



CALL FOR PAPERS FOR PUBLICATION BY THE ORIENT BUSINESS AND INNOVATION CENTER (OBIC)

About the OBIC

The Oriental Business and Innovation Center (OBIC) was established by the Budapest Business School, University of Applied Sciences (BBS), and the Central Bank of Hungary (MNB) in 2016.

OBIC's overall goal is to improve the competitiveness of the Hungarian economy by contributing to a better understanding of the East Asian region. To achieve its objective, OBIC aspires to become a leading institution in oriental business studies – not only in Hungary but in the broader Central European region as well – by the application of its cutting-edge knowledge and efficient operation. As such, OBIC also plays a major role in the implementation of the international strategy of BBS. In its work OBIC concentrates on the following target countries: India, Indonesia, Japan, Malaysia, the People's Republic of China, the Philippines, the Republic of Korea, Singapore, Thailand, Vietnam, and many others in the Asia-Pacific region.

Requirements for the Call

Topic:

"THE GROWING DIGITAL PRESENCE OF CHINA IN THE CEE COUNTRIES"

The claim is that the CEE countries are becoming one of the hubs for the geopolitical competition between the major powers. The suggestion is that the twin dynamics of, on the one hand, China's political and economic rise backstopping its outreach initiatives (BRI, 17+1 cooperation) and, on the other hand, the US withdrawal from multilateral commitments, creates a new and more unstable geopolitical environment in Central and Eastern Europe (CEE). At the same time, the EU, far from being a global player, finds its leadership role in the CEE region challenged by the complex balancing among the four / five main powers (US, China, Russia, Turkey, and the EU's leading powers).

The objective of the proposed research book is to shed light on the geopolitical motivations of China in the CEE region and it raises the question of whether the United States can contain China's advance in this special field.

The call seeks papers that investigate the potential effect the China's digital presence in form of country studies. Paper proposals related to Hungary, Poland, the Czech Republic, Slovakia, Slovenia, Bulgaria, Serbia and the Baltic countries are given preference. In addition, the submission of geopolitical papers related to US, EU, German and French strategy in the question of growing digital presence of China are encouraged too.

Submission Guidelines

- The deadline for submission of an abstract with no more than 350 words: **November 16, 2020.**
- The acceptance of the abstracts: **November 21, 2020.**
- The deadline for the submission of the full paper: **February 5, 2021.**
- Manuscripts should be submitted in **Word format** via email.
- The length of the paper should be between **6,000 and 8,000 words.**
- Authors should observe high academic standards. Plagiarism in any form is incompatible with research ethics and our values.
- Preparation of the main text – **Formal requirements:**
 - The text must be aligned to the left margin, and without any text formatting applied (including capitals, larger or smaller font sizes, the use of color, etc.).
 - The text may be subdivided into sections. Each section must have a title and number. Each section can be divided into subsections, numbered according to the scheme 2., 2.2. etc.
 - Tables and graphs should be sent in excel or similar format too.
 - Font type and size: Times New Roman, 12pt.
 - The bibliographical references must be in-text-citation - given directly in the main text and not in the footnotes using the following format: (Csáki, 2010, p. 25). (Csáki – Kovács, 2010, p. 25). If more than three authors: (Csáki et al., 2010, p.25).
 - Footnotes can only be used when additional information must be added the body of the text. Footnotes with continuous counting must appear at the bottom of the page.
 - Referring to a miscellaneous essay: Small, F. (2007): Convergence in Big Europe. In: Big, R.: Selected studies 2000-2007. Vol. II, Budapest, Nagy Publisher, pp. 226-228.
 - Referring to an internet publication: Small, F. – Big, R. (2007): Budget Deficit and Convergence. [online] available: <http://www.fisk.hu/info>. (Accessed: March 15, 2007.)
 - Authors are requested to give their scientific degrees and not more than two of their jobs or professional positions.
 - The main text is followed by a reference list in ABC order using the following format: Kovacs, F. (2014): Budget Deficit. International Institution. Working Paper. 42. March, pp. 1-15.
- Manuscripts should be sent to the following email address: balog.amadea@uni-bge.hu

Double-blind review

- Papers will be reviewed by the peer reviewers of the OBIC.
- Papers will be reviewed by taking into consideration the objectivity, originality, scientific performance, etc.

Notes

- The authors, whose papers are accepted, will sign a contract with the Budapest Business School (OBIC). According to the contract, the OBIC will provide **250.000 HUF (around 680 Euro** depending on the current exchange rate) as an honorarium for one paper.
- After submission and acceptance of the paper, the papers will be published in the **OBIC Book Series** both electronically and in printed form.
- Concerning the criteria of the **intellectual property** of the accepted paper, the Author shall grant right of use to Budapest Business School, OBIC, the Licensee (1) without territorial restriction (in and outside of Hungary), (2) for an indefinite period, (3) on an exclusive basis, (4) that is transferable to third parties. Licensee shall acquire the right to (1) reproduce the Work in any number of copies, (2) distribute the Work (in any number of copies), (3) revise the Work, (4) enter into a publishing agreement.

Contact Details

- Csaba Moldicz, Ph.D., Head of Research, Moldicz.IstvanCsaba@uni-bge.hu
- Amadea Bata-Balog, Ph.D. candidate, Research assistant, balog.amadea@uni-bge.hu

