



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

About 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 in 2016.

OBIC's goal is to promote research and knowledge sharing on Asia, and Eurasia as a whole, thereby contributing to a better understanding of the region. As such, OBIC also plays a major role in the implementation of the international strategy of BBS. OBIC is not only responsible for BBS's largest international conference but also for organizing book launches, professional debates, and workshops.

So far, OBIC's research work has been fundamentally focused on the economies and societies of East Asian countries. Since 2016, 13 books have been published as part of the OBIC Book Series, all available on the OBIC website. They cover a wide range of topics, from economic development strategies to country-focused collections of studies. From 2022, OBIC wishes to renew and re-establish its OBIC Book Series in order to strengthen its role and international recognition in the field of economic and social sciences.

Details of the Call

Topic: CITIES IN ASIA

Cities in Asia have experienced an **unprecedented growth and development** in the last decades. Many large cities become global financial, technological, and trade centers, global city networks become more balanced. **Asian cities' emerging international role** contributed to economic, technological, and social development at both municipal, national, and regional levels. However, **disparities in national and regional city networks** remained. In contrary to fast-growing city centers, distant areas have fallen behind in development. Various approaches of governments and city leaderships contributed to **global integration** at different levels. The main goal of this call is to encourage research and preparation of studies to broaden the readers' scope about the **challenges of cities in Asia** by providing up-to-date information and analysis focusing on their changing international role, internal structure, economic development, technological innovations, and social changes. We expect research articles from the fields of economy, business, administration, regional and social sciences.

The call seeks papers that investigate the following aspects:

- **Technologies applied** in Asian cities, including energy management, infrastructure, and transportation in either particular building projects or as a framework for the city.
- **Information management** in Asian cities, the **Big Data** and its controversy, the **role of information technology** in management.



- **Social environment**, institutions, education, and social services in Asian cities from technological and economic viewpoints.
- The **sustainability** of Asian cities, energy and water use, sustainable buildings, sustainable growth in relation to IT technology and quality of life, and the impact on the local environment.
- The **economic perspective** of Asian cities, global investment hubs, globalized business model, the economic benefits of smart technologies both at local and national levels.
- Rational and more intensive **utilization of renewable energy sources** in Asian cities
- **Management, administration, and policy issues** in Asian cities, organizational integrations, tourism and branding related to Asian cities, case studies.
- **Financial, business, and general economic development** in Asian cities, including economic policy and history.
- **City planning**, development, transportation, and logistics in Asian cities.

Deadlines and Submission Information

- The deadline for submission of an abstract with no more than 350 words: **December 11, 2022**
- Notification of acceptance: **December 20, 2022**
- The deadline for the submission of the full paper: **February 5, 2023**

- The length of the paper should be **between 5,000 and 7,000 words**.
- Abstracts and manuscripts should be submitted in **Microsoft Word format** via email to the obic@uni-bge.hu address.
- **Submission guidelines and formal requirements can be found [on the OBIC website](#).**
- Authors should observe **high academic standards**. Plagiarism in any form is incompatible with research ethics and our values.

Notes

- Potential authors, who have not earned their PhD degrees yet, are also welcome to submit joint abstracts with their supervisors.
- The authors, whose abstracts are accepted, will sign a **license agreement** with BBS. According to the contract, OBIC will provide **gross 121,000 HUF (or 300 EUR) as honorarium** for one paper.
- Concerning the **criteria of intellectual property** in relation to the paper, the author shall grant right of use of the work to OBIC and BBS (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. The 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.
- Following the submission of full papers, they will be subjected to **double-blind peer review**. Based on its result, OBIC will accept the papers for publication or suggest changes.
- After a comprehensive **language review**, accepted papers will be published in the next **OBIC Book Series** volume both electronically and in printed form. Each author will receive one printed copy as courtesy.