

**INTERNATIONAL ACADEMIC DAYS
March 30 –April 3, 2020**

Dear partners and colleagues,

We are very pleased to invite you to the 2nd Annual International Academic Days from **March 30 to April 3, 2020**. The event will be organised by the International Relations Office of P.A. College, Larnaca, Cyprus as part of the Erasmus+ activities carried out by our institution. The aim will be to bring together academics, business practitioners and students to share their knowledge, research, experience and build their network.

Colleagues are welcome to prepare presentations relevant to any of the following vast suggested topics deriving from our degrees in Business Administration and Business Computing.

Business Administration	Business Computing
<ul style="list-style-type: none"> • Basic probabilities/Conditional probabilities/Baye’s theorem • Relations and properties/Representing relations • Advertising/PR • Strategic marketing • Organisational behaviour • Market research • Research methods • Business communication • Business English • Cost management techniques • Target costing • Life cycle • Environmental accounting • Competition and review of audit engagements • Group financial statements • Audit reports • Market mechanism and the decision process of business firms • The market structure on business firms • Change and business organisations/measures • Strategic management • Principles of capital market efficiency • Interest rate parity, purchasing power parity • Management of long-term assets and liabilities • Monopoly and imperfect or monopolistic competition, oligopoly • Corporate governance • Corporate social responsibility (CSR) • Money laundering 	<ul style="list-style-type: none"> • Artificial intelligence • Educational technology, mobile learning, computer-supported collaborative learning • Management of information systems • Cloud computing • Computer networks, communication technology, cyber security • Systems analysis and design • Software engineering • Design thinking • E-business and e-commerce • Innovative technologies and applications

Important Deadlines		
January 10, 2020	Form of interest	Presentation abstracts <ul style="list-style-type: none"> • Title of the presentation • Name of presenter and affiliation • Abstract – 150 words (Times New Roman, 12 font size).
February 7, 2020	Feedback on submitted abstracts by the organising committee	
March 20, 2020	PowerPoint slide presentations	

Individuals who are interested in participating are cordially invited to indicate their interest by **January 10, 2020** sending the form of interest and an abstract of their presentation to any of the email addresses provided below.

Note: Participation could be funded by the Erasmus+ Programme of partner universities.

Contact persons:

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For more information about the institution you can visit:
www.pacollege.ac.cy

For more information about last year's event you can visit:
<http://www.pacollege.ac.cy/research/conference>