

INTERNATIONAL CONFERENCE ON BUSINESS PSYCHOLOGY & TRANSFORMATION 2024



CALL FOR ABSTRACT

Behavioral Finance

Experimental Psychology

Marketing

Future Skills

Human Relations

Social & Organizational Psychology

Personnel & Organizational Development

Please ensure the submission of your abstract latest by 31st July 2023

01 - 03 FEBRUARY 2024

Weiden, Bavaria, Germany



CALL FOR ABSTRACT

The goal of our conference is to provide a pleasant forum for the presentation and discussion of the latest research and developments with a focus on business psychology and transformation for researchers, industry specialists, PhD and masters students.

Conference Topics in these and related areas:

Behavioral Finance

Overconfidence, Herding, Psychological/ Mental accounting, Recency, Loss and risk aversion , Heuristics

Experimental Psychology

Perception, memory and attention, Motivation, Ethics and moral in experimental psychology, Decision making and problem-solving, Concept formation, reasoning and judgment, Language processing, Learning skills and education, Cognitive neuroscience, Information processing Artificial Intelligence and computer simulations, Social and cultural factors in the cognitive approach, Experimental methods, research and statistics, Biopsychology

Future Skills

Classical competencies, Technological competencies, Digital key competencies, Transformative competencies

Human Relations

HR in times of change, Diversity, People and culture, Work life balance or work life blending, Emotional intelligence, Talent aquisition in times of shortage of skilled workers, Workforce transformation, Employer branding

Marketing

Customer orientation, Digitalization in marketing, Influencer marketing/ Social Media marketing / Content marketing, Online marketing, Consumer insights, Customer experience management, Market research, Storytelling, Advertising psychology, Brand communication

Personnel & Organizational Development

Organizational diagnosis, Diagnostic and dialogical organizational development, Agility, Cultural change, Learning Organization / Single loop, double loop, Life-long learning, Managing change, Decision making in teams, Coaching and mentoring

Positive Psychology

(Positive) Emotions, Flow, Character strength and personality, Mindfulness and optimism , Self-compassion

Social & Organizational Psychology

Psychology in politics and international relations, Social anxiety and self-esteem, Intergroup relations, immigration and social policy, Self-efficacy and identity development, Social support in organizational contexts, Addiction and stigmatization in organizational contexts, Psychological and social impact of virtual networks, Attitude & behavioral changes, Group dynamics, Power issues

Conference Registration Fees

Categories	Early Registration Fees	Late or Onsite Registration Fees
Europe / United State	350€	390€
Asia / Africa	280€	320€
Extra Person (e.g. social event)	30€	30€

Conference registration fees include

Admission to all conference sessions;
Final conference program (printed version);
Free Wi-Fi access throughout the congress centre;
Conference bag;
Coffee breaks and luncheons during the program.

All registered participants are invited to attend the Social Event (Dinner) that we are organizing but only upon confirming attendance in this social event, otherwise we cannot guarantee available seats (we will send an email to all registered participants asking for this confirmation before the conference starts).

Payments

All payments must be made in Euros. Registration forms must be accompanied by appropriate remittance, otherwise, registration will not be accepted.

Payments must be made in full and can be made by:

Credit card (Visa, Mastercard in Euro)
Paypal

Abstract Submission

After carefully reading and following guidelines on the website, please submit your abstract.

Before submitting your proposal, please check the guidelines below and the information in the Call for Abstracts, and read our Publication Ethics and Malpractice Statement carefully.

Submissions can include:

Academic Papers or Posters

– Empirical or theoretical research with corresponding results or reports;
– New developments in the given themes, employing qualitative or quantitative methods of either primary or secondary data.

Keep in mind that if your abstract gets selected for publication, you will be asked for a final complete paper (limited to 5 pages long).

Proposals for Academic papers must include (Abstract Template: download from website):

- Title (max. 15 words);
- Abstract main text (max. 400 words);
- Keywords (max. 5)

Workshops

This submission type provides an opportunity for a group of participants to achieve a specific goal or address a particular problem.

It can be designed to:

- Train or educate participants in a particular research methodology or theoretical approach;
- Address a specific problem, such as how to apply particular research finding in organizations or policy;
- Develop a consensus on a particular issue (for example, the goal of the workshop may be to produce a position statement or policy on a particular topic, to identify priorities in a specific area, or to develop theoretical perspectives or methodologies).

Initially, this submission type must include an abstract. Keep in mind that if your abstract gets selected for publication, you will be asked for a final complete paper (limited to 3 pages long).

Important Note: In the initial submission, the description of the methodology used for the workshop has to be very clear, so that we can identify if it is really a Workshop or a mere lecture!

Company Presentations

This type of contribution allows companies to present recent developments and applications, inform a large and qualified audience of new outcomes, and showcase the company's innovations.

There will be a time slot for companies to make their presentations in a room. These presentations offer companies the opportunity to display their latest offerings of hardware, software, tools, services, and books. For further details please contact us here incobpt@oth-aw.de

Final Submission

Note: Only for author(s) who had their abstract(s) accepted

Please follow these steps:

Download the final submission template from the website.

Important notes:

1. The final submission paper should be complete and limited to 5 pages. Send it with the copyright form (Please download it from the website).

Only the full text of the papers will be published.

2. Copyright Form – Check the page of the conference for available formats to download:

<https://www.oth-aw.de/en/inform-yourself-and-discover/departments/weiden-business-school/international-conference-on-business-psychology-transformation-2024-incobpt/submission-guidelines/>

Please fill out, sign, print, digitalize and send it by email.

3. Send the final submission file of your paper or poster through Email: incobpt@oth-aw.de

For detailed Information please visit here...

<https://www.oth-aw.de/en/inform-yourself-and-discover/departments/weiden-business-school/international-conference-on-business-psychology-transformation-2024-incobpt/>

Or Scan the QR code

