



ORIENTAL BUSINESS AND INNOVATION CENTER
Budapest Business School, University of Applied Sciences

CALL FOR PAPERS

OBIC Conference 2020
4-5th May, 2020

*"MEGATRENDS IN ASIA": DIGITALIZATION
SECURITY AND FOREIGN POLICY IMPLICATIONS*

The term **megatrend** was coined by John Naisbitt in 1982. Back then he defined ten global megatrends that he viewed as important, seemingly unstoppable long-term shifts in the progress of societies. The goal of the OBIC conference is to discuss key, long-term challenges—megatrends—of the Asian region, with a **special focus on digitalization in countries' security and foreign policies**.

In recent years, Asian societies have been confronted by the rise of China transforming the Asia-Pacific region, particularly in economy- and security-related areas. At the same time, India and Indonesia are also rising economic powers that are substantially changing the shape of Asian economic power relations. The rapid growth of markets in the region has become more and more important as an element of global growth, however, challenges such as migration, urbanization, severe environmental problems (the climate challenge, air pollution, etc.) must be dealt with too. Over the course of the last decade, these tensions have often turned into local political disputes (i.e. in the South China Sea) and new initiatives (such as the Belt and Road Initiative) have come under fire and have also been fiercely debated in some countries too.

One of the megatrends, to which special attention ought to be paid at the conference, is digitalization and its significance in countries' security and foreign policies. Recent technological developments have allowed observers to realize that a new wave of the technology revolution is about to transform the global economy and politics as well. Digitalization, 5G networks, the Internet of things, artificial intelligence, and their profound impact are already here, however the way we are doing business, implementing our economic policies, and pursuing foreign policies is about to change more significantly than we could ever have imagined.



The OBIC welcomes papers related to Asian megatrends at its conference in 2020, including the following research areas and it will arrange the panels accordingly:

Topics and panel themes:

1. Digitalization
2. Demographics
3. Economic interconnectedness
4. Economic power shift
5. Climate change
6. Urbanization
7. Migration

Important dates:

- Abstract submission: 15th December 2019
- Notification of accepted papers: 20th December 2019
- Full paper submission: 10th March 2020
(If your paper is not received by the deadline, your name will be removed from the conference agenda.)
- Program: 1st April 2020
- Conference dates: 4-5th May 2020
- Conference location: Budapest Business School, Budapest, Hungary
- Organizer: Budapest Business School, Oriental Business and Innovation Center (OBIC)

Registration fee: Thanks to our generous sponsor, the registration fee is waived.

Registration with the submission of the abstract shall be done on the following link:

<https://www.obic-bbs.hu/en/conference-abstracts/>

Notes: The organizers will cover the accommodation expenses for 3 nights (for foreigners).

You will be expected to indicate your request for free accommodation by 3rd February 2020 by submitting a flight ticket as assurance of your intents, otherwise OBIC will not be able to finance accommodation.

There will be a book of abstracts prepared for the conference.

In case of any question or inquire, please feel free to contact us on obic@uni-bge.hu!

Further information on the OBIC Conference 2020 is available on the Conference website:

<https://orientalbusiness.uni-bge.hu/>

Organizer's website:

<https://www.obic-bbs.hu/en/>