

12th INTERNATIONAL CONFERENCE ON BUSINESS ECONOMICS, MARKETING & MANAGEMENT RESEARCH

April 27 - 29, 2025 / Hammamet - Tunisia



SCAN ME!

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The 12th International Conference on Business Economics, Marketing & Management Research (BEMM-2025) organized by the National Center for Scientific Promotion and Innovation (CNPSI) under the aegis of the 25th International Forum on Applied Sciences and Innovation (ASI-Hammamet'2025) in collaboration with Kairouan University, the LDDI Research Laboratory at the University of ADRAR, Nusatek company in Kuala Lumpur, the International Centre for Innovation and Development ICID, Universities and other academic from France, Senegal, Morocco, Algeria and Tunisia.

BEMM'25 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 (02 pages) in French or English (each author can submit not more than two articles). Final versions must be communicated before **April 15, 2025** to be published in the indexed conference proceedings.

● An online session will be scheduled

Topics:

Related but not limited to :

PANEL1 : Management & Governance

- Development Policy and Plan
- Disaster management
- Emotional intelligence
- Environmental management
- 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

→ To propose a special session on a specific topic, please contact: bemm@conf-event.com.

Publication & Indexing

All submitted and presented articles will be published in the indexed conference numeric proceedings **PBS "Proceedings Book Series"**.

Extended versions of the presented articles will be considered for publication in one of the following indexed journals :

- 1- Emerging Methodologies and Applications in Modelling, Identification and Control (SCOPUS ELSEVIER - 7 articles)
- 2- International Journal of Simulation and Process Modelling (SCOPUS ELSEVIER - 5 articles)
- 3- Management & Sustainability: An Arab Review (SCOPUS - 7 articles)
- 4- International Journal of Economics & Strategic Management of Business Process (7 articles)
- 5- International Journal of Business & Economic Strategy (7 articles)
- 6- Journal of Economy & International Finance (7 articles)
- 7- Journal of Operational Management & Marketing Strategies (7 articles)
- 8- La Revue Entropie (ISTE Ltd. London, UK - 12 articles)



Submission

Author could start by submitting abstract of two pages.

Submission Deadline
First Path Closed : **December 10, 2024**
Second Path Opened : **February 10, 2025**

Inscription
March 30, 2025

Final Manuscript due
April 15, 2025

