

Faculty of Economics, University of West Bohemia,

organizes under the auspices of doc. Ing. Michaela Krechovská, Ph.D.,  
Dean of the Faculty of Economics

**on 21<sup>st</sup> – 22<sup>nd</sup> November 2024**

## **INTERNATIONAL SCIENTIFIC CONFERENCE**

### **BUSINESS TRENDS**

Dear colleagues,

We are pleased to invite you to participate in the **9<sup>th</sup> Annual International Scientific Conference 'Business Trends'**.

The objectives of the conference are:

- presentation of the scientific and professional activity results carried out by the conference participants,
- meetings and discussions of academic staff members, Ph.D. students and experts in the field,
- creating conditions for cooperation in research and publication activity and cooperation with practice.



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## THEMATIC SECTIONS OF THE CONFERENCE

1. Trends in marketing, business and tourism
2. Innovative and sustainable approaches in business and management
3. Financial management, accounting and using of quantitative methods in business environment
4. Sustainability in the public sector
5. Entrepreneurship and cooperation with the private sector as part of the life of municipalities
6. Applications of AI in organizational settings and in higher education
7. Digitalization in project management

## CONFERENCE VENUE

The conference will be held in conference rooms of the [Pilsen Urquell brewery](#), U Prazdroje 7, 304 97 Plzeň.

## OFFICIAL LANGUAGES

English, Czech, Slovak.

## PARTICIPATION FEE

	Early payment until 30 September 2024	Standard payment from 30 September 2024
Participation fee	6 250 CZK (250 EUR)	7 250 CZK (290 EUR)
Reduced participation fee (Ph.D. students)	5 000 CZK (200 EUR)	6 000 CZK (240 EUR)

*While selecting the reduced participation fee, confirmation of study will be required.*

Participation fee includes:

- opportunity to present one contribution,
- publication of paper in the proceedings (after the successful review process)
- promotion materials,
- on-line proceedings,
- refreshment, participation in a social evening in the Pilsen Urquell brewery and tour of the Pilsen Urquell brewery.

Costs (bank charges) associated with the transfer of participation fee are covered by the conference participant. The participation fee is non-refundable.

## IMPORTANT DEADLINES

Registration deadline (authors)	<b>1. 6. – 2. 9. 2024</b>
Abstract submission deadline	<b>2. 9. 2024</b>
Paper submission deadline	<b>16. 9. 2024</b>
Registration deadline (without paper, co-authors)	<b>30. 9. 2024</b>
Registration fee payment deadline	<b>30. 9. 2024 / 31. 10. 2024</b>