



***Unveiling New Business Strategies:
Bringing Human and Artificial Intelligence Together***

**9th Annual Academic Conference
of the
Cyprus Centre for Business Research at CIM-Cyprus Business School**

Call for Submissions

The Cyprus Centre for Business Research organises annually an international conference, which is increasingly seen as one of the most important academic events in Cyprus. Attracting world-class researchers from Europe and beyond, the conference provides a rigorous yet congenial environment in which academics at different career stages and from different fields of expertise share ideas with and find inspiration from one another.

The 9th annual conference of the Cyprus Centre for Business Research at CIM-Cyprus Business School will take place on Saturday **19 September 2026** at the CIM premises in Nicosia, Cyprus.

Paper Submission

Paper submissions open on 17 February 2026 and the deadline for submission is 6 May 2026. We invite submissions from a wide range of sub-disciplines (please see the conference tracks below).

Conference Tracks

- Services (accommodation, catering & entertainment – restaurants, wineries, theme parks etc.), aviation, transportation, shipping, block-chains, gaming, etc.)
- Technologies (eMarketing, social media, digitalization, etc.)
- People (HRM, CRM, CSR, leadership, ethics, etc.)

Submission Guidelines

Key Dates and Deadlines:

- 17 February: Paper submissions open
- 6 May: Paper submissions close
- 28 May: Booking opens (presenters & participants)

- 19 July: Deadline for paper presenters to register

Please address your abstracts and questions to the Conference Chair, Dr Maria Socratous, at maria@cim.ac.cy

Eligibility

We welcome papers previously presented or scheduled for presentation elsewhere. The maximum number of submissions per person is TWO; each paper must be submitted to one track only.

Authors are required to submit two copies of each paper:

1. An anonymous version for review (deadline 6 June). If the paper is not yet ready, we will accept Abstracts as well.
2. A final version for conference proceedings (deadline 30 October).

All accepted papers will be published in CIM's journal [The Market: International Journal of Business](#). For more information on the journal please contact Dr Constantinos Constantinou, at constantinos@cim.ac.cy.

Paper Submission Types

(a) Full Papers

Length of full paper submission: 3000-5000 words (excluding tables and references).

Accepted full papers will be allocated **15 minutes**.

Full papers will be scheduled in a room with a laptop, data projector and screen. You will be asked to bring your presentation with you to the conference on a memory stick, along with any hard copies of your paper and/or slides that you might wish to distribute.

(b) Developmental Papers

The purpose of this format is to enable authors to discuss research that is in its developmental stage, the idea being that comments and feedback obtained at the event can be incorporated in the final stages of research and writing up.*

Length of developmental paper submission: 500-1000 words (excluding tables and references).

Accepted developmental papers will be allocated **8 minutes** and will be presented in a round-table format.

It is recommended that session chairs and participants/discussants, especially for developmental paper session, read the papers in advance to get the most out of the session. Authors may bring along a summary of their paper that they wish to distribute.

*Researchers may submit an abstract while preparing their full-length articles

Funding opportunities

All Fellows of the Cyprus Centre for Business Research can apply for funding from the Centre. For more information about the Research Centre, you may contact the Director of the Cyprus Centre for Business Research, Dr Katerina Pavlou at katerina@cim.ac.cy. Please note there is limited funding for those travelling to Cyprus from abroad (outside Cyprus). For more information, please contact Dr Maria Socratous at maria@cim.ac.cy and/or Dr Constantinos Constantinou at constantinos@cim.ac.cy and/or Dr Georgia Thrasyvoulou at georgia.t@cim.ac.cy.

Accommodation

For accommodation assistance, please email events@cim.ac.cy or call +357 22778475.