

INTERNATIONAL CONFERENCE ON BUSINESS SUSTAINABILITY

ICBS 2026

27 - 28 AUGUST

HO CHI MINH CITY VIETNAM

In celebration of the 50th anniversary of UEH, the UEH College of Business and Institute of Business Research are proud to announce call for papers for the **International Conference on Business Sustainability (ICBS 2026)** with the theme **Sustainable value creation in an AI-driven business landscape**.

The conference aims to provide an international platform for scholars, researchers, practitioners, and policymakers to exchange knowledge, research findings, and practical insights on how artificial intelligence is reshaping business and financial systems toward sustainability. The conference encourages interdisciplinary papers and extended abstracts integrating perspectives from business theories, financial practices, governance, innovation, and sustainable development, while fostering high-quality research on emerging topics such as ESG, responsible leadership, sustainable finance, corporate governance, and long-term value creation in the digital era.

Topics for the conference include but are NOT limited to:

Track 1: Sustainable Business, ESG, and Governance

- Corporate social responsibility, environmental issues, and ESG integration
- Governance, sustainable development, and quality management
- Sustainability accounting, ESG reporting, and integrated reporting
- Auditing and assurance of sustainability and corporate reports Technology applications in assessing quality of corporate disclosure

Track 2: Digital Transformation, AI, and Data Analytics

- AI and big data capabilities in business practice
- Digital strategy and transformation roadmaps
- AI governance and responsible use of AI in business and finance
- AI, immersive technologies, and the future of human resource management
- AI, machine learning, and data analytics in finance and banking

Track 3: Finance, Risk, and Financial Systems

- Digital finance, fintech, and innovation in business applications
- Asset pricing, corporate governance, and regulation
- Climate risk, geopolitical risk, and financial stability
- Risk, compliance, and data privacy in financial systems
- Sustainable finance, financial behavior, and banking system development
- Macroeconomic, technological factors and financial markets & banking systems

Track 4: Innovation, Strategy, and Consumer Experience

- Entrepreneurship and corporate leadership
- Accounting in the digital economy and technological transformation
- Enhancing customer experience in digital age

- Consumption in the metaverse, green consumption, and sustainable consumption
- Cultural capital, heritage systems, and experience production

Track 5: Industry applications and sectoral transformation

- Hospitality, entertainment, sports, and tourism
- Healthcare management in the era of AI and advanced technologies
- Technology for sustainable supply chains and carbon emission reduction in tourism
- Technology-driven service Innovation (AI, IoT, and robotics) in hospitality
- AI-Driven phygital tourism, emerging travel trends, and transforming tourism for a thriving future
- Ethics in tourism - Responsibility toward balancing sustainability

Keynote Speakers

- **Professor Dimitrios Buhalis** is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research at Bournemouth University Business School (United Kingdom). He also serves as Editor-in-Chief of *Tourism Review* and Editor-in-Chief of the *Encyclopedia of Tourism Management and Marketing*.
- **Professor John Cotter** is Full Professor of Finance and Head of Quantitative Finance at University College Dublin (Ireland). He is also a Research Fellow at the Ziman Center for Real Estate at UCLA. He serves as Associate Editor of the *Journal of Banking and Finance*, *Journal of International Financial Markets, Institutions & Money*, and the *European Journal of Finance*. In addition, he is a member of the Economic Advisory Group of the European Securities and Markets Authority (ESMA), the supranational regulator of European financial markets.
- **Professor Andrew Griffiths** is Executive Dean of the Faculty of Business, Economics and Law at the University of Queensland (Australia). He is also Chair of the Queensland Library Board, a Board Member of the Queensland Futures Institute, and a Governor of the American Chamber of Commerce.
- **Professor Jonathan A. Batten** is Professor of Finance at the Royal Melbourne Institute of Technology (RMIT University) (Australia). He is currently co-editor of the highly ranked *Finance Research Letters*, and advisory/senior editor of Elsevier's *Journal of International Financial Markets Institutions and Money* and *Emerging Markets Review*.
- **Professor Abhijit Sharma** is a Professor in Economics and Finance, and Director of Strategic Partnerships, at the Huddersfield Business School (UK). He is also Associate Editor of *Bulletin of Economic Research*.
- **Associate Professor Dr. Liem Viet Ngo** is Associate Professor of Marketing at UNSW Business School, the University of New South Wales (Australia). He has served on the Editorial Advisory Board of *Australasian Marketing Journal* and also served on the Editorial Review Board of *Industrial Marketing Management*, *Asia Pacific Journal of Marketing & Logistics*, and *Journal of Asian Business and Economic Studies*.
- **Associate Professor Dr. Emmanuel Mogaji** is Senior Lecturer in Marketing and the Head of the Marketing, Operations, and Digital Group at Keele Business School (UK). He is a Fellow of the UK Higher Education Academy, a Certified Business and Management Educator. He has served as Associate Editor of *International Journal of Bank Marketing* and the Editorial Review Board of *Journal of Consumer Behaviour*.

Publication Opportunities

- Journal of Asian Business and Economic Studies (Scopus Q1)
- Journal of Global Marketing (Scopus Q1)
- Australasian Marketing Journal (ABDC A; Scopus Q1)
- Tourism Review (SSCI, Q1)

- Economics Open (World Scientific)
- Book Series: Vietnam and the Global Economy

Other journals to be updated.

Manuscript submission

Authors should submit the **full paper** or an **extended abstract** (MS Word format) with the **Copyright form** by the deadline below.

Submissions will be evaluated by an International Scientific Committee based on their originality, methodology, and clarity. To facilitate visa and travel arrangements, the conference maintains a streamlined review process, with notifications of acceptance issued promptly to ensure authors have sufficient time for preparation. Final decisions (acceptance, rejection, or revisions) will be made by the Scientific Committee and Program Chairs.

Submission link: <https://submit.ueh.edu.vn/index.php/icbs>

At least one of the authors must attend the conference and present their paper. Each author may NOT present more than two papers.

Important Dates

- Full papers/Extended abstract submission deadline: 30th June, 2026
- Final notification of acceptance: From 15th June, 2026
- Early registration and payment deadline: 10th July, 2026
- Registration and conference fee payment deadline: 5th August, 2026
- Conference dates: 27th - 28th August, 2026

Submission Fee:

- Early registration and payment deadline: 200\$ USD
- Registration and conference fee payment deadline: 250\$ USD

For further information, please send us an email via: icbs@ueh.edu.vn