

CEBMM 2026

The 2026 15th International Conference on Economics, Business and Marketing Management

Welcome to the 15th International Conference on Economics, Business and Marketing Management in 2026! CEBMM 2026 will be held in Hanoi, Vietnam from July 26 to 28, 2026. The conference is organized by FPT School of Business and Technology (FSB), FPT University, Vietnam. It aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Economics, Business and Marketing Management.

Hanoi, Vietnam

July 26-28, 2026



<https://www.cebmm.org/>

CALL FOR PAPERS



Economic: Digital Transformation and Sustainable Development

Digital Economy Operation Mechanisms and Platform Business Model Innovation
Sustainable Development Pathways and Green Economic Growth Models
ESG Integration Framework and Economic Performance Evaluation Metrics



Business & Management: Organizational Innovation Resilience Building and Sustainable Governance

Organizational Change Management in the Context of Digital Transformation
Corporate Sustainability Strategy and Social Responsibility (CSR) Practice Paths
Strategic Decision-Making and Risk Control of Multinational Corporations



Marketing & Consumer Behavior: Technological Empowerment Cultural Adaptation and Sustainable Consumption

Immersive Marketing Strategies and User Experience Design in the Metaverse
Social Media Influence Mechanisms and Brand Communication Innovation
Cross-Cultural Marketing Adaptation Strategies in Global Markets



Digital Business & FinTech: Technological Innovation Risk Prevention and Inclusive Development

Financial Technology Innovation and Digital Banking Service Transformation
E-commerce Market Competition Patterns and Dynamic Pricing Strategies
Financial Inclusion Promotion and FinTech Regulatory Challenges

More topics please view: <https://www.cebmm.org/cfp.html>

PUBLICATION AND INDEXING

The excellent accepted and registered full papers of CEBMM 2026 will be recommended to be published into Journal of Economics, Business and Management or Journal of Advances in Information Technology.



Journal of Economics, Business and Management
ISSN: 2301-3567 (Print), 2972-3981 (Online)
Frequency: Quarterly
DOI: 10.18178/JOEBM
Abstracting/ Indexing: CNKI, Google Scholar, Crossref
Template: https://www.joebm.com/JOEBM_template.doc



Journal of Advances in Information Technology
ISSN: 1798-2340 (Online)
Frequency: Monthly
DOI: 10.12720/jait
Impact Factor 2024: 1.5-Q3; CiteScore 2024: 4.8-Q3
Abstracting/ Indexing: ESCI (Web of Science), Scopus, DOAJ, CNKI, etc.
Template: <https://www.jait.us/JAIT-template.doc>

SUBMISSION INSTRUCTION

Submission Link:

<https://www.zmeeting.org/submit/CEBMM2026>

Submission Type:

Abstract submission for presentation only without publication;
Full paper submission for both presentation and publication.

Paper Length:

Papers should be at least 5 pages long, including all figures, tables, and references. Additional pages will incur a fee. Please use a 2-column format.

If you wish to attend the conference without submitting any material, please register as an attendee.

Electronic registration system:

<https://www.zmeeting.org/register/CEBMM2026>

IMPORTANT DATES

Submission Deadline: February 28, 2026

Notification Deadline: March 30, 2026

Early-Bird Registration Deadline: April 20, 2026

CONFERENCE PROGRAM

Day 1 - July 26, 2026

Sign-in for CEBMM 2026

Day 2 - July 27, 2026

Opening Remarks & Keynote Speech & Participants' presentations

Day 3 - July 28, 2026

Academic Tour and Walking Tour of the City (Optional)



CONTACT US

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