INTERNATIONAL CONFERENCE on

THE FUTURE OF BUSINESS:
INNOVATION
TECHNOLOGY AND
SUSTAINABILITY

Organized By

Bureau of Business Research
Faculty of Business Administration, University of Chittagong
Chattogram-4331, Bangladesh

September 11-12, 2025
[Hybrid Mode]

Venue

Faculty of Business Administration
University of Chittagong
Chattogram, Bangladesh

Important Dates

Activities	Deadlines
Submission of Abstract	April 15, 2025
Acceptance of Abstract Notification	April 30, 2025
Submission of Full Paper	June 30, 2025
Acceptance of Full Paper Notification	July 31, 2025
Registration (Early Bird)	August 1 to August 15, 2025
Registration (General)	August 16 to August 31, 2025

Bureau of Business Research

The Bureau of Business Research (BBR) was established under the Faculty of Business Administration. University of Chittagong, Bangladesh for undertaking and promoting research on business problems for the benefit of business education in general and managers of the state, semi-state, and private enterprises in Bangladesh in particular. It is also aimed at encouraging cross-fertilization of ideas and knowledge between the academicians and researchers from Bangladesh and other countries by arranging workshop, seminar, symposium, training, and conference on relevant and contemporary issues in the field of business administration. By upholding the standard, the Bureau of Business Research has been contributing to the areas of knowledge creation and policy formulation for the business organizations of Bangladesh since the inception in 1976.

About the Conference

The paradigm shift in functional and operational areas of a business has been a common phenomenon in countries, irrespective of their stage of development, of different parts of the world. The journey, starting from the mechanization driven First Industrial Revolution to the rise of artificial intelligence (AI) in this ongoing era of Fourth Industrial Revolution, not only creates opportunities but also develops challenges for business. For instance, the adoption of AI and other big data technologies leads to the decline in labor intensiveness and the potential intensification of economic disparities on one hand, and the emergence of new roles and industries with improved worker productivity on the other hand. At the same time, the agenda focusing on sustainable development requires an integrated approach that takes into consideration environmental protections along with economic development. Accordingly, companies need to recognize their responsibility toward global sustainability while innovating new ideas, designing business operations, and incorporating contemporary

technologies. Moreover, there is a widespread espousal of digital tools and technologies that allow consumers and markets to communicate and undertake transactions with the rapid accessibility to technological advancement. In aggregate, the use of technology, its management and impact on the environment is complex and continuously changing, which demands high investment in innovations, regulations, and new business practices.

Undoubtedly, multidisciplinary, interdisciplinary, and convergence research can add value to such processes of solving complex interactions among these diversified but interrelated areas. It is, thus, important to find out how contemporary research is contributing to these fields of knowledge. At this backdrop, the Bureau of Business Research, Faculty of Business Administration, University of Chittagong, Bangladesh is going to organize an international conference on "The Future of Business: Innovation, Technology and Sustainability" so that necessary policies can be formulated for shaping the future of business across the world.

Conference Objectives

- To find out the global challenges in innovation, sustainability, and technology across diverse countries and regions.

- To explore the research frameworks, regulations, and mechanisms for ensuring innovation in the complex areas of accounting, management, finance, marketing, human resource management, banking, insurance, management information systems, and environment sustainability.

- To gather integration strategies for solving functional, operational, and environmental problems.

Conference Tracks

Accounting

- Cost and Management Accounting
- Social and Environmental Accounting
- Forensic Accounting
- Tax Accounting
- Accounting for Intangibles

- Government and Non-Profit Accounting
- AI in Accounting
- Ethical Issues in Accounting
- International Financial Reporting Standards
- Corporate Governance and Reporting

- Earnings Management
- Sustainability Reporting
- Behavioral Issues in Accounting
- Cross Cultural Studies in International Accounting

Management

- Total Quality Management
- Manufacturing Policy
- Lean and Green Manufacturing
- Digital Supply Chain
- Sustainable Supply Chain Management
- Procurement Management
- Supply Chain Risk and Uncertainty
- Supply Chain Innovation
- Airline and Maritime Logistics
- Supply Chain Social Responsibility
- Industry 4.0 and Its Impact on Supply Chain
- Distribution Management
- Inventory Planning and Control
- International Business

Finance

- Entrepreneurial Finance
- Sustainable Finance
- Financial Technology (Fin Tech)
- Data Analytics and Blockchain in Financial Management
- Security Analysis and Portfolio Management
- Corporate Finance and Risk Management
- International Finance
- Financial Engineering and Derivatives
- Behavioral Finance
- Islamic Finance
- Private Equity
- Investment Banking
- Corporate Restructuring
- Credit Rating
- Microfinance
- Finance for SMEs
- Financial Inclusion

Marketing

- Product Development
- Consumer Behavior
- Customer Relationship Management
- Brand Management
- International Marketing
- Social Media and Digital Marketing
- Tourism and Hospitality Management
- Service Marketing
- Innovations in Marketing
- Marketing Strategy
- Sustainable Marketing
- Marketing Analytics
- New Era of Advertising
- AI in Marketing
- Role of Machine Learning in Digital Marketing
- Emerging Issues in Marketing

Human Resource Management

- Training and Development
- Compensation Management
- Human Resource Accounting
- HR Technology and Digital Transformation
- Employee Well-being and Mental Health
- Conflict Management
- Change Management
- Leadership Development and Succession Planning
- Talent Management Practices
- Sustainable Human Resource Management
- AI in Human Resource Management
- International Human Resource Management

Banking and Insurance

- Risk Management in Bank and Insurance
- Islamic Banking and Insurance
- Merchant Banking
- Agent and Mobile Banking
- Life and Non-Life Insurance
- Sustainable Banking and Insurance
- Regulatory Technology (Reg Tech) for Banks and Financial Institutions
- Bank Restructuring
- Basel Accord
- Central Bank Autonomy
- Treasury Management
- Foreign Exchange Management
- Navigating AI and Machine Learning in Banking and Insurance

Note: *In addition to the aforementioned themes, any other business-related papers are encouraged. According to the decision of conference committee, few papers will be accepted for poster presentation.*

Who can Attend?

Academicians, Industry Experts, Research Scholars, Business Leaders, Policy makers, Entrepreneurs, and Research Students.

Publication Opportunities

All the submitted and presented papers will undergo a double-blind review process. Selected papers will be published in the Chittagong University Journal of Business Administration, South Asian Journal of Management published by Association of Management Development Institutions in South Asia (AMDISA) following their review process, and Bank Parikrama (A Journal of Banking & Finance) published by Bangladesh Institute of Bank Management (BIBM).

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THE CHITTAGONG UNIVERSITY JOURNAL OF BUSINESS ADMINISTRATION

SOUTH ASIAN JOURNAL OF MANAGEMENT

SAJM

ProQuest.   EBSCO

BANK PARIKRAMA
A Journal of Banking & Finance

ERA   ABDC   EBSCO

Best Paper Awards

Best paper from each track will be awarded. The conference committee will select the best papers on the basis of reviewer's recommendation and overall review feedback. In addition, strong representativeness of the paper toward theoretical and empirical contribution to the respective field is also considered for the selection.

CONTACT
PERSONS

Prof. Dr. Mohammad Ayub Islam
Convener
Conference Committee
Whatsapp: +88 01719716671
Email: ayubislam@cu.ac.bd

Prof. Dr. Tunazzina Sultana
Chairman
Bureau of Business Research
Whatsapp: +88 01819393956
Email: tunazzina@cu.ac.bd

Prof. Dr. Ali Arshad Chowdhury
Member Secretary Conference Committee
Whatsapp: +88 01815664590
Email: arshad@cu.ac.bd

Conference Email and Website

All submissions and correspondence : bbrfba@cu.ac.bd
For any update visit https://cu.ac.bd/bbr/

Registration

All paper presenters need to complete the registration on or before the stipulated date. Registration fees will be required to participate in this conference.

Participant Types	Geographic Identity	Registration Type	
		Early Bird (August 1, 2025 to August 15, 2025)	General (August 16, 2025 to August 31, 2025)
Academicians	Local	BDT 2000	BDT 3000
	International (Including one night accommodation)	USD 100	USD 130
	International online	USD 25	USD 50
Research students (MPhil/PhD students)	Local	BDT 1500	BDT 2000
	International	USD 30	USD 50
	International Online	USD 20	USD 30
Others (Corporate)	Local	BDT 3000	BDT 5000
	International	USD 150	USD 170
	International Online	USD 25	USD 50

Guidelines for Submitting Abstract and Full Paper

The abstract has to cover purpose, data and methodology, findings, research implications, and originality. The maximum length of the abstract has to be 250 words.

The following guidelines need to be considered while preparing the paper for submission to the conference:

Format	The file representing the article has to be prepared in Microsoft Word format.
Length of the Article	The length of the article has to be between 4,000 and 6,000 words. The length consists of full text including references and appendices.
Body of the Manuscript	It must be prepared in a 'double spacing' with a 1-inch margin set for top, bottom, left, and right. It should be typed in 12-point Times New Roman font. The page number should be placed at the bottom-center of each page.
Title of the Article	The title of the article needs to be precise and concrete.
Authors' Details	The full name of each author along with corresponding address, affiliation, and e-mail address should be added in the first page of the article. Any information representing the author (s) cannot be displayed in the text of the article.
Keywords	Authors need to provide 3-5 appropriate and short keywords.
Research Funding	Authors need to recognize any funding used for conducting the research in their article in a separate section, namely, Acknowledgement Section.
Headings	Each section of the paper should be organized in (maximum) three sub-headings. Heading 1. Font style: Times New Roman, Font size: 13 and Bold Heading 2. Font style: Times New Roman, Font size: 12, Bold and Italicized Heading 3. Font style: Times New Roman, Font size: 12, and Italicized
Figures Tables and Appendix	• Figures are to be placed at center, and numbered and named after the figure. • Tables are to be placed at center, and numbered and named above the respective table. • Appendix can be given, numbered, and named after referencing.

Notes/ Endnotes	Notes or Endnotes can be used only if it is an absolute necessity. In that case, Notes or Endnotes are needed to be identified in the text by consecutive numbers and listed at the end of the article.
References	References must be in APA Referencing Style and carefully checked for completeness, accuracy, and consistency.
Simultaneous Submission	The manuscript submitted to the conference is not allowed for simultaneous submission to any other journal or conference.

N.B. The Conference wraps up with an exciting sightseeing tour followed by a gala dinner at a 5-star hotel in Chattogram.

A/C Name
BUREAU OF BUSINESS RESEARCH
A/C Number : 0200002063128
Branch   : Chittagong University Branch
             Chittagong North Zone
Routing   : 010152085
Bank Name : Agrani Bank Limited