

## 8<sup>th</sup> International Conference on Innovation in Business, Economics & Marketing Research August 11-13, 2026 / Gurugram - India



### COMMITTEES

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### CALL FOR PAPERS

The 8th International Conference on Innovation in Business, Economics & Marketing Research (IBEM - 2026), organized by the National Centre for Scientific Promotion and Innovation (CNPSI) and the American Centre Sciences & Innovation (USA) and co-organized with Sri Guru Gobind Singh Tricentenary university, under the aegis of the 29th International Forum on Applied Sciences and Innovation (ASI-India'2026).

Authors are invited to submit their abstracts (01 page) in English. Each author can submit not more than two Abstracts. Final versions (Optional) could be in English or in French and should be communicated before **July 24, 2026**.

PAPERS PRESENTATION Could be in ENGLISH or in FRENCH.

 Hybrid mode: Online and in-person presentations are allowed.

### TOPICS

Related but not limited to :

#### PANEL1 : Management & Entrepreneurship

- Development Policy and Plan
- Disaster management
- Emotional intelligence
- Environmental management
- Entrepreneurship & Intrapreneurship
- Hospitality and tourism management
- Human resources management
- Multinational financial management
- Operational Research
- Project management
- Public sector management
- Quality management and assurance
- Risk management
- Strategic Management & Politics
- Strategic planning
- Supply Chain Management

#### PANEL2 : Economic Strategies & International Finance

- Audit
- Circular economy
- Corporate Finance and Governance
- Econometrics
- Economic democracy
- Economic growth
- Economic modeling
- Finance & Investment
- Group Finance and Governance
- Inflation
- Microeconomics
- Public choice theory
- Taxation
- VSEs and SMEs and territorial development

#### PANEL3 : New Approaches in Marketing Research

- Marketing analysis
- Brand equity
- Customer Relationship Management (CRM)
- Brand image
- Marketing & Strategy
- Social Media Marketing
- Digital Marketing
- Online Marketing
- Sports marketing
- Research and marketing strategy
- Market segmentation
- Telemarketing

#### PANEL4 : Digital Transformation & Information Technology

- Big data analysis
- Communication & Social Networks
- Electronic contract
- Data Mining and Intelligent Computing
- Electronic invoice
- Cloud service innovations
- Internet of Things
- Smart logistics
- Blockchain Security Models
- Information security
- Communication and network technology

### PUBLICATION & INDEXING

• For all Participants : Book of ABSTRACTS (01 page in english) of all the presentations will be published on PBS "Proceedings Book Series".

• Optional : Participants could submit papers in **English or in French** of up to 6 pages (approximately 2,500 words) for consideration as book chapters in "Emerging Approaches in Modern Business" - under the PBS series.

• Extended versions of selected high quality papers in English or in French will be considered for publication in one of the following journals :

- 1- International Journal of Economics & Strategic Management of Business Process (ESMB - 9 papers)
- 2- International Journal of Business & Economic Strategy (IJBS - 9 papers)
- 3- Journal of Economy & International Finance (EIF - 9 papers)
- 4- Journal of Operational Management & Marketing Strategies (OMMS - 9 papers)
- 5- Entropie Journal (ISTE Ltd. London, UK - 12 papers)

### SUBMISSION

First Path Opened : **April 11, 2026**

Inscription : **June 14, 2026**

Final Manuscript due : **July 24, 2026**



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www.conf-event.com/IBEM.html