



# The International Conference on Management and Business (COMB 2023)

## CALL FOR PAPERS

August 25<sup>th</sup>, 2023

**Submission deadline:** June 25<sup>th</sup>, 2023

**Venue:** The University of Danang, University of Economics  
Danang City, Vietnam

The University of Danang - University of Economics (*DUE, Vietnam*), University of Liège (Belgium), The University of Hue - University of Economics (*Vietnam*), Nha Trang University (*Vietnam*), Quy Nhon University (*Vietnam*), Hong Duc University (*Vietnam*), and Vietnam Association for Logistics Manpower Development are organizing *the tenth International Conference on Management and Business (COMB-2023)*, to be held on **August 25<sup>th</sup>, 2023** in Danang City, Vietnam.

The Annual Conference on Management and Business (COMB) was established in 2012 to serve as a central gathering point in South East Asia for business and management professionals, including researchers, practitioners, experts, and policymakers, both domestically and internationally. The upcoming COMB-2023 conference seeks to explore both theoretical and empirical perspectives on business and management, with a particular focus on helping businesses leverage scientific research to navigate the digital transformation process. This event will also examine strategies for developing transferable business models within digital economy ecosystems, providing firms with actionable solutions for successful implementation of digital platforms, and enhancing management capabilities to ensure sustainable competitive advantage in the new era of Industrial revolution 4.0. In addition, COMB-2023 aims to facilitate post-COVID-19 pandemic business recovery, promote sustainable development, inspire entrepreneurship, and offer solutions for open creative innovation and knowledge transfer in the Industry 4.0 context.

### Main themes:

COMB-2023 welcomes submissions in English from academics, industry professionals, and researchers with original contributions on topics related to **digital business** and **sustainable development in business and management**. It covers both theoretical and empirical backgrounds on digital transformation in business and management and highlights the opportunities and challenges of digital transformation for enterprises in Vietnam. Additionally, we welcome submissions on the importance of enhancing the digital

transformation and management capacity of enterprises in the digital economy and provides solutions for implementing digital platforms successfully.

COMB-2023 also touches on achieving sustainable development in the digital ecosystem and in the post-COVID-19 era. We welcome papers on suggesting policy responses for a sustainable post-COVID-19 recovery and ways to boost sustainable enterprise development, enhance the social responsibility of enterprises, and transition business models toward sustainable development, a circular economy and the evolution of the digital society.

Areas of interest include but are not limited to, the following disciplines: Management, Business, Creativity & Innovation, Entrepreneurship, Digital economy ecosystem, Digital business platforms, Economics, Supply Chain Management, Finance, Marketing and Consumer Behaviors, Human resource management, Information and Technology Management, Operations Management and Research, Service Science, Strategic and Change Management, Tourism and Hospitality Management, Interdisciplinary Studies and related fields.

### KEYNOTE SPEAKER



**Professor Mario Cools**, *Professor in Transport and Mobility at University of Liège, Belgium*

His main research focus lies on transportation models, reliability of transport systems, sustainability enhancing decision support systems, and the impact of new transport infrastructure. Prof. Cools has published numerous articles in leading peer-reviewed journals, including *Safety Science*, *Transport Policy*, *International Journal of Production Research*, *Expert Systems with Application*, *Networks and Spatial Economics*, *Renewable and Sustainable Energy Reviews*, *Transportation Research. Part A-B-C*.

### SPECIAL SESSION

The global logistics sector, and specifically the logistics industry in Vietnam, has been primarily propelled by the swift expansion of e-commerce and automation. The emergence of the fourth industrial revolution, characterized by advancements in AI (Artificial Intelligence), IoT (Internet of Things) networks, and modernization tools, has drastically transformed the landscape of warehouse and distribution services. To address these changes, the COMB-2023 will provide a platform for focused discussions on this topic. Notably, Prof. Mario Cools, a Transport & Mobility Professor at the University of Liège, Liège, Belgium, will be leading a special session on the digital transformation of logistics in Vietnam.

### PUBLICATION OPPORTUNITY

In consultation with the Editors-in-Chief, authors of high-quality research papers will be invited to submit their manuscripts to a regular issue of ***UD-Journal of Science and Technology*** (ACI), and ***Journal of Economic Studies*** (The University of Danang -

University of Economics) with fast-track review. Also, all accepted papers for COMB-2023 will be published in the conference **proceedings with an associated ISBN**.

### **SELECTION COMMITTEE**

Andrew Abbott, *University of Hull, UK*

Yehuda Baruch, *University of Southampton, UK*

Hong Bui, *University of Bath, UK*

Scott Carnz, *City University of Seattle, USA*

Prasanta Dey, *Aston University, UK*

Florian Gebreiter, *University of Birmingham, UK*

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Ninh Nguyen, *Charles Darwin University, Australia*

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Pornlapas Suwannarat, *Kasetsart University, Thailand*

Markus Taussig, *Rutgers University, USA*

Diane Wright, *Manchester Metropolitan University, UK*

### **CONFERENCE ORGANIZING COMMITTEE**

Mario Cools, *University of Liège, Belgium*

Van Dung Bui, *Hong Duc University, Vietnam*

Ngoc My Do, *Quy Nhon University, Vietnam*

Thu Huong Trinh, *Vietnam Association for Logistics Manpower Development*

Quoc Hung Pham, *Nha Trang University, Vietnam*

Tan Quan Truong, *The University of Hue - University of Economics, Vietnam*

Thuy Anh Vo, *The University of Danang - University of Economics, Vietnam*

### **KEY DATES**

June 25<sup>th</sup>, 2023 : Submission deadline

July 21<sup>st</sup>, 2023 : Notification of acceptance/rejection

August 01<sup>st</sup>, 2023 : Registration deadline

August 25<sup>th</sup>, 2023 : Conference event

All submissions must be in Word format under the required template, and be sent electronically via the Conference's email ([comb@due.edu.vn](mailto:comb@due.edu.vn)) by no later than 25<sup>th</sup> June, 2023. Prior to submission, authors should consult the conference guidelines available at <https://due.udn.vn/vi-vn/comb>. Submitted manuscripts will be peer-reviewed, accepted papers will be included in COMB-2023 Proceedings (with an ISBN) and may be selected for presentation.

### **BEST PAPER AWARDS**

All papers will be considered for the Best Paper Award in Management.

## REGISTRATION

See below for more details on fees:

<b>From Vietnam</b>	
Academic Staff	VND 1,500,000
Students and Academic Staff from COMB Co-organizers	VND 1,000,000
<b>From overseas</b>	
Academic Staff	US\$100
PhD Students and Academic Staff from COMB Co-organizers	US\$50

Registration fee includes the abstract book and other conference materials. It also includes welcome reception and coffee breaks during the conference. Accommodation is not included.

## CONTACT FOR QUERIES

Email: [comb@due.edu.vn](mailto:comb@due.edu.vn)

Telephone: Conference Administrator: Assoc.Prof. Man Dang (+84 2363 950 475)  
Conference Program Committee: Dr. Minh Hang Le (+84 905 027 450)  
Conference secretariat: Ms. Linh Ha (+84 2363 954 243)

Website: <https://due.udn.vn/vi-vn/comb>