

# Call For Papers

# CFP

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## Conference on Business and Reputation Management

How Business Reputation  
Impacts ROI

1st Annual Conference of the  
EAE Institute Research for  
Business Trends

Oct 19th - Oct 20th, 2023  
Submission Deadline  
July 10, 2023

### Conference Registration Fees

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Faculty Registration Fee: €250

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Student Registration Fee: €100

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Online Registration Fee: €150

The **2023 IPRA Annual Meeting** being held in person in the wonderful Barcelona city. The submission deadline for the abstract (just the abstract!) is quickly approaching!

The conference will be held from Oct 19h - Oct 20th, 2023, in Barcelona, Spain, at Hotel Catalonia Ramblas, Pelai, 28, 08001, Barcelona and at EAE Business School Barcelona (Calle Aragon 55, Barcelona, Spain)

### Special Hotel Rate with discount

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Special Hotel Rate with discount  
15 % of spot rate

### Registration

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€250 for faculty

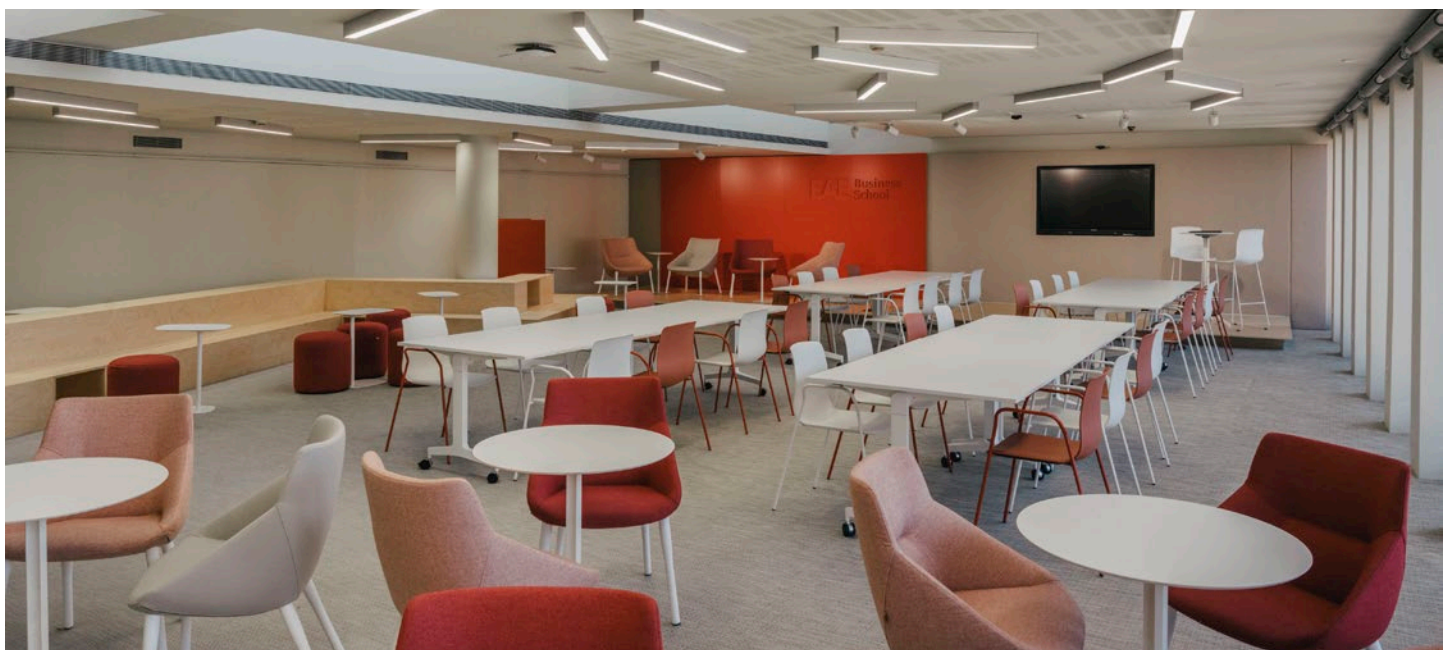
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€100 for students.

The Congress aims to the convergence between Business and Reputation Management. The outcomes are meant to showcase the confluence of public relations and reputation managers with business professionals into the corporate world, to review the latest and most efficient methods to manage reputation, as well as how their actions increase the brand equity and consequently the return of investment of companies.

*\*This is sponsored and managed by the EAE Research Institute.*

The **EAE Research Institute for Business Trends** is a recently founded institution that aims to support research in finding the best practices within the business sector by creating communities and networking amongst professionals, as well as educationally challenging the leaders of tomorrow, offering advanced and specialized education.



1. **You will meet, interact, and network with highly published scholars** and successful business practitioners from around the world.
2. **You will attend research presentations, panels, and developmental sessions** in an engaged and professional atmosphere.
3. **You can showcase the confluence PR and reputation managers with business professionals into the corporate world**, to review the latest and most efficient methods to manage reputation, as well as how their actions increase the brand equity and consequently the ROI of their companies.
4. **All presented conference papers** (the abstracts) are invited to be published in the 2023 EAE Conference Proceedings with ISBN number.
5. **You will have the opportunity to revise and submit your conference papers to one of the IPRA and EAE affiliated journals** for publication consideration. All journals associated with IPRA and EAE are indexed in Scopus.
6. **Full paper submissions will be eligible for the Conference's Best Paper Award.** The Best Paper will be invited to be published in one of the IPRA and EAE affiliated journals.
7. **You will have the opportunity to develop strong mentoring, professional, and personal relationships.**
8. **You can choose to take advantage of professional service and leadership opportunities** as you become more involved in a collegial organization that genuinely values your scholarship and professional participation.

9. **You can submit your work to one of 4 unique tracks** spanning numerous disciplines:

**Social engagement:** People expect more from the corporate world. It is no longer sufficient to meet the expectations of the market with products. Companies are being held accountable for their impact on the planet and they should act accordingly. They should bear in mind CSR and genuine performance.

**Innovation and Technology:** These last years have been described as VUCA and companies have faced them at the forefront, coping with the frenetically accelerated digitization. The focus on Big Data and online reputation have posed some big challenges in maintaining brand equity, and constant evolution and innovation are key for an enduring company. Some main topics that will be discussed are start-ups and entrepreneurship, as well as tech and agile operations management.

**People management:** Due to the before mentioned digitization, brand reputation has been largely allocated in the web and now companies have to deal with online customer service. Moreover, companies should understand the principles of new generations, mainly Gen Z that advocates for bottom-up organizations and wants to believe in the values of brands, so employees can become ambassadors.

**New Trends:** The world is digitized and reality is duplicating into the metaverse. Companies will tend to find new opportunities in Web3, mainly when it comes to creating new communities.

## JOURNALS AFFILIATED WITH IPRA & EAE

Harvard Deusto Business Review  
Journal of Management and Business Education  
International Humanities Review  
International Education Review

## ENDORSED BY:

IABC (International Association of Business Communicators)  
IABD (International Academy of Business Disciplines)  
IPRA (International Public Relations Association)



We look forward to receiving your abstract ([research@eae.es](mailto:research@eae.es)) and **having you on board!**