



2nd TRACK FORUM ASI - ISTANBUL'2026

13th INTERNATIONAL CONFERENCE ON BUSINESS ECONOMICS, MARKETING & MANAGEMENT RESEARCH

April 27-30, 2026 / Istanbul - Turkey



BEMM 2026

« The conference provides a platform for networking and exchanging knowledge and expertise with the international community. »

The 13th International Conference on Business Economics, Marketing & Management Research (BEMM-2026), under the aegis of the 28th International Forum on Applied Sciences and Innovation (ASI-Istanbul'2026) organized by the National Centre for Scientific Promotion and Innovation -CNPSI- and the American Centre Sciences & Innovation LLC together with Altinbas University-Istanbul where the conference will take place.

BEMM'26 aims to encourage exchanges and contribute to the promotion and development of research and applications relating to the themes of the conference.

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 **April 15, 2026**.

PAPERS PRESENTATION Could be in ENGLISH or in FRENCH.

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

Topics:

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

Special session :

AI-Driven Consumer Decision Making / Personalization, Predictive Analytics, and Consumer Experience / Cultural, Social, and Global Perspectives / Future Consumption and AI-Enabled Markets ...

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 (IJBES - 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

Submission Deadline

First Path Closed : November 30, 2025

Second and Last Path Opened : February 25, 2026

Inscription

March 30, 2026

Final Manuscript due

April 15, 2026



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Ahmed Rhif — TUN



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Justyna Malkuch Switalska — POL



Mehmet Karan — TUR



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