

14th Global Business Conference

March 07, 2020 | De La Salle Araneta University



Call for Papers

Deadline of Abstract Submissions: February 14, 2020

Deadline for Full Paper: February 29, 2020

Submission link for papers: <https://easychair.org/cfp/14thGBC>



Morning Session Topics: (7:30 am to 12:00 nn)

**Strategy of Content Marketing
Digital Customer Engagement
How to Stand out in the Online Brand Wars
Trends in Meme and Hashtag Marketing**

Afternoon Session Topics : (1:00 pm to 5:00 pm)

**5 Trends in Digital Marketing for 2020
Trends in Digital Advertising
Customer Analytics
Digital Marketing for a Cause**

Breakout Session: Research Presentation

Part of the Proceeds will go to the
Victims of Taal volcano eruption and Open Arms for Children