

AHIBS-ACT 2025: 15-16 July 2025
World Trade Center, Kuala Lumpur

Call for Papers: Conference on Marketing in the Digital World
Cutting-Edge Strategies and Emerging Trends in Marketing

Topics of Interest:

We welcome high-quality research papers, case studies, and theoretical contributions on a wide range of topics related to modern marketing. Topics of interest include, but are not limited to:

- Digital Marketing and Social Media Strategies
- Artificial Intelligence and Machine Learning in Marketing
- Customer Experience and Engagement
- Content Marketing and Storytelling
- Big Data Analytics and Consumer Insights
- Marketing Automation and Personalization
- Influencer Marketing and Brand Partnerships
- Mobile Marketing and App-based Strategies
- Ethical and Sustainable Marketing Practices
- Omnichannel Marketing and Integrated Campaigns
- Global Marketing Trends and Cross-Cultural Strategies
- Neuromarketing and Consumer Behavior
- Emerging Technologies and Their Impact on Marketing

Contact Information

If you have any inquiries or need additional information, do not hesitate to contact the conference marketing track chair at Dr. Sajad Rezaei, Senior Lecturer in Digital Marketing, Worcester Business School, Worcester University, United Kingdom (Email: s.rezaei@worc.ac.uk), and Dr. Shahid Rasool, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: rasoolshahid@utm.my) and Assoc. Prof. Dr. Muslim Amin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: amin.muslim@utm.my) and Assoc. Prof. Dr. Maizaitulaidawati Md Husin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: aidawati.kl@utm.my)

Call for Papers: Conference on Entrepreneurship and Economic Development Studies
Exploring Innovative Entrepreneurship Strategies and Sustainability in New Era

Topics of Interest:

We welcome high-quality research papers, case studies, and theoretical contributions on various entrepreneurship and development studies topics. Topics of interest include, but are not limited to:

- Innovation and Entrepreneurship
- Economic Development Policies
- Social Entrepreneurship and Impact Investing
- Startup Ecosystems and Incubators
- Entrepreneurship Education and Training
- Technological Advancements in Economic Development
- Sustainable Development and Entrepreneurship
- Microfinance and Economic Growth

Contact Information

If you have any inquiries or need additional information, do not hesitate to contact the conference entrepreneurship track chair at Dr. Ali Sheikhbahaei, School of Business, Monash University, Australia (Email: ali.sheikhbahaei@monash.edu), and Dr. Sathiswaran Uthamaputhran, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: sathiswaran@utm.my) and Assoc. Prof. Dr. Muslim Amin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: amin.muslim@utm.my) and Assoc. Prof. Dr. Maizaitulaidawati Md Husin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: aidawati.kl@utm.my)

Call for Papers: Conference on Human Resources Management and Organizational Behavior
Transformative HRM Strategies and Modern Challenges in the Evolving Global Workplace

Topics of Interest:

We invite submissions that address a wide range of topics related to human resource management and organizational behavior, including but not limited to:

- Innovative HR practices in the digital age
- Employee engagement and motivation in a remote work environment
- Leadership and management strategies in times of crisis
- Organizational culture and change management
- Diversity and inclusion in the workplace
- Talent acquisition and retention in a competitive market
- Impact of technology on HR functions
- Mental health and well-being of employees
- HR analytics and data-driven decision-making
- Ethical considerations in HRM

Contact Information

If you have any inquiries or need additional information, do not hesitate to contact the conference HRM & OB track chair at Dr. Naser Velaei, Liverpool Business School, Liverpool John Moores University, United Kingdom (Email: n.valaei@ljmu.acu.uk) and Dr. Obed Rashdi Syed, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: rashdisyed@utm.my) and Assoc. Prof. Dr. Muslim Amin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: amin.muslim@utm.my) and Assoc. Prof. Dr. Maizaitulaidawati Md Husin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: aidawati.kl@utm.my)

Call for Papers: Conference on Innovative Finance & Accounting in New Era Unveiling Innovative Challenges in Finance and Accounting

Topics of Interest:

We invite submissions that address a wide range of topics related to finance and accounting, including but not limited to:

- Innovations in financial technology
- Corporate finance and governance
- International financial markets
- Financial risk management
- Behavioral finance
- Accounting standards and practices
- Sustainability and corporate social responsibility
- Auditing and assurance services

Contact Information

If you have any inquiries or need additional information, do not hesitate to contact the conference Finance & Accounting track chair at Dr. Mustafa Nourallah, Mid Sweden University, Sweden (Email: mustafa.nourallah@miun.se), and Dr. Nor Aiza Mohd Zamil, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: noraizamz@utm.my) and Assoc. Prof. Dr. Muslim Amin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: amin.muslim@utm.my) and Assoc. Prof. Dr. Maizaitulaidawati Md Husin, Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) (Email: aidawati.kl@utm.my)

Submission Guidelines:

Authors are invited to submit original and unpublished papers that are not under consideration for any other conference or journal. Submission should be made according to the conference guidelines and must include the following sections:

- Title: The title of the paper should be concise and descriptive.
- Abstract: A summary of the research, objectives, methodology, and key findings (max 800 words).
- Keywords: Up to five keywords that capture the paper's main topics.
- Introduction: An overview of the research problem, objectives, and significance.
- Literature Review: A review of relevant literature and theoretical framework.
- Methodology: A detailed description of the research design, data collection, and analysis methods.
- Results: Presentation of the research findings and their implications.
- Discussion: Interpreting the results, limitations, and future research directions.
- References: A complete list of all references cited in the paper.

Important Dates:

- Submission Deadline for Abstract: [30-April-2025]
- Notification of Acceptance: [31-May-2025]
- Camera-Ready (Full) Paper Submission: [30-June-2025]
- Conference Date: [15-16 July 2025]

Review Process

All submitted papers will undergo a rigorous peer-review process by a panel of experts in the field. Each paper will be evaluated based on originality, relevance, clarity, and contribution to marketing. Authors of accepted papers will be invited to present their work at the conference.

PUBLICATION OPPORTUNITY:

All accepted papers will be submitted to Scopus-Indexed publication. The publication is subject to the direction of the publisher's editors and reviewers.

1. IGI-Global Book Chapters :

- Book Chapter on **Marketing in the Digital World : Cutting-Edge Strategies and Emerging Trends in Marketing**
- Book Chapter on **Entrepreneurship and Economic Development Studies : Exploring Innovative Entrepreneurship Strategies and Sustainability in New Era**
- Book Chapter on **Human Resources Management and Organizational Behavior : Transformative HRM Strategies and Modern Challenges in the Evolving Global Workplace**
- Book Chapter on **Innovative Finance & Accounting in New Era : Unveiling Innovative Challenges in Finance and Accounting**

2. Financial Services Review (Regular issue)