

# 12<sup>th</sup> INTERNATIONAL CONFERENCE ON BUSINESS ECONOMICS, MARKETING & MANAGEMENT RESEARCH

April 27 - 29, 2025 / Hammamet - Tunisia



SCAN ME!

## Committees

### Industrial Partners Chair:

Dato' Dr. Mohamed Yusoff Al Razali (MYS)  
CEO of NUSATEK Company

### Honorary Chairs:

Azmawani Abd Rahman (MYS)  
Hiroko Kawamoritav (JPN)  
Kaouther Saïed Ben Rached (TUN)  
Mehmet Karan (TUR)

### General Chairs:

Ahmed Rhif (TUN)  
Btissam Legdali (MOR)  
Kamaljeet Kaur (MYS)  
Natalie Solveig Mikhaylov (USA)  
Tina Shabsough (TUR)

### Sessions Chairs:

Adriana Miclea (ROU)  
Adriana Tiron-Tudor (ROU)  
ALJ Bouchra (MOR)  
Ayben Koy (TUR)  
Chaimae Bahi Slaoui (MOR)  
Dalia Al-Eisawi (JOR)  
Evangelia Marinakou (UK)  
Hakem Sharari (JOR)  
Ikhlal Altarawneh (JOR)  
Islem Khfacha (TUN)  
Manuela Epure (ROU)  
Marija Boban (CRO)  
Mounir Serhani (MOR)  
Miruna-Elena Iliuță (ROU)  
Mohamed Benbouziane (ALG)  
Mohammad Abdalkarim Alzuod (JOR)  
Nadine Khair (JOR)  
Nabila Bhih (MOR)  
Polona Domadenik Muren (SVN)  
Saeedeh Rezaee Vessal (FRA)  
Soukaïna DYOURI (MOR)  
Tarik Legdali (MOR)

### Steering Committee:

Abenet Yohannes (ETH)  
Ahmad Shatnawi (JOR)  
Assefa T. Tensay (ETH)  
Bader Ismaeel (JOR)  
DIOUM Sokhna Bousso (SEN)  
Hanife Yesilyurt (TUR)  
Jelena J. Stanković (ROU)  
Manel Gharsi-Missaoui (TUN)  
Yitbarek Takele Bayiley (ETH)  
Zeynep Ozsoy (TUR)

### Organising Committee:

Imen Kouraichi (TUN)  
Khouloud Guerbej (TUN)  
Nada Chtioui (TUN)

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.

## Topics:

● An online session will be scheduled

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](mailto: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 Closed : **February 10, 2025**

Last Path Opened : **March 10, 2025**

### Inscription

**March 30, 2025**

### Final Manuscript due

**April 15, 2025**

