TWENTY NINETH ANNUAL WORLD BUSINESS CONGRESS
June 7-11, 2020
JAMK University of Applied Sciences, Jyvaskyla, Finland

Call for Papers

FROM GLOBALIZATION TO REGIONALIZATION IN A TIME OF ECONOMIC, SOCIO-POLITICAL, COMPETITIVE, AND TECHNOLOGICAL UNCERTAINTIES: CURRENT ISSUES AND FUTURE EXPECTATIONS

OBJECTIVES
The 29th World Business Congress of the International Management Development Association (IMDA) will be held in Jyvaskyla, Finland, from June 7th through 11th, 2020 and is hosted jointly by JAMK University of Applied Sciences, Jyvaskyla, Finland. Scholarly papers, panel/special session proposals, and case study exercises for presentation and subsequent publication in the award-winning refereed congress proceedings are invited. In addition to sharing scholarship regarding global business issues, the congress offers an excellent opportunity to meet colleagues from around the world and enables participants to exchange information and ideas on a variety of global business topics.

VENUE
Finland is bordered by Sweden in the west, Norway in the north and Russian Federation in the east, while Estonia lies to its south across the Gulf of Finland. Around 5.4 million people reside in Finland and it is the eighth largest country in Europe in terms of land area. Finland is an exciting and somewhat mysterious country. The cycle of the year is marked by huge contrasts, such as the polar night in winter, with its dramatic northern lights, and by the midnight sun in summer. Finland is famous for its innovations, technological development and competitiveness. Helsinki is the capital and the largest city of Finland. It is Finland's major political, educational, financial, cultural and research center as well as one of northern Europe's major cities. Approximately 70% of foreign companies operating in Finland have settled in the greater Helsinki region. The City of Helsinki is an active supporter of art and culture.

HIGHLIGHTS OF FINLAND AND THE FINNISH EDUCATION SYSTEM
- The happiest country in the world (Source: World Happiness Report 2018 by the United Nations)
- World’s most stable country (Source: Fragile States Index)
- The most literate nation in the World (Source: Central Connecticut State University in New Britain, Connecticut)
- The most supportive nation to global innovation (Source: ITIF)
- The greenest country in the world (Source: The Environmental Performance Index, 2016)
- Number one in digitalization (Source: Digibarometer)
- Number 2 on OECD’s list of top 10 highest performing graduates (Source: OECD)
- The happiest nation in Europe (Source: UK Office for National Statistics)
- Number one in press freedom (Source: Press Freedom Index)
- The best place for women to work in (Source: Economist)
- The best education system in Europe and the 5th best in the world (Source: Pearson)
- Maximum efficiency in the study (Source: Gems Education Solutions)
- Sixth best higher education systems in the world (Source: Universitas 21)
CONGRESS VENUE
Jyvaskyla - The “Shining City” in the heart of Finland. It is the seventh largest city of Finland, is a pocket size metropolis with a population of 137000 and a lively urban center, where all services, schools and jobs are close at hand. It is particularly well-known in Finland as a city of education and sports, hosting Finland’s only Faculty of Sports and Health Sciences. With nearly 30000 students, it is a dynamic modern city, where the university of applied sciences, and occupational education institutes provide modern education that meet the needs of businesses. Located in Central Finland, known for its thousand lakes, 270 kms north of capital Helsinki, it is a beautiful city full of nature, which offers a wide variety of leisure and sport activities. Bio-economy, internet technology, and education are the three focus industries of the region, which pursues the motto of smart, safe, and sustainable. The city hosts the Finnish round of the FIA World Rally Championship in early August, and it is the home city of the world-famous architect Alvar Aalto. The region has the largest number of buildings in the world designed by him, and you can have a glance of them at the Alvar Aalto Museum in Jyvaskyla. Lake Pajanne, the second largest lake in Finland, starts from Jyvaskyla and extends to the city of Lahti, providing magnificent boating, recreation, travel and fishing opportunities.

HOST: JAMK UNIVERSITY OF APPLIED SCIENCES
JAMK University of Applied Sciences (JAMK) is an international learning environment has more than 8500 students, of which 1000 are international degree and exchange students from over 70 countries. With the vision of being an internationally recognized higher education institute for reinventing education, developing competitiveness, and creating competence, JAMK offers more than 30 degrees at bachelor and master levels in English and Finnish in the Schools of Business, Technology, and Health and Social Studies, as well as teacher’s qualification at the School of Professional Teacher Education. Strong business cooperation, innovative pedagogy, international cooperation, and practice-oriented research form the four pillars of JAMK’s vision. JAMK’s focus areas of research are bio economy, applied cybersecurity, education expertise and business, tourism, multidisciplinary rehabilitation, and automation and robotics. JAMK is well-known for high quality and has passed the international audit of the FINHEEC and obtained international accreditations in various programs, such as the EPAS accreditation of EFMD. JAMK’s educational expertise is based on advanced pedagogical thinking and innovative approaches to teaching and learning, all of which are continuously developed by engaging in versatile international networks and intensive cooperation with the world of business. Solutions and services are provided in the areas of pedagogical training, management and leadership, electronic and mobile learning environments, health care, business competence and assessment in education. JAMK’s four campuses in Jyvaskyla are very modern, whereby the facilities combine a relaxed atmosphere with high technology. Feedback from students report that the multicultural and multidisciplinary learning environment is excellent, and the faculty is very supportive. See more info at https://www.jamk.fi/en/Home/
### SCHEDULE AT A GLANCE

| **Sunday**  
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<th><strong>June 7, 2020</strong></th>
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| **LATE MORNING**  
Pre-congress Helsinki City Tour  
11:00 – 15:00  
This is a guided city tour which includes visiting such sites as Presidential Palace, Uspenski Cathedral, Finlandia Hall, Market Square, The Rock Church, City Hall, Oodi Library, Opera House, Olympic Stadium, Parliament Buildings, Helsinki Cathedral, Sederholm, The Sibelius Monument, and Temppeliaukio  
We will depart from the designated hotels by 11 am at the latest. We will drive through the Helsinki Vantaa airport to pick up delegates arriving at the airport. The meeting place is Information Desk after immigration and customs.  
LATE AFTERNOON: Departure from Helsinki by bus to be transferred to Jyvaskyla. Buffet dinner on the way near Lahti. |

| **Monday**  
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| **CONFERENCE OPENING CEREMONIES:**  
PLENARY SESSIONS:  
9:30-12:00 & 14:00-16:00  
Venue: The Main Auditorium D110  
Panels and Presentations by Academics, Government and Business Leaders  
Finnish Economy, Entrepreneurship and Small Business Development  
Changes and Developments in Business Education and Research  
EVENING CONGRESS RECEPTION  
16.00-17.00  
The congress meetings will be held at the Lutakko Campus of JAMK University of Applied Sciences  

| **Tuesday**  
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<th><strong>June 9, 2020</strong></th>
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| **ACADEMIC PAPER PRESENTATIONS:**  
9:00-12:30  
14:00-17:30  
Parallel Academic Sessions will be held at the Lutakko Campus Rooms D306, D505, and D506  
EVENING GALA DINNER CRUISE ON LAKE PAIJANNE  
19:00-22:00  
Award Ceremony |

| **Wednesday**  
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<th><strong>June 10, 2020</strong></th>
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| **ACADEMIC PAPER PRESENTATIONS:**  
9:00-12:30  
14:00-17:30  
Parallel Academic Sessions will be held at the Lutakko Campus Rooms D306, D505, and D506 |

| **Thursday**  
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<th><strong>June 11, 2020</strong></th>
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| **POST-Congress TOUR**  
TRIP TO TALLINN, ESTONIA  
Early Bus Departure From Jyvaskyla to Helsinki Ferry Terminal  
Boat Departs From Helsinki at 10:30  
Arrives in Tallinn, Estonia at 12:30  
Boat Departs from Tallinn, Estonia at 19:30  
Arrival in Helsinki at 21:30  
Congress Farewell |

### CONGRESS PROGRAM

Business people, public policy makers, consultants and academics can choose from the wide range of topics within global business development. The Congress offers keynote addresses, formal paper symposia, case study presentations, special sessions, such as "Meet the Editors," and an industry leadership and public policy makers panel discussions as well as a Doctoral Research Seminar. We are also planning a day tour to Tallinn, Estonia on June 11th, 2020.

### PROGRAM DETAILS

There will be a city of Helsinki tour on June 7th, 2020. In this tour, there will be visits to museums, and a variety of attractive sightseeing locations, and to the scenic, historical, and architectural sites of importance. The tour will start at 11 am after breakfast and will end at 3 pm. There will be a guide who will talk about the Finnish history, culture, and economy. During the tour, we will be visiting the major sites and inspiring monuments such as Presidential Palace, Finlandia Hall, Market Square, The Rock Church, City Hall, Oodi Library, Opera House, Olympic Stadium, and Parliament Buildings. Senate Square is placed in the oldest part of the city center, where the delegates will relish the view of the Government Palace, Helsinki Cathedral, Sederholm and the University of Helsinki. The Sibelius Monument devoted to the popular Finnish composer, and Temppeliaukio Church are also some of the major highlights of the Helsinki tour. On Sunday, June 7th, delegates will be collected from the hotels
where they stay and from Helsinki Vantaa Airport at the arrival hall meeting point after the immigration and picking up of luggages. After Helsinki city tour, all of arriving delegates will be bussed to the congress venue Jyvaskyla. It is approximately 300 kms (188 miles) away from Helsinki downtown. On the way to Jyvaskyla near Lahti, delegates will be provided with buffet dinner. To celebrate the academic and collegial successes of the Congress, a cruise buffet dinner on lake Paijanne along with award ceremonies will be held on Tuesday evening, June 9, 2020 between 19:00-22:00. For more information about Helsinki, visit http://www.hel.fi/hki/Helsinki/en/Etusivu

CONGRESS TOPICS
Each paper submitted for consideration should have a global/international orientation and must be scholarly in content. Manuscripts submitted must be complete papers, ready for blind review and to be included in the congress proceedings. A work-in-process may be reviewed and considered for presentation and included in the program and published in the congress proceedings in one or two pages. For style guidelines, please visit IMDA website at www.imda-usa.org

IMPORTANT INSTRUCTIONS AND DATES
Three types of papers are acceptable for consideration: refereed, work-in-progress, and special session/panel papers. There will be a doctoral research symposium in the afternoon of Monday, June 8, 2020, for which we only require a five-page abstract. Doctoral research symposium proposals must be submitted to either to Dr. Murat Akpinar at murat.akpinar@jamk.fi or Dr. Kip Becker at kbecker@bu.edu by May 3rd, 2020 at the latest. All other submissions must adhere to the following guidelines:

- If you wish to have your paper published in the refereed Congress proceedings, submit an electronic copy of your complete manuscript, not exceeding 25 pages, double spaced or 8 pages single spaced, to only one track co-chair on or before April 3, 2020, though earlier submissions are strongly encouraged. Please cc your submission to the other track co-chair as well as to Dr. Talha D. Harcar-Congress Administrative Director at tdh13@psu.edu. Papers will be reviewed and final decisions will be communicated no later than May 1, 2020. Revisions should be expected. Final manuscripts, in required format with changes consistent with requested revisions, must be received by Dr. Talha D. Harcar by May 15, 2020 at the latest. If submitted late or published guidelines are not followed, it will not be included in the congress proceedings. No objection will be entertained by the Congress organizers.

- Submit an electronic copy of an abstract of works-in-progress to the appropriate track co-chair by April 3, 2020. One or two pages documents will be published in the congress proceedings. They will be included in the Congress program and in the congress proceedings. You may bring enough copies of your full paper for circulation at the Congress. Submit your appropriate congress registration fee and completed registration form along with the abstract.

- Receipt of all electronic submissions will be acknowledged as soon as received. If you do not hear from the track co-chair within one week of your paper submission, please contact the appropriate track co-chair and inform Dr. Talha D. Harcar at tdh13@psu.edu. On a separate page, please provide the title of your paper, your full address, telephone, and e-mail numbers clearly written. If there are multiple authors, this information is to be provided by all authors. We will include this information in IMDA data bank so that you will receive complimentary copies of one of the Association’s quarterly Journals on a complimentary basis for one year.

- Complete the attached congress registration form and send it to the Executive Vice-President and Director in Pennsylvania, USA address as soon as possible and no later than May 3, 2020. If your paper is not accepted either for presentation or publication in the congress proceedings, your registration fee will be refunded to you immediately. At least one author must commit to attending before a manuscript will be reviewed. In the case of multiple author attendance, all authors must pre-register.

- Each registered delegate is entitled to have a maximum of two accepted manuscripts included in the Congress proceedings and/or program. In the case of more than two papers being accepted, the participant must inform Dr. Talha D Harcar of the titles of the two papers to be included in the congress proceedings or program. Otherwise, the selection decision will be made by the Congress organizers. Manuscript submissions should include a separate title page on each copy, listing all authors, their affiliations, addresses,
and e-mail addresses. For papers with multiple authors, indicate the author with whom we should correspond. List only the manuscript title in the main body of the paper, abstract, or proposal to allow for blind review.

- All papers will be subjected to a blind review process. The papers will be judged primarily on the basis of original contribution to scholarship, overall quality, and interest to the Association’s membership. Reviewers’ comments will be provided to authors when notified of the Program Committee’s decisions.
- The final copy of manuscripts to be published in the Congress proceedings may not exceed 8 pages, single-spaced, 10-point font, including tables, figures, and references. All of the references cited in the body of the paper must be presented under references at the end of the paper. There will be an extra page charge of US$25 per page which must be sent along with the final camera-ready version of the manuscript. There are no exceptions to this rule. Manuscripts that do not conform to the guidelines or do not include extra-page charges where applicable will not be published. In the counting of the number of pages, IMDA executives make use of 8 ½ by 11 page size, NOT that of A4 size.
- Accepted manuscripts will be published in the Congress proceedings only if at least one author registers and attends the Congress. Registration fees are non-refundable, though a substitute person is acceptable in emergencies, provided that the Association is informed prior to the start of the Congress in writing. In case of no-show, the delegate forfeits her/his right for a refund. When payment of full postal charges and cost of the proceedings is received, a registered delegate is entitled to receive a copy of the published proceedings.
- Whether attending partially or in full, all congress attendees must pay the appropriate registration fees in full. At least one author must have paid appropriate registration fees or made appropriate arrangements by May 3, 2020. If a paper is accepted either for proceedings publication and/or Congress presentation, each author of the paper accepts equal responsibility of payment of the full late registration fees upon demand in case of no-show at the Congress. The Association’s Executive Director will bill such individuals after the congress. Receipts for the Congress registration fees, and other charges will be provided at the start of the congress. Please do not request receipts in advance of the Congress as we do not have the facilities nor the personnel to meet such demands.
- International Management Development Association is a not-for-profit professional organization. As such, it does not provide any funding for travel, accommodation, and congress registration fee payment. Such requests will not be responded. The Association can only provide visa support letters to those individuals whose papers are accepted and included in the Congress program and they should also pay the appropriate congress registration fees in advance. All other requests are not acceptable.
- IMDA 2020 will offer a post congress day-cruise to Tallinn- the capital of Estonia. If you plan to attend this tour, please check Estonia Consulate site to see if you need an Estonian entry visa.

**SPECIAL SESSIONS AND PANELS**

Proposals for special sessions and/or panels are invited and must include: a) a short summary of the issues to be discussed, b) rationale for inclusion of the topic in a special session/panel, c) names, addresses, and qualifications of participants, and d) a letter indicating that session/panel participants’ approval has been obtained. Special session/panel presentation papers will not be published in the congress proceedings unless they go through the usual blind review process. Submit your proposals by April 3, 2020, to either Dr. Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, Middletown, USA, E-mail: k9x@psu.edu or Dr. Talha D. Harcar, Department of Business Administration, Pennsylvania State University at Beaver, Monaca, USA, E-mail: tdh13@psu.edu

**INTERNATIONAL BUSINESS DEAN/ADMINISTRATOR AWARD AND PRESENTATION**

One award is made each year to a business dean/high ranking administrator who has made outstanding contributions to education related to global business. A nomination letter outlining the qualifications of the nominee to receive the award should be sent electronically only by May 10, 2020, to Dr. Kip Becker, Boston University, Boston, USA, E-mail: kbecker@bu.edu or Dr. Erdener Kaynak, Pennsylvania State University at Harrisburg, Middletown, USA, E-mail: k9x@psu.edu

The awardee will be expected to make a presentation to the Congress on international business education issues. Selections will be made by the Executive Board of the IMDA.

**IMDA OUTSTANDING INTERNATIONAL BUSINESSPERSON OF THE YEAR AWARD**

One award is made each year to an international business person who is widely recognized as having made outstanding contributions to international business practice or policy in the region or country in which the Congress is held. A nomination letter outlining the qualifications of the nominee should be sent electronically only by May 3, 2020, to Dr. Asta Wahlgren, Dean of School of Business, JAMK University of Applied Sciences, Jyväskyla, Finland, E-mail: asta.wahlgren@jamk.fi or Dr. Erdener Kaynak, The Pennsylvania State University at Harrisburg, Middletown, USA, E-mail: k9x@psu.edu
The awardee will be expected to make a presentation to the congress on international business issues. Selection will be made by the Executive Board of the IMDA.

HONORARY CONGRESS CHAIR AND PRESIDENT OF JAMK UNIVERSITY OF APPLIED SCIENCES
Dr. Jussi Haltunen, President, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-Mail: jussi.haltunen@jamk.fi

CONGRESS CO-CHAIR AND PRESIDENT OF IMDA
Dr. Kip Becker, Boston University, Boston, USA, E-mail: kbecker@bu.edu

Kip Becker assists in the development of the Congress program, presides over the plenary sessions, and handles special awards and presentations. Together with Dr. Murat Akpinar he will co-chair Doctoral Research Symposium. They will also develop special panels and sessions with participation of Congress Track Co-chairs. Contact Kip directly for information concerning IMDA Global Network or learning more about the IMDA World Business Congresses and how an institution can co-sponsor it at a future date.

CONGRESS CO-CHAIRS FROM JAMK UNIVERSITY OF APPLIED SCIENCES
Dr. Asta Wahlgren, Dean of School of Business, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: asta.wahlgren@jamk.fi

Pertti Pernu, Vice Dean of School of Business, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: pertti.pernu@jamk.fi

CONGRESS PROGRAM CHAIR, PROCEEDINGS CO-EDITOR AND IMDA EXECUTIVE VICE PRESIDENT AND DIRECTOR
Dr. Erdener Kaynak, Pennsylvania State University at Harrisburg, Middletown, USA, E-mail: k9x@psu.edu

Erdener Kaynak co-edits the Congress proceedings, including assuring that authors have registered for the congress, verifying that reviewer feedback has been incorporated into final version of the papers, checking to see that the guidelines have been followed, and coordinating the arrangement of the manuscripts with the program of the congress. He is responsible for congress registration, publicity, coordinating special awards, arrangement of publisher/company displays and preparing awards, the organization of a business and public policy makers special Panel on June 8, 2020, and assists with the development of the congress program. He also assists in the publication of the congress proceedings and subsequent book and special journal issue publication efforts.

CONGRESS ADMINISTRATIVE DIRECTORS IN FINLAND
Risto Korkia-Aho, International Coordinator, School of Business, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: Risto.korkia-aho@jamk.fi

Dr. Murat Akpinar, Principal Lecturer, School of Business, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: murat.akpinar@jamk.fi

Risto Korkia-Aho and Murat Akpinar will be responsible for all of the on-site details in preparation for the congress. During the congress, they will assist in making all program and local arrangements decisions and provide supervision to the Local Arrangements Committee. They will also oversee the smooth handling of the congress arrangements. Visa related queries must also be made to them.

CONGRESS ADMINISTRATIVE DIRECTOR IN THE USA
Dr. Talha D. Harcar, Department of Business Administration, Penn State University at Beaver, Monaca, USA, E-mail: tdbh13@psu.edu

Talha Harcar co-edits the Congress proceedings and will be responsible for finalizing both the congress program and the proceedings. He will contact contributors to make it sure that their papers comply with the proceedings style guidelines and the papers are scheduled for presentation at appropriate times, assists with the development of the congress program. He also assists in the publication of the congress proceedings and subsequent book and special journal issue publication efforts. He will also form relationships with Finnish Local Arrangements Chairs and Congress and Program Co-chairs.

CONGRESS EXECUTIVE SECRETARY IN FINLAND
Olga Afanaseva, Educational Secretary, School of Business, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: olga.afanaseva@jamk.fi

Olga Afanaseva will assist in preparing the congress program in Finland. Before and during the congress, she will be able to provide information regarding local transportation and logistics. Hotel arrangements and other details of the congress.
CONGRESS TRACKS
Submit your papers to one of the most appropriate track co-chairs. If in doubt, please submit it to the last track.

1. Global Human Resources Management and Organizational Development: Dr. John A. Pearce II, Villanova University, Villanova, USA, E-mail: john.pearce@villanova.edu and Pia Kreus, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: pia.kreus@jamk.fi

2. Global Information and Technology Management: Dr. Kip Becker, Boston University, Boston, USA, E-mail: kbecker@bu.edu, and Dr. Fahri Unsal, Ithaca College, Ithaca, New York, USA, E-mail: unsal@ithaca.edu

3. Global Business Education: Dr. Berrin Guner, Rowan University, Glassboro, USA, E-mail: guner@rowan.edu and Dr. Joanne Chan, University of Macau, Taipa, Macau SAR, E-mail: joannec@um.edu.mo

4. Entrepreneurship and Enterprise Development Strategies: Dr. Ebru Gunlu Kucukaltan, Dokuz Eylul University, Izmir, Turkey, E-mail: ebru.gunlu@deu.edu.tr and Dr. Minna Tunkkari-Eskelinen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: minna.tunkkari-eskelinen@jamk.fi

5. Global Marketing Management: Dr. Ian Phau, Curtin University of Technology, Perth, Australia, E-mail: ian.phau@cbs.curtin.edu.au and Dr. Salman Saleem, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: salman.saleem@jamk.fi

6. Global Tourism Development and Hospitality Management: Dr. Ozlem Altn, Cyprus Social Sciences University, Nicosia, North Cyprus, E-mail: ozlem.altun@kisbu.edu.tr and Malek Othman, Cyprus Social Sciences University, Nicosia, North Cyprus, E-mail: malek.othman@kisbu.edu.tr.

7. International Business in Africa: Dr. Nic Terblanche, University of Stellenbosch, Stellenbosch, South Africa, E-mail: nst@sun.ac.za and Dr. Ben Honyenuga, Ho University, Ho, Ghana, E-mail: benhony@yahoo.com

8. Global Business in the Middle and Near East: Dr. Mehmet Haluk Koksal, Eastern Mediterranean University, Famagusta, North Cyprus, E-mail: haluk.koksal@gmail.com

9. Sport Management: Aila Ahonen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: aila.ahonen@jamk.fi and Dr. Brendon Knott, Cape Peninsula University of Technology, South Africa, E-mail: knottb@cup.ac.za

10. Neuromarketing and Business Analytics: Dr. Fatih Olcekciler, Neuroscience Ltd., Istanbul, Turkey, E-mail: fatih@neuroscience.org.uk and Dr. Nicholas Hamelin, American University of Central Asia, Kyrgyz Republic, E-mail: nhamelin@gmail.com

11. Business in Transitional Economies: Dr. Gokhan Aydin, Medipol University, Istanbul, Turkey, E-mail: gaydin@medipol.edu.tr

12. Global Business in Latin America: Dr. Dale T. Mathews, University of Puerto Rico, Puerto Rico, E-mail: dale.mathews1@upr.edu

13. Global Production, Operations Management, and Services: Dr. Seray Toksoz, Esenyurt University, Istanbul, Turkey, E-mail: sry.gky@hotmail.com and Dr. Riikka Ahlgren, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: riikka.ahlgren@jamk.fi

14. Nordic Business: Dr. Ville Sarpo, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: ville.sarpo@jamk.fi and Anu Ojala, Jyvaskyla University, Jyvaskyla, Finland, E-mail: anu.m.ojala@jyu.fi

15. Value Creation and Customer Relationship Management: Dr. Shaukat Ali, University of Wolverhampton, Wolverhampton, United Kingdom, E-mail: shaukat@wlv.ac.uk

16. Cross-cultural Management and Marketing: Steven Crawford, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: steven.crawford@jamk.fi and Dr. Sini Seppelin, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: sini.seppelin@jamk.fi

17. Green Marketing and Social Responsibility Management: Dr. Clement S. F. Chow, University of Macau, Macau SAR, E-mail: sfchow@um.edu.mo and Dr. Francesca Allevi, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: francesca.allevi@jamk.fi

18. International Accounting and Taxation: Dr. Dinabandhu Mukhopadhyay, Shri Mata Vaishno Devi University, Jammu & Kashmir, India, E-mail: mukhopadhyay.dinabandhu@gmail.com and Dr. Pekka Pirinen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: pekka.pirinen@jamk.fi

19. Corporate Governance, Risk Management and Finance in Global Context: Dr. Gyongyi Bugar, University of Pecs, Pecs, Hungary, E-mail: Bugar@kit.pte.hu and Dr. Shab Hundal, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: shabnamjit.hundal@jamk.fi

20. Global Business in Russian Federation, Eastern /Central Europe and Commonwealth of Independent States: Dr. Azamat Maksudunov, Kyrgyz Turkish Manas University, Bishkek, Kyrgyz Republic, E-mail: azamat.maksudunov@manas.edu.kg

21. Global Business in Europe: Dr. Claude Cellich, International University in Geneva, Geneva, Switzerland, E-mail: ccellich@iun.ch

22. Innovation and Technology Management: Dr. Begum Al, Vakifbank, Istanbul, Turkey, E-mail: begumal@gmail.com and Juha Saukkonen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: juha.saukkonen@jamk.fi

Saukkonen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: juha.saukkonen@jamk.fi

Gary, E-mail: Bugar@ktk.pte.hu and Dr. Shab Hundal, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: shabnamjit.hundal@jamk.fi

India, E-mail: mukhopadhyay.dinabandhu@gmail.com and Dr. Pekka Pirinen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: pekka.pirinen@jamk.fi

and Dr. Nicholas Hamelin, American University of Central Asia, Kyrgyz Republic, E-mail: nhamelin@gmail.com

Dr. John A. Pearce II, Villanova University, Villanova, USA, E-mail: john.pearce@villanova.edu and Pia Kreus, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: pia.kreus@jamk.fi

Global Information and Technology Management: Dr. Kip Becker, Boston University, Boston, USA, E-mail: kbecker@bu.edu, and Dr. Fahri Unsal, Ithaca College, Ithaca, New York, USA, E-mail: unsal@ithaca.edu

Global Capital Management: Dr. Gary Bugar, University of Pecs, Pecs, Hungary, E-mail: Bugar@kit.pte.hu and Dr. Shab Hundal, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: shabnamjit.hundal@jamk.fi

Global Business in Europe: Dr. Claude Cellich, International University in Geneva, Geneva, Switzerland, E-mail: ccellich@iun.ch

Innovation and Technology Management: Dr. Begum Al, Vakifbank, Istanbul, Turkey, E-mail: begumal@gmail.com and Juha Saukkonen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: juha.saukkonen@jamk.fi

Entrepreneurship and Enterprise Development Strategies: Dr. Ebru Gunlu Kucukaltan, Dokuz Eylul University, Izmir, Turkey, E-mail: ebru.gunlu@deu.edu.tr and Dr. Minna Tunkkari-Eskelinen, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: minna.tunkkari-eskelinen@jamk.fi

Global Business in the Middle and Near East: Dr. Mehmet Haluk Koksal, Eastern Mediterranean University, Famagusta, North Cyprus, E-mail: haluk.koksal@gmail.com

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23. **Global Economics and Public Sector Management**: Dr. Erdal Atukeren, BSL Business School Lausanne, Chavannes (VD), Switzerland, E-mail: erdal.atukeren@bsl-lausanne.ch and Dr. Anne Eskola, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: anne.eskola@jamk.fi

24. **Multinational Enterprise and Entry Strategies**: Dr. Hong Liu, University of Manchester, Manchester, United Kingdom, E-mail: hong.liu@mbs.ac.uk

25. **Competitiveness of Firms, Clusters and Locations**: Dr. Anand Krishnamoorthy, Troy University, Atlantic Region, Ft. Myer, USA, E-mail: akrishnamoorthy@troy.edu and Dr. Murat Akpinar, JAMK University of Applied Sciences, Jyvaskyla, Finland, E-mail: murat.akpinar@jamk.fi

26. **Customer Relationship Management**: Dr. Frederic Jallat, European Business School, Paris, France, E-mail: jallat@escpeurope.eu

27. **Marketing Channels, Distribution Systems, and Supply Chain Management**: Dr. A.N.M. Waheeduzzaman, Texas A&M University- Corpus Christi, Texas, USA, E-mail: waheed@tamucc.edu and Dr. Fatma Demirci Orel, Cukurova University, Adana, Turkey, E-mail: fatmaorel@gmail.com

28. **Global Business (Misc.)**: If your paper does not fit any of the above tracks, send your paper to either Dr. Erdener Kaynak, Pennsylvania State University at Harrisburg, Middletown, USA, E-mail: k9x@psu.edu or Dr. Talha D. Harcar, Pennsylvania State University at Beaver, Monaca, USA, E-mail: tdh13@psu.edu

**IMDA SCHOLARLY BOOK OF READINGS: ADVANCES IN GLOBAL BUSINESS**


**TRAVEL TIPS**

There are direct flights to Helsinki, Finland from most European cities, the USA, Middle East, Central Asia and Asia-Pacific region. The national carrier Finnair is a member of the One World Alliance. One can reach the Congress site using a number of European, US, African, Middle Eastern and Asian airlines which offer their air services directly to Helsinki Vantaa Airport. The city of Helsinki has very good ferry connections to Sweden, Estonia, Germany, Poland and Russian Federation. There are also excellent railroad connections from Finland to Russian Federation.

Transportation options from Helsinki Vantaa Airport to Helsinki town center and to Jyvaskyla are train and bus. Delegates can buy their train tickets for Helsinki Vantaa Airport to Jyvaskyla at the airport. The first train starts straight from the airport. The train station is within walking distance from the airport and guided by signs. There will be one or two changes of trains on the way to Jyvaskyla. The first change will be at the Tikkurila train station. Depending on the schedule, the second train may come directly to Jyvaskyla, or delegates may need to change again at the Tampere train station. Additional information about time schedules available at https://www.vr.fi/cs/vr/en/frontpage. One can also reach Jyvaskyla by Finnair flights from Helsinki Vantaa Airport. Information about flight time schedules are available at https://www.finnair.com.fi-en. There are also frequent busses from both Vantaa Airport and Helsinki to Jyvaskyla. For more information about bus service schedules, please visit https://www.matkahuolto.fi/en/
VISA REQUIREMENTS
Visitors from the European Union member states, Nordic Countries, Liechtenstein and Switzerland do not need to have a visa nor residence permit to enter Finland. Visa is a permit to enter the country for short-term and temporary visits, for three months stay at the most. For a stay over three months, residence permit is required. Detailed information regarding the requirements and the application forms for Finnish visa and the application forms are available at https://um.fi/visa-to-visit-finland. For a visa application, you will need an invitation letter from JAMK University of Applied Sciences. If this is the case, please contact Ms. Olga Afanaseva from JAMK at olga.afanaseva@jamk.fi

MOST OUTSTANDING CONGRESS PAPER AWARD
One distinguishing congress paper will receive newly created Erdener Kaynak Most Outstanding Congress Paper Award. It carries a monetary reward of US$1,000 along with an award placard. This prestigious award was created in recognition of the sustained, continuous, and dedicated contributions of Erdener Kaynak to foster and facilitate research, scholarship, creative works, and mentoring junior faculty in international business during the past four decades.

IMDA SCHOLARLY BOOK OF READINGS: ADVANCES IN GLOBAL BUSINESS
The Congress proceedings are published in the refereed scholarly publication of Advances in Global Business which is in its 29th Edition. The proceedings are also listed in Conference Proceedings Citation Index– Social Sciences & Humanities (CPCI-SSH) which are available through Thomson Reuters’ integrated index within the Web of Science. Papers selected to receive the Congress Best Paper Awards will be published in the Journal of Transnational Management (JTM) and/or Journal of Euromarketing. There will also be opportunities for selected congress papers for publication in regular as well as in special issues of the following scholarly business journals: Journal of Management Modeling (JM2), International Journal of Commerce and Management, Competitiveness Review, Asia-Pacific Journal of Marketing and Logistics, Journal of Asia-Pacific Business, Journal of Marketing Channels.

JOURNAL OF TRANSNATIONAL MANAGEMENT (JTM)
The Journal of Transnational Management is the official publication of the International Management Development Association (IMDA). The journal examines management research, teaching and development issues from a global perspective. The journal’s audience includes business and public administration academics, researchers, developmental economists, social scientists, international business persons and public policymakers as well as entrepreneurs. The journal is published four times a year. For further information concerning submissions and style guidelines, contact the journal editor: Dr. Kip Becker at kbecker@bu.edu. For the journal style guidelines, visit http://www.informaworld.com

JOURNAL OF EUROMARKETING (JEM)
A second official publication of the IMDA is Journal of Euromarketing. The purpose of JEM is to increase our understanding of the strategic planning aspects of marketing management in Europe. As well, marketing and international business aspects of the trading relationship between European and foreign firms are also explored conceptually as well as analytically. For further information concerning submission and style guidelines, please contact Editor-in-Chief Dr. Erdener Kaynak at ek9@comcast.net. For the journal style guidelines and subscription visit http://journals.sfu.ca/je/index-php/evomarketing/index

CONGRESS REGISTRATION
Early registration fees must be received by May 3, 2020 at the latest. The early registration fee is US$300 per person, which includes membership dues for 2020-2021. Full-time student registration fee is US$200 with a proper student ID and includes a subscription to the Association’s Journal of Transnational Management or Journal of Euromarketing and the IMDA membership for 2020-2021. Late registration fees are US$100 above the early registration fee rate. Delegates who register at the Congress site are expected to pay an additional late fee of $50. The registration fee includes the receptions, Congress banquet, all social functions, Helsinki city tour, all coffee breaks, and a copy of the hardbound congress proceedings and the program. Non-congress session attending spouses’ early registration fee is US$150 and the late registration fee is US$200. For this fee, spouses may participate in all of the receptions, functions, congress banquet, Helsinki city tour, and social events. It does not allow attendance at congress sessions. Once papers have been accepted and registered in the congress program or a delegate’s name has been listed in the program registration fees are non-refundable but substitute persons may attend instead in an emergency. Absolutely, no refunds are granted for non-attendance to the congress.
To register, please complete the attached registration form and submit it with your Congress registration fee to Executive V.P. & Director, International Management Development Association, P.O. Box 524, Campbeltown, PA 17010, USA. Please make check, money order, or travelers' check payable to International Management Development Association (IMDA) drawn in U.S. dollars on a US bank. Please make sure that your check contains micro encoded banking information, including the ABA routing number at the bottom of the check. Please be further advised that there is a charge of US$50 for non-U.S. issued bank drafts or checks. To avoid processing charges, IMDA recommends payment by money order or Amex travelers’ checks. If paying by Master Card, Visa, or Amex provide your credit card number and date of expiration and the street address where you receive your monthly credit card bills along with a zip code. In case of credit card payment, there is a charge of $25 per transaction. If a third party credit card is used, credit card holder’s signature as well as his/her written consensus is requested. This letter of authorization must be attached to the registration form.

ACCOMMODATION
The Congress venue is JAMK University of Applied Sciences University of Applied Sciences. With its excellent location, it is just a short walking distance from the congress designated hotel.

The congress hotel in Jyväskylä is Hotel Verso. See [https://www.hotelverso.fi/en/1//verso](https://www.hotelverso.fi/en/1//verso) We reserved 20 double rooms and 20 single rooms, which will be kept for the delegates until May 9th, 2020. Unsold rooms will be released after this date. Congress hotel rates are double room (average 135 Euro per night) and single room (average 125 Euro per night). Room rates include breakfast as well as taxes and service charges. Rooms may be available at a higher rate after cut-off date. Congress delegates should contact the hotel and book their rooms by mentioning “IMDA Conference” as the code to receive the discounted congress rate.

Hotels in Helsinki
It was not possible to accommodate all delegates in one hotel at a lower rate. Hence, we made the following reservations for the delegates. We are offering three hotel options in Helsinki. Delegates should contact the appropriate hotel and book their rooms by mentioning “IMDA Conference” as the code to receive the discounted hotel rates. All of the rates below include breakfast, all taxes, and service charges.

1. **Sokos Hotel Vaakuna.** We reserved 18 double rooms and 20 single rooms. The hotel will keep rooms for delegates until May 5th, 2020. Room rates are double room (190 Euro) and single room (170 Euro). For further information, please visit [https://www.sokoshotels.fi/en/helsinki/sokos-hotel-vaakuna](https://www.sokoshotels.fi/en/helsinki/sokos-hotel-vaakuna)

2. **Hotel Anna.** We reserved 10 single rooms. The hotel will keep the rooms for the delegates until May 6th, 2020. Room rate for a single room is (138 Euro). For further information, please visit [https://www.hotelanna.fi/?lang=en](https://www.hotelanna.fi/?lang=en)

3. **Hotel Arthur.** We reserved 5 double rooms and 15 single rooms. The hotel will keep the rooms for the delegates until April 29th, 2020. Room rate for a double room is *135 Euro) and single room is (105 Euro). For further information please visit [https://www.hotelarthur.fi/en/](https://www.hotelarthur.fi/en/)

FOR MEMBERSHIP AND CONGRESS INFORMATION CONTACT
Executive VP and Director, IMDA, P.O. Box 524, Campbeltown, PA 17010, USA, Tel: +1-717-566-6586, +1-717-889-8105. From May 10th, 2020 on, cell phone number is +90-536-2670264 or +1-717-831-2730. Congress registration fees may either be faxed to +1-717-566-1191 (this is a secure fax number, placed in a locked room) or send electronically by using the Association’s PayPal account listed on the first page of IMDA Website of [www.imda-usa.org](http://www.imda-usa.org) If in doubt, please contact either ek9@comcast.net or tdh13@psu.edu. k9x@psu.edu. IMDA List Serve Manager Dr. Fahri Karakaya may be contacted at f1karakaya@umassd.edu
2020 IMDA WORLD BUSINESS CONGRESS REGISTRATION FORM

Full Name: ____________________________________________________________
Title/Position: _________________________________________________________
Department/School: _____________________________________________________
University/Institution: ___________________________________________________
Mailing Address: _________________________________________________________
City, State, ZIP, Country: ________________________________________________
Office Phone: _____________________ Fax Number: _____________________ E-mail: _____________________

Please tick the appropriate spaces**:  
______ I wish to register for the Congress (This line must be checked if any other line is checked)  
______ I am submitting a manuscript for a competitive paper  
______ I am submitting a work-in-progress paper proposal  
______ I am submitting a special panel or session proposal  
______ I am submitting a proposal for the Doctoral Research Seminar  
______ I am willing to chair a presentation session  
______ I would like to be considered as a track chair for future IMDA congresses in the areas of   

__________________________________________________________

I enclose:  
______ Registration fee of US$300, mailed to arrive on or before May 3, 2020. It includes my IMDA membership dues for 2020-2021 and a subscription to one of the official IMDA Journals. (Note: $400 if received after this date and valid until May 15, 2020)  
______ Full-time student registration fee of US$200, mailed to arrive on or before May 3, 2020, which includes the subscription for one of the official journals and IMDA membership fee for 2020-2021. Please include a valid copy of your student ID card. (Note: $300 if received after this date and valid until May 15, 2020). Faculty member and full-time job holding students are not entitled to this reduced student fee.  
______ Registration fee of US$200, mailed to arrive on or before May 3, 2020. This rate is applicable to Finnish business persons and consultants who do not present a paper at the Congress (this rate enables participation to the sessions and social functions only). It includes IMDA membership dues for 2020-2021 and a subscription to one of the two official IMDA journals. (Note: $250 if received after this date)  
______ Early spouse/accompanying person registration fee of US$150, mailed to arrive on or before May 3, 2020, which does not include Journal subscription, IMDA membership, Congress proceedings, nor participation in Congress sessions. (Note: $200 if received after this date and valid until May 15, 2020)  
______ Late fee of US$50 for all attendees who register after May 15, 2020  
______ Extra Page Fee of US$50 per page (Paper size is 8 1/2 by 11 NOT A4 size). In case of a dispute over extra page charges, IMDA calculations will prevail.  
______ Non-US Bank Issued Checks/Banker’s Draft/Traveler’s Check Fee of US$50  
______ Credit Card Processing Fee of $25  

US$______ Total included

See the Registration section for advice on how to submit your registration fees.

Credit card users, please check the appropriate box: ______ MasterCard ______ Visa ______ Amex ______ Discover 
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* I am the authorized user of this credit card and willfully authorize the International Management Development Association (IMDA) officials to charge my credit card account in the amount indicated above. If I/we do not attend the Twenty-ninth Annual World Business Congress, I/we forfeit my/our rights of a refund claim. However, I/we may be entitled to nominate a substitute on my/our behalf, provided that she/he did not register for the Congress and the IMDA officials were informed in writing prior to the start of the Congress. If paying by a credit card you must sign and date this form and send it either by fax at 1-717-566-1191 or online as a word or pdf attachment file through ek9@comcast.net. Unsigned registration forms are not acceptable.

** After having my/our paper included in the program and/or Congress proceedings, if I/we do not pay the registration fee or do not attend the Congress, I/we willfully authorize the International Management Development Association officials to issue a bill of payment to my/our official address for all of the outstanding fees owed by me/us to the Association. I/we fully accept all of the financial obligations.

Signature___________________________________________ Date_________________________________________