



# CALL FOR PAPERS

## ICECH2024

### **12<sup>th</sup> International Conference on Emerging Challenges: SUSTAINABLE STRATEGIES IN THE DATA-DRIVEN ECONOMY 1-2 November, 2024**

*Thanh Hoa, Vietnam*

International School - Vietnam National University Hanoi, Hanoi University of Science and Technology – School of Economics and Management, University of Economics and Business - Vietnam National University, Hanoi, National Economics University – Faculty of Business Management, The University of Danang – University of Economics, University of Economics Ho Chi Minh City, Foreign Trade University, University of Economics – Hue University, University of Hertfordshire (UK), AVSE Global (France), PPM School of Management (Indonesia), EM Normandie Business School (France) will organize the 12<sup>th</sup> International Conference on Emerging Challenges: Sustainable Strategies in the Data-driven Economy) in Thanh Hoa, Vietnam on November 1-2, 2024. We would like to invite you to be a part of the ICECH2024 and submit your research papers for presentation. The details are as follows:

Thanks to the juggernaut technological development (especially in the context of the Industrial Revolution 4.0), such as greater data availability and the increasing popularity of the Internet, governments, firms, and people are utilizing data (especially big data) to improve their decision-making, boost productivity, understand citizens and/or customers' needs and behaviours, meet a greater variety of demands and many others benefits. It is undeniable that the data-driven economy features powerful economies of scale, economies of scope, network externalities in many sectors, and pervasive information asymmetry. Businesses globally are experiencing a significant increase in digitalization, leading to a surge in data volumes and emphasizing the need for enterprises to prioritize data-driven approaches. Data is becoming a crucial company asset, and its value relies on effectively utilizing it to produce actionable insights for strategic decision-making.

In addition to the challenges that businesses are facing in the data-driven economy, over the past few years, the world has been gripped with rising uncertainties and significant challenges such as the COVID-19 pandemic, the Russia-Ukraine or the Israel-Hamas conflicts. These issues, coupled with current, lingering problems such as climate change, do pose significant threats to economies and companies around the world. In response to these challenges, governments and firms have adopted sustainability-oriented approaches such as the digitalization and/or digital transformation of business

activities, the pursuit of sustainable development goals (SDGs), or the adoption of Environmental, Social, and Governance (ESG) practices.

In the context of coupling challenges, as mentioned above, it is essential to discuss the solutions that businesses should take to be resilient in uncertain contexts and achieve sustainable development. Thus, ICECH2024 aims to provide a forum for academics and professionals to share research findings, experiences, and knowledge with respect to the craft, implementation and effects of sustainable strategies in a data-driven global economy. The ICECH2024 Conference will focus on (but not limited to) Asia-Pacific nations. We welcome submissions in the following areas: *Economics, Business Law, Management, Finance and Banking, Innovation and Technology, Accounting and Auditing*.

Authors of accepted papers will be invited to present their work at the conference. In addition, authors of best papers will also be invited to submit their papers to a special issue or a regular issue for publication consideration in journals affiliated with the conference. These papers will also be subject to an official, rigorous, double-blind peer-review process by the journal. This conference will be organized on the following tracks and topics:

### **Session 1: Data-driven Economics**

- Digital Economy: its scope, measurement, benefits and role in sustainable development
- Governments' policies and strategies to achieve sustainability in the context of big data.
- Economic Resilience amid rising uncertainty.
- "Black-Swan" Events: Opportunities, Challenges, Impacts, and Implications for Sustainability in Asia-Pacific economies.
- Digital Economy: its scope, measurement, benefits, and role in sustainable development
- Environmental, Social, and Governance (ESG) practices.

*(And other relevant topics)*

### **Session 2: Strategic Management and Business Law**

- Industrial Revolution 4.0, (big) data and firms' strategies/responses.
- E-Business, E-Commerce, and Management Information System
- Corporate Social Responsibility in a Data-driven Economy
- Strategic Management in Uncertainty Context
- Corporate Sustainability and Leadership amid uncertainty.
- Intellectual Property in the Context of Rising Digitalization.
- Emerging Legal Issues in a Digitalized World.

*(And other relevant topics)*

### **Session 3: Supply Chain, E-commerce and Marketing**

- Using (big) data to boost supply chain management and marketing performance.
- Sustainable Supply Chain Management in the context of digitalization
- E-Business, E-Commerce, and Management Information System
- Supply Chain Resilience and Supply Chain Risk Management
- Green Consumption and Green Marketing

*(And other relevant topics)*

### **Session 4: Sustainable Finance and Banking**

The topics in this Session include but are not limited to:

- Opportunities and challenges for banking activities in the context of (big) data and uncertainty.
- Green, Digital and Sustainable Banking/Finance and the role of financial institutions in coping with uncertainties to achieve sustainability.
- Fintech: opportunities, challenges, impacts, and implications for sustainable development.
- Digital Transformation in Banking and Finance: the role of data and implications for sustainable development
- Fiscal and Monetary Policies amid Rising Uncertainty and Climate Change
- Risk Management and Resilience

*(And other relevant topics)*

### **Session 5: Innovation and Technology**

- Innovation Strategy and Management
- Open Innovation
- Social Innovation/Entrepreneurship
- Innovation and Emerging Technologies in a data-driven business world
- Technology Transfer and Intellectual Property

*(And other relevant topics)*

### **Session 6: Accounting and Auditing**

- Environmental, Social, and Governance (ESG) reporting and Firms' Behaviours
- Sustainable Accounting
- Digital Accounting and Auditing
- Creative Accounting

*(And other relevant topics)*

### **Affiliated Journals**

- Journal of International Financial Management and Accounting
- Pacific Asia of the Association for Information Systems (ESCI)
- International Review of Economics and Finance (SSCI, Q2, IF=3.399) (IREF)
- VNU Journal of Economics and Business
- Journal of Economic Studies (The University of Danang – University of Economics)
- Journal of Asian Business and Economic Studies (JABES) (Scopus; ESCI-WoS)
- Journal of Management and Business Review (JMBR)
- Journal of Vietnam's Socio-Economic Development (JVSD)
- Journal of International Economics and Management (JIEM)
- Hue University Journal of Science: Economics and Development

### **KEYNOTE SPEAKERS**

- 1) **Prof. Dr. FARAG, Hisham** is Professor of Finance at Birmingham Business School, and Director of Sustainable Financial Innovation Research Centre (SFIC) at the University of Birmingham. His current research areas are Sustainable Finance, FinTech, Corporate Finance and Corporate Governance, in which he published widely in internationally renowned journals e.g., British Journal of Management, Journal of Financial and Quantitative Analysis, Journal of Corporate Finance, European Financial Management, Journal of Economic Behavior and Organization, European Journal of Finance, Journal of Business Ethics, and Corporate

Governance: An International review among others. He holds a PhD in Finance from the University of Birmingham, UK. Hisham is a qualified Non-Executive Director and a member of the Investments sub-committee at the University of Birmingham. He has extensive industry experience as a financial consultant and a successful track record in attracting research funding from reputable institutions. Hisham is the Editor-in-Chief of Journal of Sustainable Finance & Investments and serves as an Associate Editor of the European Journal of Finance, Review of Corporate Finance, International Review of Economics & Finance, International Journal of Finance & Economics, Research in International Business & Finance and Business Ethics: the Environment & Responsibility.

- 2) **Assoc. Prof. Dr. HUSSAIN, Nazim** currently working as a tenured Associate Professor of Sustainability Accounting at the faculty of Economics and Business of the University of Groningen, The Netherlands. My research interests include Corporate Sustainability Performance and Disclosure analysis, Financial Accounting, Corporate Governance, and Corporate Greenwashing.
- 3) **Prof. Dr. TEO, Chung Piaw** is Provost's Chair Professor and Executive Director of the Institute of Operations Research and Analytics (IORA) in the National University of Singapore. Prior to the current appointments, he was Head of Department, Acting Deputy Dean, Vice-Dean of the Research & Ph.D. Program as well as Chair of the Ph.D. Committee in the NUS Business School. He was a fellow in the Singapore-MIT Alliance Program, an Eschbach Scholar in Northwestern University (US), Professor in Sungkyunkwan Graduate School of Business (Korea), and a Distinguished Visiting Professor in YuanZe University (Taiwan).

## **ORGANIZING COMMITTEE**

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## **IMPORTANT DATES**

Extended Abstract and Full Paper Submission	<b>31 August, 2024</b>
Double-Blind Review and Full Paper Revision	<b>1 September – 15 September, 2024</b>
Announcement of Full Paper Acceptance	<b>16 September, 2024</b>
Registration Deadline	<b>30 September, 2024</b>
Conference	<b>1-2 November, 2024</b>

**SUBMISSION FEE:** US\$ 200

**BEST PAPER AWARDS:** US\$ 500

We look forward to receiving your abstract and/or full paper in response to the call and are happy to respond to inquiries from interested parties.

Your questions may be addressed to our e-mail at [icech2024@vnui.edu.vn](mailto:icech2024@vnui.edu.vn)

For more information, please come to our website: <http://icech.hust.edu.vn>.

Your participation in this effort to produce research papers will contribute to the written body of knowledge and the success of ICECH2024.

*Sincerely,*

**Assoc. Prof. Dr Le Trung Thanh**

Rector, International School

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