

RT1 - Enterprise, Innovation and Development (Management, Marketing, Finance, Economics)

The objective of the track is to gather in the same place doctoral students, junior researchers, academics and practitioners in order to discuss current topics that are of relevance and significance for international competitiveness and increased regional development and convergence in the South-Eastern Europe. As business is diverse and always changing, there are many hot themes in management that arise.

Topics

Suggested, but not exclusive, research areas include:

- Entrepreneurship
 - The Entrepreneurial Spirit
 - Start-up Phase
 - Funding
 - Managing Growth
 - General Entrepreneurship
- Economics
 - Economic Growth
 - Economic Development
 - Agricultural Economics
 - Environmental Economics
 - Efficiency Analysis
- Finance
 - Accounting & Control
 - Corporate Finance
 - Public Markets, Financial Systems
 - Banking Crisis
 - Financial Regulation
 - Venture Financing
 - Non-venture Financing
 - Applied Econometrics
 - Applied Statistics
 - General Finance
- Globalization
 - Countries & Regions
 - Foreign Direct Investment
 - Global Strategy
 - General Globalization
 - Managing Multinationals
- Leadership & Management
 - Managing Teams
 - Communication
 - Motivation

- Decision Making & Problem Solving
- Leadership Style
- Power & Influence
- Leading Change
- Management of SMEs
- General Leadership
- Marketing
 - Marketing Strategy
 - Advertising
 - Market Research
 - Consumer Behavior
 - Brand Management
 - Customer Relationships
 - Strategic Management Marketing
 - General Marketing
- Operations
 - Distribution, Sales & Service
 - Production & Logistics
 - Operations Management
 - Supply Chain
 - Outsourcing
 - Green Supply Chain Management
 - Quality Management & TQM
 - General Operations
- Organizations
 - Human Resources
 - Governance
 - Corporate Culture
 - Organizational Design
 - External Relations
 - Knowledge Management
 - General Organization
- Social Enterprise & Nonprofit
 - Corporate Social Responsibility
 - Nonprofit Management
 - Funding Nonprofits
 - General Social Enterprise
- Strategy
 - Competitive Analysis
 - Strategy Development
 - Managing Effectiveness
 - Innovation Management
 - Technology Adoption

- General Strategy
- Other topics
 - Tourism
 - Agribusiness
 - Managing Health Care
 - Intellectual Property Protection
 - Career & Life Balance
 - Career Transitions
 - Creativity
 - Race & Diversity
 - Environmental Sustainability
 - Research & Development
 - Gender and Work

Committees

Chair

- Dr. Pavlos Gkasis, *The University of Sheffield International Faculty, CITY College, Greece*

Scientific Committee

- Dr. Dilay Celebi, *Lecturer in Production and Operations Management, Decision Analysis and Mathematical Modeling, Istanbul Technical University, Turkey*
- Dr. Alok Choudhary, *Lecturer in Operations and Supply Chain Management, The University of Sheffield, UK*
- Dr. Ana Cruz, *Lecturer in Integrated Marketing Communications, The University of Sheffield International Faculty, CITY College, Greece*
- Dr. Gurdal Ertek, *Assistant Professor, Sabanci University, Turkey*
- Dr. Thanassis Fassas, *Lecturer in Financial Statement Analysis and Portfolio and Security Analysis, The University of Sheffield International Faculty, CITY College, Greece*
- Dr. Andrea Genovese, *Lecturer in Logistics and Supply Chain Management, The University of Sheffield, UK*
- Mr. Petros Golitsis, *Lecturer in Principles of Microeconomics, Money and Banking and Economics for Finance and Banking, The University of Sheffield International Faculty, CITY College*
- Dr. Alexandros Kapoulas, *Lecturer in Consumer Behaviour, CRM and Strategic Brand Management, The University of Sheffield International Faculty, CITY College, Greece*
- Prof. Paul Latreille, *Associate Dean for Learning & Teaching and Lecturer in Management Economics, The University of Sheffield, UK*
- Dr. Milos Milovancevic, *Assistant Professor, The University of Nis, Serbia*
- Mr. Fotis Missopoulos, *Lecturer in Logistics & Supply Chain Management, The University of Sheffield International Faculty, CITY College, Greece*
- Dr. Nikolaos Mylonidis, *Assistant Professor in Macroeconomics of Open Economy and International Monetary Relations, University of Ioannina, Greece*
- Dr. Dimitrios Nikolaidis, *Head of Business Administration and Economics Department and Senior Lecturer in Marketing, The University of Sheffield International Faculty, CITY College, Greece*
- Dr. Konstantinos Priporas, *Senior Lecturer in Marketing, Middlesex University London, UK*
- Dr. Alexandros Psychogios, *Lecturer in International HR Management, Leadership and Organisational Behaviour, The University of Hull, UK*
- Dr. Leslie T. Szamosi, *Executive MBA Academic Director and Senior Lecturer in International Business, and Human Resource Management, The University of Sheffield International Faculty, CITY College, Greece*
- Dr. Zeljko Tekic, *Assistant Professor in Entrepreneurship and Innovation and Change Management, The University of Novi Sad, Serbia*
- Dr. Robert Wapshott, *Lecturer in Entrepreneurship, The University of Sheffield, UK*
- Dr. Anna Watson, *Reader in Marketing, University of Hertfordshire, UK*
- Dr. Nick Williams, *Lecturer in Entrepreneurship, The University of Sheffield, UK*
- Dr. Alexandros Zangelidis, *Senior Lecturer in Economics, University of Aberdeen, UK*
- Prof. Sinisa Zaric, *Professor in Methods of Economic Analysis, and Market and Market Institutions, The University of Belgrade, Serbia*

Target Audience

- Doctoral students
- Masters research Students
- Junior Researchers
- Practitioners

Important Dates

- Short or full paper submission: ~~Monday, March 13, 2017~~ **Monday, March 27, 2017**
- Notification of acceptance: ~~Friday, April 7, 2017~~ **Friday, April 21, 2017**
- Response to reviewers' comments and submission of FINAL camera-ready paper: ~~Friday, April 21, 2017~~ **Friday, May 5, 2017**
- Publication of Final Conference Programme: **Friday 28th April 2017**

Submission Details

Depending on the stage of your research, you can submit either a short paper (3-5 pages) or a full paper (8-15 pages). In either case, the structure to be followed is given below. All papers should be submitted in English and use the MS word template provided below. Short or Full papers for RT1 should be submitted as a word or Pdf document by Monday 13th March 2017 **through the EasyChair Conference Management System**, [at this link](#).

Authors of either short or full papers should download and use the following template: YRSDW-RT1-paper-template.doc

Structure of full paper (8-15 pages)

- Abstract
- Introduction
- Literature Review
- Data and Methodology
- Empirical Analysis
- Conclusions
- References
- Appendix
-

Structure of short paper (3-5 pages)

- Abstract
- Introduction
- Literature Review
- Proposed Methodology
- Conclusions
- References
- Appendix

For any additional information please contact us on RT1@seerc.org.

[Review Process](#)

All submitted papers will undergo a double peer-review process by members of the Scientific Committee. Authors of accepted papers will be invited to present their work at the conference and will be asked to submit the final versions of their papers to be included in the conference proceedings. During the conference, each paper will be presented in front of a panel of experts consisting of academics with significant research expertise and experience in supervising doctoral students. Each presentation will be followed by feedback from the members of the panel and questions from the audience. In addition to the discussions that will be held during the presentations, there will be general discussion sessions guided by the members of the expert panels, addressing various issues relating to research methodology and PhD work.

[Publication of Best Papers](#)

Authors of selected best papers will be invited to submit extended versions for publication in the [International Journal of Innovation and Regional Development](#). The invited submissions will follow a separate double-blind reviewing procedure according to the standards of the journal.

[Best Paper Award](#)

If you wish your paper to be considered for the Best Paper Award, you should indicate this along with your submission.