



13th

INTERNATIONAL CONFERENCE ON BUSINESS ECONOMICS, MARKETING & MANAGEMENT RESEARCH

April 27-30, 2026 / Istanbul - Turkey



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The 13th International Conference on Business Economics, Marketing & Management Research (BEMM-2026) organized by the National Centre for Scientific Promotion and Innovation (CNPSI) under the aegis of the 28th International Forum on Applied Sciences and Innovation (ASI-Turkey'2026) in collaboration with Kairouan University, the LDDI Research Laboratory at the University of ADRAR, Nusatek company in Kuala Lumpur, Universities and other academic from France, Senegal, Morocco, Algeria and Tunisia.

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 (02 pages) in English or in French** (each author can submit not more than two articles). Final versions must be communicated before **April 15, 2026** to be published in the indexed conference proceedings.

● An online session is 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

Publication & Indexing

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

Extended versions of selected high quality papers will be considered for publication in one of the following indexed journals :

- 1- International Journal of Economics & Strategic Management of Business Process (7 papers)
- 2- International Journal of Business & Economic Strategy (7 papers)
- 3- Journal of Economy & International Finance (7 papers)
- 4- Journal of Operational Management & Marketing Strategies (7 papers)
- 5- Entropie Journal (ISTE Ltd. London, UK - 12 papers)



Submission

Author could start by submitting abstract of two pages.

Submission Deadline

First Path Opened : **December 10, 2025**

Inscription

March 30, 2026

Final Manuscript due

April 15, 2026



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