

# Call for Papers

## 2025 Management Theory and Practice Conference

### Emerging Trends in the Utilization of Artificial Intelligence and Big Data

Exploring the Internet of Things (IoT) and big data opens new avenues for innovative solutions and methodologies. In recent years, the integration of big data and IoT has emerged as a focal point across diverse academic domains, particularly within blockchain connectivity. Both Thailand and Taiwan have recognized the importance of this integration across technology, management, industry, and engineering and set these areas as primary goals of macro economic development plans. On the other hand, for both academic and industrial communities within the technological landscape, the crucial emphasis may lie in understanding how to apply IoT technologies in realizing manufacturing, logistics, and supply chain management applications while upholding cybersecurity principles and ethics. This strategic application ensures that future financial and accounting disclosures are reliable and transparent, aligning with ESG (Environmental, Social, and Governance) standards and sustainability goals.

To promote research on issues of technological innovation and management, as well as to foster deeper academic collaboration with international institutions, the Chulalongkorn Business School (CBS), the National Taipei University of Business (NTUB), and the College of Management at National Taiwan University (NTU) have collaboratively organized the "2025 Management Theory and Practice Conference: Emerging Trends in the Utilization of Artificial Intelligence and Big Data."

This conference serves as a platform for CBS, NTUB, and NTU to introduce groundbreaking theories and concepts to both academic and industrial communities, aiming to enhance technological innovation and management practices in corporations across Thailand and Taiwan. With a thematic focus on cutting-edge topics in big data, IoT, and commerce management, the conference seeks to facilitate in-depth discussions of presented papers and promote interactive engagement among participants. Attendees from diversified academic and industrial backgrounds can gain valuable insights and make informed decisions by exploring methodologies related to the research, collection, processing, and data analysis.

#### **Scope and Topics**

We welcome scholars from various academic fields to submit original research papers in line with the conference theme "2025 Management Theory and Practice Conference: Emerging Trends in the

Utilization of Artificial Intelligence and Big Data”. All theoretical, empirical, and qualitative research are welcome. Potential topics include, but are not limited to:

- Big Data Analysis, Artificial Intelligence, Data Mining and Application
- Blockchain and its Implications for Supply Chain Management
- New Concepts in Accounting and Finance
- Decision Making and Business Models
- International Business Model Innovation
- Business Analysis and Marketing Management
- Corporate Strategy and Information Technology
- Development and Application of E-Business and E-Commerce, Cloud Computing
- Digital Intelligence and Human Resources Technology
- ESG Digital Transformation
- Human Resources: New Concepts and Trends
- Green Supply Chain Management
- Innovation in Management Thinking During and After the Pandemic
- Innovation in Operations and Industrial Management
- Innovation in Services, Logistics, and Supply Chain Management
- Innovation, Diffusion, and Adoption of High Technology
- Intelligent Internet of Things Commerce
- Knowledge Management and Innovation
- Management of Risks, Uncertainties, and Opportunities on Projects
- Organizational Change and Integrated Management
- Planning and Decision-Making in Response to Uncertainty
- Service Innovation and Design
- Social Enterprise Management
- Strategic Management and Innovation in Entrepreneurial Organizations
- Value Chain Innovation Strategy

**Conference Dates:** Feb. 28<sup>th</sup> – Mar. 1<sup>st</sup>, 2025

### **Conference Venue**

**Samyan Mitrtown** (Wang Mai, Pathum Wan District, Bangkok 10330, Thailand)

### **Important Dates**

- Submission Deadline: Aug. 1<sup>st</sup>, 2024
- Acceptance Notification Date: Nov. 29<sup>th</sup>, 2024
- Registration Fees Deadline: Dec. 9<sup>th</sup>, 2024
- Conference Dates: Feb. 28<sup>th</sup> – Mar. 1<sup>st</sup>, 2025

### **City Tour**

- City Tour Date: Feb. 28<sup>th</sup>, 2025

### **Submission Guidelines**

- Please note that the author who submits the original paper to the conference submission system is automatically designated as the corresponding author. The corresponding author is also the primary contact for the conference organizers.
- Manuscript: PDF file; full-text manuscript **OR** long abstract with at least 2,000 words, including the title. Please keep the full-text manuscript or long abstract anonymous. The font should be in Times New Roman typeface in 12-point pitch. The manuscript should be written in English.
- The Conference Committee will make a preliminary review and determine whether the submitted paper is eligible for presentation. An accepted / rejected email will send to the corresponding author once the decision is made.
- Online submission: <https://2025AI.conf.tw>

## **Awards**

### **Best Paper Award**

**Two** papers will be selected for this award, receiving a prize of USD 1,500 or NTD 46,500. All papers presented at the conference are considered.

### **Excellent Paper Award**

**Four** papers will be selected for this award, each receiving a prize of USD 500 or NTD 15,500. All papers presented at the conference are considered.

### **Editor's Choice Award**

**Four** papers will be selected for this award, each receiving a prize of USD 300 or NTD 9,300. All papers presented at the conference are considered.

## **Conference Co-Chairs**

- Prof. Wilert Puriwat, Dean, Chulalongkorn Business School, Chulalongkorn University
- Prof. Lichung Jen, President, National Taipei University of Business
- Prof. Shing-Yang Hu, Dean, College of Management, National Taiwan University

## **Conference Organizing Committee**

- Prof. Pim Soonsawad, Department of Marketing, Chulalongkorn Business School, Chulalongkorn University
- Prof. Wattana Viriyasitavat, Department of Statistics, Chulalongkorn Business School, Chulalongkorn University
- Prof. Ake Pattaratanakun, Department of Marketing, Chulalongkorn Business School, Chulalongkorn University
- Prof. Sansakrit Vichitlekarn, Department of Accountancy, Chulalongkorn Business School, Chulalongkorn University
- Prof. Kavin Asavanant, Department of Commerce, Chulalongkorn Business School, Chulalongkorn University
- Prof. Tanaporn Hongsuchon, Department of Marketing, Chulalongkorn Business School, Chulalongkorn University
- Prof. Kamolmett Chrityakierne, Department of Accountancy, Chulalongkorn Business School, Chulalongkorn University
- Prof. Darcy Caskey, Dean, Office of International Affairs, National Taipei University of

## Business

- Prof. Shih-Wei Hung, Deputy Dean, College of Business, National Taipei University of Business
- Prof. Hsiou-Wei Lin, Department of International Business, National Taiwan University
- Prof. Ho-Min Chen, Department of International Business, National Taiwan University
- Prof. Chih-Ping Wei, Department of Information Management, National Taiwan University
- Prof. Yan-Zhi Wang, Department of Finance, National Taiwan University
- Prof. Cheng-Wei Wu, Department of International Business, National Taiwan University

## Features of the Conference

- Consideration of publishing the manuscripts on special or regular issues of the CBS, NTUB, and NTU journals
- Keynote speech delivered by internationally well-known scholars
- Concurrent paper presentation sessions
- Welcome Banquet (Feb. 28<sup>th</sup>, 2025)
- City Tour (Feb. 28<sup>th</sup>, 2025)

## Registration

- Registration Fee: USD 300 equals to NTD 9,300
- Each attendee must pay the registration fee, including the co-authors who will attend the conference.
- The authors are not required to submit the registration fee upon initial submission; instead, they should await notification from the organizing committee (i.e., acceptance or rejection emails). The authors should pay for the registration fees when their papers are accepted and they will attend the conference in person.

## Organized by

- Chulalongkorn Business School
- National Taipei University of Business
- College of Management, National Taiwan University

## Contact Us

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