

# 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](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/submission/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**

Accademic Tour and Walking Tour of the City (Optional)



### CONTACT US

Conference Secretary: Ms. Lilith Lee

Tel: +86-13668294879

Email: [cebmm@academic.net](mailto:cebmm@academic.net)

ORGANIZED BY:

