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Conference Theme
"Business and Entrepreneurship Development
in a Globalized and Digitalized Era"

July 2 --- 4, 2020
Istanbul Gelisim University
Avcılar - Istanbul
Turkey

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<https://gouniabroad.com/university-details/istanbul-gelisim-university/>

Conference Host (Business School) Website

<https://iisbf.gelisim.edu.tr/en/departments/business-administration-37/academic>

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Conference Co-Organizer Website

<https://www.richmond.edu/>

Turkish Tourist Visa Website:

<https://www.turkey-evisa-online.com/>

Turkish Tourism Website:

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Conference Hotel Website:

https://doubletree3.hilton.com/en/hotels/turkey/doubletree-by-hilton-hotel-istanbul-avcilar-ISTAVDI/index.html?WT.mc_id=zELWAKNOEMEA1DT2DMH3LocalSearch4DGGenericx6ISTAVDI

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University of Richmond, Richmond, Virginia, **USA**.

Conference Host:

Istanbul Gelisim University, Avclar – Istanbul, **Turkey**.

Conference Venue:

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DoubleTree by Hilton Hotel Istanbul – Avclar (Turkey) is our **4 star** conference hotel located walking distance from our host university.

Its Address is: **Cihangir, D-100 Güney Yan Yolu No:289, 34310 Avclar, İstanbul, Turkey.**

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Emerging Markets	Hospitality Management	Management Science
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Global Business Environment	Recreation, Parks and Leisure	Management
Offshoring and Outsourcing	Global Economic Meltdown	Operations Management
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- Scholars from all over the world are invited to submit all sorts of scholarly papers such as (i) competitive paper, (ii) working paper (research-in-progress), (iii) doctoral colloquium paper, and/or (iv) case.
- All submissions will be subjected to an anonymous double-blind review process.
- All papers must use 12 point Times Roman font; A-4 format with 2.5 cm margin on all sides; an abstract (approximately 150 words), and references.
- An abstract/paper must include the title of the paper, name(s) of all author(s), and full information about each author (full name without any abbreviation(s), rank/position, department, college/faculty, university, city, state, country and email address).
- All manuscripts to be published in ***AGBA's American Proceedings*** must consist of 10 single-spaced pages (***not less and not more***) including tables, and references etc. **Each paper must be accompanied by (i) a zero percent plagiarism report and (ii) an English editing certificate issued by one of the globally acclaimed English editing firms.**
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- Accepted papers will be published in the **refereed American conference proceedings** (**Advances in Global Business Research --ISSN 1549-9332**), if at least one author of the paper pre-registers for the conference. By submitting a paper to be reviewed, author(s) are assuring us that at least one of the authors will attend the conference and present the paper for sure without any excuse whatsoever.
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- AGBA does NOT acquire the copy rights of your paper.
- Proposals for special sessions on topics of significant research interests are welcomed.
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- AGBA also invites participation from entrepreneurs, government officials, business professionals, consultants, and heads of major government-owned and private enterprises from across the world to attend its "**Global Business Forum**" for business interactions, networking and negotiations.
- "Best Paper Award" in each category, "2020 AGBA Best Doctoral Dissertation Award", "2020 AGBA Distinguished Entrepreneur Award", "2020 AGBA Distinguished Dean Award", and "2020 AGBA Distinguished Corporate Leader Award" will be presented at the conference.
- Manuscripts must be submitted in **English** language only.
- **Deadline for the submission of all manuscripts is: May 15, 2020.**
- Please submit your manuscript to our following Conference Director/Program Chair:

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Professor of Marketing and Associate Editor
Journal of Global Marketing
Department of Marketing
Robins School of Business
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Richmond, Virginia
USA
Email: dlascu@richmond.edu

Dolmabahce Palace (Istanbul)



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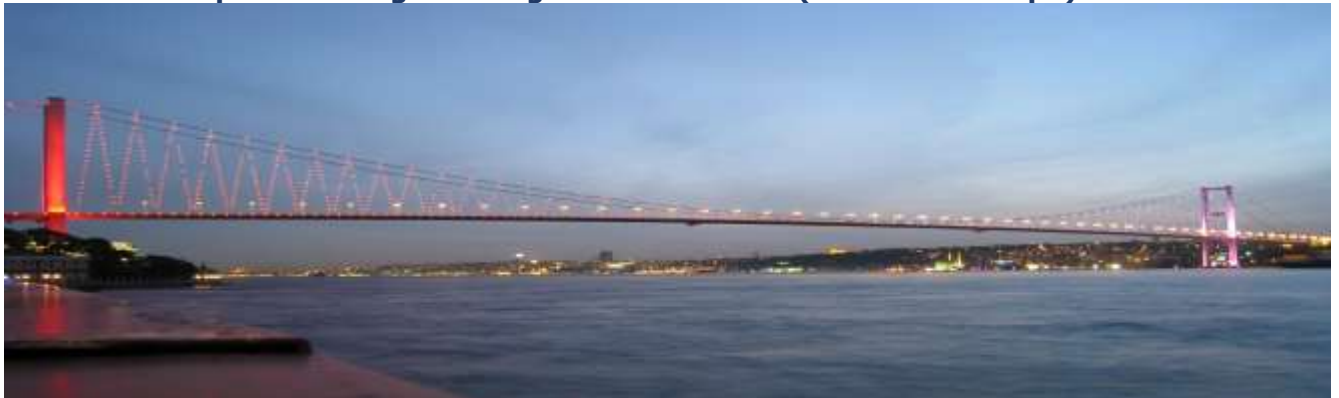
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Best papers presented at our conference will be eligible for publication in the ***Special Issues*** of the following world class journals after substantial revisions.

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- Journal for International Business and Entrepreneurship Development (Inderscience - Scopus Indexed)
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- European Journal of Management (Emerald --- Scopus Indexed)
- Services Industries Journal (Taylor and Francis --- Scopus Indexed)
- Journal of Strategic Marketing (Taylor and Francis --- Scopus Indexed)
- Journal of Hospitality and Tourism Technology (Emerald --- Scopus Indexed)
- Global Journal of Flexible Systems Management (Springer --- Scopus Indexed)
- EuroMed Journal of Business (Emerald --- Thomson Reuters ISI Indexed)
- A Monograph Book to be published by **McGraw Hill** on "***Emerging Markets and Emerging Powers: Changing Parameters of Global Business Advancement***" and to be Edited by Zafar U. Ahmed, Vo Xian Vinh, Viput Ongsakul and Sahil Raj.

Blue Mosque (Istanbul)



Mentoring Doctoral Students

AGBA's 2020 Doctoral Consortium will focus on mentoring doctoral students hailing from emerging countries. The faculty panel of the 2020 Doctoral Student Consortium will consist of accomplished and globally acclaimed scholars; who have a distinguished scholarly publication record, have served as editors of leading global journals, and/or have experience in supervising doctoral students across western countries such as US, UK, EU, Canada, Australia and New Zealand.

AGBA's 2020 Doctoral Consortium is a workshop for Ph.D. students from all over the world to further develop their research ideas, to learn about the challenges of conducting business research, building a successful academic career in their fields, and to broaden their professional networks on the global stage.

Consistent with the developmental mission of AGBA, the consortium is open for Ph.D. students from all over the world, who would be attending its global conference in Turkey. One-to-one mentoring to Ph.D., students would be provided on the third day of the conference on July 4, 2020.

Ideally, doctoral students should have a strong research idea or be close to completing a doctoral dissertation proposal, and be far enough away from finishing their dissertations so that they could make good use of feedback received from their doctoral mentors during the consortium.

Kindly contact AGBA's President and CEO to schedule your mentoring session at least one month before our Turkish conference:

Prof. Dr. Zafar U. Ahmed

BBA (New York), MBA (Texas), Ph.D., (Utah), D. Litt., (India)
Professor of Marketing and International Business

Founder, President and CEO:

Academy for Global Business Advancement

Founder and Editor-in-Chief:

Journal for Global Business Advancement

Founder and Honorary Editor-in-Chief

Journal for International Business and Entrepreneurship Development

Alexandria, Virginia, USA.

Email: zafaruahmed@gmail.com

Basilica Cistern (Istanbul)



Distinguished Global Doctoral Students in Attendance

Vietnam:

- **Nguyen Giang Do**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Do Thanh Tung**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Le Lam Khanh**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Nguyễn Thị Minh Phương**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Thai Hoang Quoc**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Thi Tuong Tran Vi**, School of Business, International University, Vietnam National University, **Vietnam.**
- **Thang Nam Huynh**, Center of Public Administration, International University, Vietnam National University, **Vietnam.**
- **Khanh Van Ma**, Center of Public Administration, International University, Vietnam National University, **Vietnam.**
- **Dien Van Tran**, Center of Public Administration, International University, Vietnam National University, **Vietnam.**

Sri Lanka:

- **Sattambi Sumith de Silva**, Management and Science University (Malaysia), **Sri Lanka Campus.**
- **Kaththota Ralalage Niluka Harshani**, Management and Science University (Malaysia), **Sri Lanka Campus.**
- **Upul Weragoda**, Management and Science University (Malaysia), **Sri Lanka Campus.**

Thailand:

- **Warat Kaewpijit**, National Institute of Development Administration (NIDA), Bangkok, **Thailand.**
- **Boonyawat Soonsiripanichkul**, National Institute of Development Administration (NIDA), Bangkok, **Thailand.**
- **Navidreza Ahadi**, King Mongkut's Institute of Technology Ladkrabang (KMIT), Bangkok, **Thailand.**

India:

- **Sohail Shaik**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Shiwangi Singh**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Harchitwan Kaur**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Abhilasha**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Rishabh Rajan**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Saurabh Srivasatava**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Jan Alam**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Mukesh Jain**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Ishita Batra**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Mahima Jain**, Indian Institute of Technology Delhi, New Delhi, **India.**
- **Sunali Bindra**, Sri Mata Vaishno Devi Institute, Jammu, Jammu and Kashmir, **India.**
- **Deepika**, Sri Mata Vaishno Devi Institute, Jammu, Jammu and Kashmir, **India.**
- **Tanveer Kajla**, School of Management, Punjabi University, Patiala, State of Punjab, **India.**

Hagia Sophia (Istanbul)



Why Turkey???

Our Host Institution (Istanbul Gelisim University, Avcılar – Istanbul, Turkey)

Istanbul Gelisim University (IGU) was established by "Gelisim Education Culture Health and Social Service Foundation" of Turkey as a *Not-for-Profit* "**WORLD UNIVERSITY**" with 3 faculties, 3 institutes, 4 Schools and 1 vocational school in the 2015-2016 academic year as per Turkish Law # 6114 dated 17 February 2011.

Growing every year by making solid steps forward with the goal of becoming a **World-Class University**, IGU today is one of Turkey's most preferred first three universities.

With the European accreditation breakthrough made in the academic year 2017 - 2019, IGU's 40 Departments and 54 Programs have been accredited by the **Agency for Quality Assurance through Accreditation of Accreditation Programs (AQAS) of Germany**.

IGU has the title of being the most accredited higher education institution across Turkey. It today boasts to have over 30,000 national and international students. There are 3 faculties, 3 vocational schools, 2 vocational schools, 78 licenses, 63 preliminary daytime programs, 37 associate degree night programs, 22 thesis / 19 non-thesis postgraduate programs, and 6 Ph.D. programs offered by IGU.

Located in the Avcılar District of Istanbul - **Turkey's financial hub and trade center**- IGU's campus area, offering huge research complex consists of over 100 laboratories to serve its students and faculty. There are also 17 research centers and 78 student clubs that allow its students to participate in social, cultural, scientific and sporting activities outside the classroom.

Our Host City (Istanbul):

Istanbul formerly known as **Byzantium** and **Constantinople**, is the most populous city of Turkey and is country's economic, cultural and historic center. Istanbul is a transcontinental city in Eurasia, straddling the Bosporusstrait (which separates Europe and Asia) between the Sea of Marmara and the Black Sea. Its commercial and historical center lies on the European side and about a third of its population lives in suburbs on the Asian side of the Bosphorus. With a total population of over 30 million residents, Istanbul is one of the world's most populous and largest city. It is the administrative center of the Istanbul Metropolitan Municipality (coterminous with Istanbul Province). Istanbul is a bridge between the East and West.

Founded under the name of Byzantion (Βυζάντιον) on the Sarayburnu promontory around 660 BCE, the city grew in size and influence, becoming one of the most important cities in global history. After its re-establishment as Constantinople in 330 CE, it served as an imperial capital for almost 16 centuries, during the Roman/Byzantine (330–1204), Latin(1204–1261), Palaiologos Byzantine (1261–1453) and Ottoman (1453–1922) empires. It was instrumental in the advancement of Christianity during Roman and Byzantine times, before the Ottomans conquered the city in 1453 CE and transformed it into an Islamic stronghold and the seat of the Ottoman Caliphate. Under the name Constantinople, it was the Ottoman capital until 1923. The capital was then moved to Ankara and the city is now called Istanbul.

The city held the strategic position between the Black Sea and the Mediterranean. It was also on the historic Silk Road. It controlled rail networks to Europe and the Middle East, and was the only sea-route between the Black Sea and the Mediterranean. In 1923 Ankara was chosen instead as the new Turkish capital after the Turkish War of Independence, and the city's name was changed to Istanbul. Nevertheless, the city maintained its prominence in geopolitical and cultural affairs. The population of the city has increased tenfold since the 1950s, as migrants from across Anatolia have moved in and city limits have expanded to accommodate them. Arts, music, film, and cultural festivals were established towards the end of the 20th century and continue to be hosted by the city today. Infrastructure improvements have produced a complex transportation network in the city with a new **world-class airport (IST)** added to its infrastructure.

Istanbul is the **European Capital of Culture**, making the city the world's fifth most popular tourist destination. The city's biggest attraction is its historic center, partially listed as a UNESCO World Heritage Site, and its cultural and entertainment hub is across city's natural harbor, the Golden Horn, in the Beyoğlu district. Considered as a **global city**, Istanbul has one of the fastest-growing metropolitan economies in the world. It hosts the headquarters of thousands of Turkish companies and media outlets and accounts for more than a quarter of the country's gross domestic product. Hoping to capitalize on its revitalization and rapid expansion, Istanbul has bid to host Summer Olympics five times during the last twenty years.

AGBA's Global Business Forum

An strategic alliance between AGBA (USA), University of Richmond (USA), Istanbul Gelisim University (Turkey), and EPIC Technology Group (Pvt) Ltd. (Sri Lanka) invites participation from global entrepreneurs, investors, importers, exporters, traders, business professionals, consultants, heads of major government-owned enterprises, owners of private business firms, and government officials from across the world to attend "**AGBA's Global Business Forum**" for global business interactions, networking and negotiations.

It would be chaired by the following distinguished global entrepreneur. Please drop him a line about your intention to attend **AGBA's Global Business Forum**:



Dr. Nayana Dehigama
Executive Chairman & Managing Director
EPIC Technology Group
Colombo
Sri Lanka
Email: nayana@epiclanka.com

The third day (July 4, 2020) of the conference will be exclusively devoted to **AGBA's Global Business Forum** to be organized in collaboration with the local Turkish business community. Speakers will include government officials, global entrepreneurs, global corporate leaders, and global consultants covering topics such as digitalization of global business operations; innovation and global entrepreneurship; global manufacturing to promote trade, economic growth and employment; sharing success stories, opportunities, and challenges in global business; "**Make in Turkey**" initiative of the Government of Turkey; and Investment opportunities across Turkey.

Corporate Sponsors of Global Business Forum are:

- **Al-Zamil Electronic and Power Company, Dammam/Dhahran, Saudi Arabia.**
- **NAMA Group of Companies, Riyadh, Saudi Arabia.**
- **Malaqa Investment Group, Riyadh, Saudi Arabia.**
- **EPIC Technology Group, Colombo, Sri Lanka.**
- **EAM Maliban Textiles, Colombo, Sri Lanka.**
- **INDEVCO, Industrial Development and Consulting Services, Beirut, Lebanon.**
- **Digital Transformation & Enterprise Solutions Company Inc, Houston, Texas, USA.**
- **Phunkarn Co.,Ltd. Bangkok, Thailand.**
- **Siam I.B. Honda Automobile Chalongkrung Co. Ltd. Bangkok, Thailand.**
- **Zanzibar State Trading Corporation, Zanzibar, Tanzania.**

Global Corporate Leader	Global Corporate Leader	Global Corporate Leader	Global Entrepreneur	Global Entrepreneur
Mr. Upul Weragoda Operations Manager EAM Maliban Textiles Colombo Sri Lanka	Dr. Fared Al Yagout President and CEO Al-Zamil Electronic and Power Company Dammam/Dhahran Saudi Arabia	Dr. Saud E. Al-Malaq Chairman Malaqa Investment Group Riyadh Saudi Arabia	Dr. Abdulah Al-Shidadi Owner NAMA Group of Companies Riyadh Saudi Arabia	Dr. Lavanya Rastogi President and CEO Digital Transformation & Enterprise Solutions Company Inc, Houston, Texas USA
Global Entrepreneur	Global Entrepreneur	Global Corporate Leader		Turkish Global Thought Leader
Mr. Warat Kaewpijit General Manager Phunkarn Co.,Ltd. Bangkok Thailand	Mr. Boonyawat Soonsiripanichkul Senior Executive Director Siam I.B. Honda Automobile Chalongkrung Co. Ltd. Bangkok Thailand	Dr. Said Seif Mzee Managing Director Zanzibar State Trading Corporation Zanzibar Tanzania	Mr. Roger Tanios General Counsel INDEVCO Industrial Development and Consulting Services Beirut Lebanon	Coming Soon

Faculty Development Program (FDP) on Turkey

July 1---10, 2020

Faculty Development Program (FDP) on Turkey is conceived and developed by AGBA to help professors across the world teach courses on Turkey within their BBA, MBA and Ph.D., programs.

The economy of Turkey is defined as an emerging market economy by the IMF. Turkey is among the world's developed countries according to CIA World Factbook. Turkey is also defined by economists and political scientists as one of the world's newly industrialized countries. Turkey has the world's 17th-largest nominal GDP, and 13th-largest GDP by PPP. The country is among the world's leading producers of agricultural products; textiles; motor vehicles, transportation equipment; construction materials; consumer electronics and home appliances.

By the conclusion of this FDP on Turkey, you will be able to:

- Gain fundamental knowledge about Turkish philosophy, ideology, values, history, culture, heritage, and traditions;
- Appreciate the dynamics of Turkish democratic system;
- Think critically about how the unique socio-economic environment across Turkey has shaped Turkish business mindset;
- Learn the dynamics of Turkish business system;
- Understand the power of "Turkish Bureaucracy";
- Recognize influence and power of large family owned "Turkish Business Houses";
- Analyze the uniqueness of the "Turkish Entrepreneurship Model";
- Examine dynamics of "Turkish Leadership Style";
- Grasp the power of the Web of Overseas Turkish Capitalism (Turkish Diaspora) and
- Examine how Turkey is building its Multi-National Corporations (MNCs) on the global stage.

Venue of FDP on Turkey:

Istanbul Gelisim University, Avcilar – Istanbul, Turkey.

Fee:

USD \$4,990 is the program fee covering the following:

- Your stay in a Five Star Hotel for 9 nights.
- 27 meals (3 meals per day) for 9 days.
- Attendance at AGBA's 17th global conference for 3 days.
- All seminars and workshops.
- All teaching material.
- All visits to industrial sites.
- Sightseeing across Istanbul.
- Certificate.
- Gala Dinner.
- Award Ceremony.
- Cultural Program.
- Photography.

Program Schedule:

July 1, 2020 --- Arrival in Istanbul and check-in into your 5 Star Hotel after 12 Noon.
July 2, 2020 --- Attend AGBA Conference's 8 Faculty Development Workshops
July 3, 2020 --- Attend AGBA's Conference's Academic Sessions
July 4, 2020 --- Attend AGBA's Global Business Forum during morning hours.
July 4, 2020 --- Inauguration of FDP on Turkey during afternoon hours.
July 5, 2020 --- 8 Academic Presentations on Turkey
July 6, 2020 --- Industrial Visits to 2 Global MNCs based in and around Istanbul
July 7, 2020 --- Sightseeing across Istanbul
July 8, 2020 --- Industrial Visits to 2 Turkish Public Sector Firms across Istanbul
July 9, 2020 --- Industrial Visits to 2 Turkish Private Sector Firms across Istanbul
July 9, 2020 --- Gala Dinner, Award Ceremony and Conclusion of the Program
July 10, 2020 - Checkout from your 5 Star Hotel before 12 Noon.

2020 AGBA Conference Registration Form



Prof. Dr. Mr. Ms.

Name:

University/College/School:

Business Corporation or Governmental Organization:

City:

Country:

Zip/Postal Code:

Email Address:

Meal preference: Vegetarian ----- Non-Vegetarian

Conference Logistics

Conference Program:

First Day, July 2, 2020

- Conference Registration
- Conference Reception
- Conference Inauguration
- **Faculty Development Workshops**
- Professional Networking
- Business Networking

Second Day, July 3, 2020

- **Academic Sessions**
- *Professional Sessions*
- Professional Networking
- Business Networking
- **Gala Dinner/Award Ceremony**

Third Day, July 4, 2020

- **Global Business Forum**
- Professional Networking
- **One-to-One Mentoring of Selected Doctoral Students**
- Global Business Networking

Registration Fee:

USD \$500 for Everybody Includes:

- Luncheons, and Coffee/Tea
- Conference Documents
- Recognition Award(s)
- Banquet (Gala Dinner)

**Full Time Ph.D., Students Pay Only
USD \$250**

**Special Registration Fee for Turkish
Professional Delegates Only:
Turkish Lira: TL 900.**

**Full Time Turkish Ph.D., Students Pay Only:
Turkish Lira: TL 600.**

Special Note:

**Conference registration fee does NOT include
your accommodation, transportation, and
sightseeing.**

Prof. Dr. Zafar U. Ahmed
BBA (New York), MBA (Texas), Ph.D., (Utah), D. Litt., (India)
Professor of Marketing and International Business
Founder, President and CEO:
Academy for Global Business Advancement
Founder and Editor-in-Chief:
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