



## CALL FOR PAPERS BY THE ORIENTAL BUSINESS AND INNOVATION CENTER (OBIC)

### About OBIC

The Oriental Business and Innovation Center (OBIC) was established by the Budapest Business School, University of Applied Sciences and the Central Bank of Hungary in 2016.

OBIC's overall goal is to improve the competitiveness of the Hungarian economy by contributing to a better understanding of the East Asian region. To achieve its objective, OBIC aspires to become a leading institution in oriental business studies - not only in Hungary but in the broader Central European region as well - by the application of its cutting-edge knowledge and efficient operation. As such, OBIC also plays a major role in the implementation of the international strategy of BBS. In its work OBIC concentrates on the following target countries: India, Indonesia, Japan, Malaysia, the People's Republic of China, the Philippines, the Republic of Korea, Singapore, Thailand, Vietnam, and many others in the Asia-Pacific region.

### Details of the Call

#### Topic:

#### **"THE 55 YEARS OF ASEAN – UNITY IN DIVERSITY"**

The **Association of the Southeast Asian Nations (ASEAN)** was established in 1967, and in 2022 the 55th anniversary of the ASEAN will be celebrated. ASEAN – ten Southeast Asian economies – nowadays belong to the most **dynamically growing** economic hubs of the world, while its population – nearly 600 million people – means **prospective market and business opportunities** not only for Asian partners but also for overseas, like European, countries. The main goal of this call to encourage research and preparation of studies to broaden the readers' scope about this challenging and very interesting region of Asia by providing up-to-date information and analysis **focusing on the sustainable economic growth**, which can be interesting – besides economists and other professionals – for students and for all those who are fascinated by Southeast Asia.

#### The call seeks papers that investigate the following aspects:

- Historical background and present: the **emergence and development of ASEAN** – results and challenges in the Southeast Asian integration since its establishment.
- The Asia–Europe Meeting (ASEM) and the intercontinental economic **cooperation**.
- Cultural, ethnic, religious, and political **diversity in ASEAN** – what are the common grounds of coexistence and cooperation?
- Country- and sub-regional specific aspects of the ASEAN highlighting the green growth strategies.



## Submission Guidelines

- The deadline for submission of an abstract with no more than 350 words: **December 12, 2021.**
- The acceptance of the abstracts: **December 17, 2021.**
- The deadline for the submission of the full paper: **March 6, 2022.**
  
- Manuscripts should be submitted in **Microsoft Word format** via email.
- The length of the paper should be between **5,000 and 7,000 words.**
- Authors should observe high academic standards. Plagiarism in any form is incompatible with research ethics and our values.
  
- Preparation of the main text – **Formal requirements:**
  - The text must be aligned to the left margin, and without any text formatting applied (including capitals, larger or smaller font sizes, the use of color, etc.).
  - The text may be subdivided into sections. Each section must have a title and number. Each section can be divided into subsections, numbered according to the scheme 2., 2.2. etc.
  - Tables and graphs should be sent in excel or similar format too.
  - Font type and size: Times New Roman, 12pt.
  - The bibliographical references must be in-text-citation - given directly in the main text and not in the footnotes using the following format: (Csáki, 2010, p. 25). (Csáki – Kovács, 2010, p. 25). If more than three authors: (Csáki et al., 2010, p.25).
  - Footnotes can only be used when additional information must be added the body of the text. Footnotes with continuous counting must appear at the bottom of the page.
  - Referring to a miscellaneous essay: Small, F. (2007): Convergence in Big Europe. In: Big, R.: Selected studies 2000-2007. Vol. II, Budapest, Nagy Publisher, pp. 226-228.
  - Referring to an internet publication: Small, F. – Big, R. (2007): Budget Deficit and Convergence. [online] available: <http://www.fisk.hu/info>. (Accessed: March 15, 2007.)
  - Authors are requested to give their scientific degrees and not more than two of their jobs or professional positions.
  - The main text is followed by a reference list in ABC order using the following format: Kovacs, F. (2014): Budget Deficit. International Institution. Working Paper. 42. March, pp. 1-15.
  
- Manuscripts should be sent to the following email addresses: [nemeth-kilinc.orsolya@uni-bge.hu](mailto:nemeth-kilinc.orsolya@uni-bge.hu) and [obic@uni-bge.hu](mailto:obic@uni-bge.hu)

## Double-blind review

- Papers will be reviewed by the peer reviewers of OBIC.
- Papers will be reviewed by taking into consideration objectivity, originality, scientific performance etc.



## Notes

- The authors, whose papers are accepted, will sign a contract with the Budapest Business School (OBIC). According to the contract, OBIC will provide **210,000 HUF** (approximately 600 EUR) as honorarium for one paper.
- After submission and acceptance of the paper, the papers will be published in the [OBIC Book Series](#) both electronically and in printed form.
- Concerning the criteria of the **intellectual property** of the accepted paper, the Author shall grant right of use to Budapest Business School, OBIC, the Licensee (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.

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