



Association of Training Institutions for Foreign Trade in Asia and the Pacific

Call for Papers

10th Global Business Conference

Innovate to Elevate

February 13, 2016 at De La Salle University, Manila, Philippines
www.atiftap.org

ORGANIZING COMMITTEE

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Dr. Luz Suplico-Jeong

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Mr. Benjie Encarnacion

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The Association of Training Institutions for Foreign Trade in Asia and the Pacific (ATIFTAP) and the Partnership Forum for International Trade Development Inc. are organizing the 10th Global Business Conference on Saturday; February 13, 2016. This year's theme is: **Innovate to Elevate**. The conference aims to summon practitioners, entrepreneurs, business experts, researchers and educators to present researches which lead businesses to attain global competitiveness.

The Global Business Conference (GBC) encourages the promotion of global trade research and development to enrich managerial, export, and organizational competitiveness of SMEs in the Asia-Pacific region. This has become the venue for educators, students, researchers, and business practitioners to network with each other and share updates on global business. On its 10th year, the GBC calls for proposals on the following areas:

- *International Accounting*
- *International Business Law*
- *International Economics*
- *International Finance*
- *International Business*
- *International Tourism management*
- *Management Information Systems*
- *International Marketing*
- *Strategic Management*
- *Pedagogy*
- *Other topics related to global business and management*

Abstract Online Submission Process: <http://tinyurl.com/10GBC>

Submitted abstracts must not have been presented, scheduled for presentation, published or accepted for publication. No changes in the abstract title, authorship, and title can occur after it has been submitted. ABSTRACT must contain up to 500 words only.

Important Dates:

November 27, 2015	Abstract Submission
December 4, 2015	Abstract Notification Acceptance
January 8, 2016	Full Paper Submission
January 15, 2016	Full Paper Submission (Camera-Ready)
January 22, 2016	Payment of Registration Fee

Research Conference Fees:

Local Participants

Early Bird (January 31)	Php 350.00
Regular	Php 400.00

Presenter	Php 500.00
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Foreign Participants USD100



10th Global Business Conference

Innovate to Elevate: Globally Competitive ASEAN Breaking Barriers towards Integration.

February 13, 2016 at De La Salle University, Manila, Philippines
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Full Paper Format: <http://tinyurl.com/GBCfullpapertemplate>

- Use Times New Roman, 12 font, single spaces, 1 inch (2.5cm) margin all around and 8.27”X11.69” (21 cm x 29.7cm) A4 page setting.
- Number all pages of the paper in the bottom right corner.
- Please follow the following template:

Title of the Paper
Author's Name
Title/ Designation
Affiliation (Name of the Organization and address)
Email or Contact Number of Author

Abstract (limit to 500words)
Keywords (limit to 5 words)

Introduction
Framework
Methodology
Discussion of the Result
Conclusion
Limitations and Recommendations for future research
References
Appendix

- Use the APA format in citations and references. References should be numbered and listed in alphabetical order of name of first author. Appendix should be labeled in letters like Appendix A, B etc.
- Tables and Figures should be numbered “1”, “2”, “3” etc. The title should be centered and boldfaced with upper and lower case letters. Please refer to all photos, illustrations, or diagrams as figures.

Full Paper Submission Process:

1. Full paper must have a maximum number of 15 pages only including references and appendices in MS Word format at admin@atiftap.org.
2. Kindly name your file in the following format: author's family name_first name_school (example, **Cu_Benison_DLSU**)
3. All papers will be peer-reviewed. Only those papers that have passed the reviewer's criteria and submitted within the deadline will be included in the Journal of Global Business (CD or online).

How to Register:

Step 1. Pay at any Metrobank branches. Account Name: ATIFTAP Current Account 742 7742000903.

Step 2. Register at www.atiftap.org.

Step 3. Once you receive a confirmation email, fill out the information sheet attached and sign the space under the Conforme to signify your agreement to the terms of the ticket sale.

Step 4. Email scanned deposit slip and information sheet to admin@atiftap.org.

Philippines

The Republic of the Philippines is a sovereign state in archipelagic Southeast Asia, with 7,107 islands spanning more than 300,000 square kilometers of territory. It is divided into three island groups: Luzon, Visayas, and Mindanao. The Philippines was named after Prince Philip (later King Philip II) of Spain, by the Spanish explorer Ruy Lopez de Villalobos during his 1542-1546 expedition to the islands.

Manila

The city of Manila is located on the eastern shore of Manila Bay and is bordered by the cities of Navotas and Caloocan to the north; Quezon City and San Juan to the northeast; Mandaluyong to the east; Makati to the southeast, and Pasay to the south. It has a total population of 1,652,171 making it the second most populous city in the Philippines, behind Quezon City. The populace inhabit a land area of only 2,498 hectares, making Manila arguably the most densely populated city in the world.

De La Salle University

De La Salle University positions itself as a leader in molding human resources who serve the church and the nation. It is a Catholic coeducational institution founded in 1911 by the Brothers of the Christian Schools. The University is a hub for higher education training renowned for its academic excellence, prolific and relevant research, and involved community service.

Nestled in the heart of Manila, De La Salle University is home to local and international students seeking quality education for a brighter future ahead. It is situated in a vibrant city where culture and diversity is well manifested.