPERS

OBIC PhD Conference 2020
4-5th May, 2020

OBIC organizes a conference

*"Megatrends in Asia": Changing Societies and Economic Development
Technical, Sociological, Economic and Political Shifts in East Asia*

to which gladly invites PhD students whose research fields are related to the topic.

The term **megatrend** was coined by John Naisbitt in 1982. Back then he defined ten far-reaching global developments that he viewed as important, seemingly unstoppable long-term shifts in the progress of societies. The goal of the OBIC PhD conference is to discuss key, long-term challenges—megatrends—of the Asian region, in respect to social and economic trend research through an interdisciplinary and/or comparative focus.

In recent years, Asian societies have been confronted by the rise of China transforming the Asia-Pacific region, particularly in economy- and security-related areas. At the same time, India and Indonesia are also rising economic powers that are substantially changing the shape of Asian economic power relations. The rapid growth of markets in the region has become more and more important as an element of global growth, however, challenges such as urbanization, severe environmental problems (the climate challenge, air pollution, etc.) must be dealt with too. Over the course of the last decade, these tensions have often turned into local political disputes (i.e. in the South China Sea) and new initiatives (such as the Belt and Road Initiative) have come under fire and have also been fiercely debated in some countries too.

The megatrends to be thoroughly unfold at the conference, is the transformation of societies and the recent economic developments in the world's most dynamic region, and of the interplay between them. At its most obvious, the experience of the global economic balance of power positioning eastwards surely have changed the way Asians live and function. What significant and fundamental changes have the new economic miracle spawned when dealing with the physical and social landscapes of the countries?



The OBIC welcomes papers related to Asian megatrends at its conference in 2020, including the following themes:

1. Sociological shifts: demographics, migration, urbanization etc.
2. Economic shifts: economic interconnectedness, strategies of economic growth etc.
3. Political and Geopolitical shifts: defense and diplomacy, changing nature of power
4. Technical shifts: digitalization
5. Temporal and Strategic shifts: short-term or long-term perspectives and strategies

The conference will be held in the framework of the OBIC International Scientific Conference 2020, which is organized for the fourth time by OBIC.

Thanks to our generous sponsor, the registration is free of charge, but registration has to be done by submitting an abstract (between 150-300 words) until the deadline.

Important dates:

- Abstract submission: 15th December 2019
- Notification of accepted papers: 20th December 2019
- Full paper submission: 10th March 2020
(If your paper is not received by the deadline, your name will be removed from the conference agenda.)
- Program: 1st April 2020
- Conference dates: 4-5rd May 2020

Venue: Budapest Business School, University of Applied Sciences

Language of the conference: English

Registrations can be done by submitting your abstract and filling in the form under the following link:

<https://www.obic-bbs.hu/en/phd-conference-abstracts/>

Students can present only with their ready-made studies the extent of which should be between 6,000 to 8,000 words. Students are supposed to use Harvard system of references in their papers.

The deadline for sending the full papers is 10th March 2020 by electronic way to the following address:

balog.amadea@uni-bge.hu



As of publication opportunity, OBIC will publish its PhD volume from the best papers presented at the Conference.

Notes: The organizers will cover the accommodation expenses for 3 nights (for foreigners). You will be expected to indicate your request for free accommodation by 3rd February 2020 by submitting a flight ticket as assurance of your intents, otherwise OBIC will not be able to finance accommodation.

May you want to find out more on the previous and upcoming conferences, please visit our website:

<https://www.obic-bbs.hu/en/>

Further information on the OBIC International Scientific Conference is available on the conference page:

<https://orientalbusiness.uni-bge.hu/>

In case of any question or inquire, please feel free to contact us!
Looking forward to meet you at the Conference.

