



CALL FOR PAPERS FOR PUBLICATION

BY THE ORIENTAL BUSINESS AND INNOVATION CENTER (OBIC)

About OBIC and the Book Series

The Oriental Business and Innovation Center (OBIC) of Budapest Business University (BBU) promotes research and knowledge sharing on Eurasia, and Asia as a whole, thereby contributing to a better understanding of this politically dynamic, economically vibrant, and socially differentiated part of the globe. As such, OBIC also plays a major role in the implementation of the international strategy of BBU. OBIC is not only responsible for BBU's largest international conference but also for organizing book launches, professional debates, and workshops.

Since 2016, 16 books have been published as part of the OBIC Book Series, all available on the OBIC website. In 2022, OBIC renewed and re-established its OBIC Book Series to strengthen its role and international recognition in the field of economic and social sciences. The renewed Series publishes leading research across all the major fields of **business, economics and international relations** research related to Asia or Asian countries. Issues of the book series are sent to libraries all over the world, government and financial institutions and universities and can be reached freely on the website of OBIC.

Details of the Call

Topic: Futuring cooperation and bridging up relations between Europe and Asia

Rising concerns and hopes are testimony that Asia is not anymore passive space of intersecting political, economic and security interests of powerful states. Beginning with the rise of Japan, followed by positioning of the Asian Tigers and China's unprecedented development, Asia became one of the key factors in shouldering the burden of high quality, digitalized and sustainable global development. Asian states abandoned "sitting on the fence approach" and promoted the vision that Asian problems should be resolved by Asian people. Irrespective to what theory of the IR, Asia is understood as a new cradle of innovations, business opportunities and fresh cultural force. Hence, decisions made in Asia are not only one corner of the world, rather they are bringing changes in the diplomatic manners of knitting globalization, trans-regional integration, and global governance. Thus, by launching this call we are cordially inviting scholars to thoroughly analyze different aspects of relations between Asia and Europe since their economic, political and security interests are closely and historically intertwined.

The call seeks papers that investigate the following aspects:

- Political relations of Europe and Asia
 - EU ASEAN relations (rules-based international order, effective and sustainable multilateralism, as well as free and fair trade)
 - EU-Central Asia relations (trade, democracy, enlargement, normativism)
 - EU South Asia Relations (trade, democracy, human rights, global governance, sustainable development)



- Economic relations of Europe and Asia
 - Asian investments in Europe and European investment in Asia
 - Trade relations between European and Asian countries – digitalization, Silk Road,
 - Asia-Europe economic and foreign trade relations: the role of global value chains
- Social and cultural relations of Europe and Asia
 - CCI relations, the rise of Asian culture in Europe and the European culture in Asia,
 - Asia and Europe: student and educational relations

Deadlines and Submission Information

- The deadline for submission of an abstract with no more than 350 words: **January 15, 2024**
- Notification on acceptance: **February 1, 2024**
- The deadline for the submission of the full paper: **April 1, 2024**
- 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 the [registration platform](#) at the website of OBIC.
- **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 completed their PhD studies yet, are also welcome to submit joint abstracts with their supervisors.
- The authors, whose abstracts are accepted, will sign a **license agreement** with BBU. As OBIC's main goal is to promote and motivate international scientific collaboration, those papers conducted in cooperation with a BBU scholar will be provided **net 200 000 HUF as honorarium for one paper**. For opportunities of networking and collaboration, please check the [OBIC Network](#).
- Concerning the **criteria of intellectual property** in relation to the paper, the author shall grant right of use of the work to OBIC and BBU (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.
- 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.