



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

CALL FOR PAPERS

OBIC PhD Conference 2021
6-7th of May, 2021
online

After having to postpone the OBIC PhD Conference 2020, the OBIC organizes its annual conference in 2021 online, through live-stream with real-time presence according to the following topic:

*"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.

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 2021, including the following research areas:

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 2021, which is organized for the fourth time by OBIC.

For the virtual event, presentations shall be recorded in advance, meanwhile panel discussions will require real-time participation in order to facilitate scholarly discussion and debate.

As we promised, the papers that were approved last year will be accepted for this year's conference too, however, there is the possibility to update your abstracts and full papers if needed.

Important dates:

- Abstract submission: 14th February 2021
- Notification of accepted papers: 20th February 2021
- Recorded presentations to be sent: 12th April, 2021
(Further technical information will be provided.)
- Full paper submission: 30th April 2021
(If your presentation or paper is not received by the deadline, your name will be removed from the conference agenda.)
- Preliminary program: 1st April 2021
- Conference dates: 6-7th May 2021
- Conference location: virtual event, online
- Organizer: Budapest Business School, Oriental Business and Innovation Center (OBIC)

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

Registration fee: Thanks to our generous sponsor, the registration fee is waived.

Registration with the submission of the abstract shall be done on the following link:

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

In case of any question or inquiry, please feel free to contact us on obic@uni-bge.hu!

Further information on the OBIC PhD Conference 2021 is available on the website along with more info on the OBIC International Conference 2021, the main event, within which the PhD Conference will take place:

<https://www.obic-bbs.hu/en/phd-conference-2021/>

Organizer's website: <https://www.obic-bbs.hu/en/>