

2025 10th International Conference on Marketing, Business and Trade

2025 10th International Conference on Marketing, Business and Trade (ICMBT 2025) will be held in Tokyo, Japan during April 26-29, 2025. ICMBT 2025 is supported by **Kyushu University, Japan, Hitotsubashi University, Japan** and **Southern University of Science and Technology, China, Purdue University Northwest, USA, De La Salle Araneta University, Philippines**. It's the co-located conference of IC4E 2025. The conference aims to build a high-end frontier communication platform in the field of Marketing, Business and Trade, promote the exchange and cooperation of experts and scholars at home and abroad, and promote the innovation and development of industry. We warmly invite you to participate in ICMBT 2025.

10th ICMBT 2025

Tokyo, Japan
April 26-29, 2025

www.icmbt.org

CALL FOR PAPER

Marketing in Specific Industries

Healthcare marketing
Tourism and hospitality marketing
Financial services marketing
Technology and IT industry marketing
Food and beverage marketing

Consumer Behavior

Consumer psychology
Buying behavior
Customer relationship management (CRM)
Customer experience management
Loyalty programs and retention strategies

Market Research and Analysis

Market segmentation
Market entry strategies
Competitive analysis
Product positioning
Pricing strategies

E-commerce and Online Business

E-commerce platforms and technologies
Mobile commerce
Omni-channel retailing
E-commerce logistics and supply chain management
Security and privacy in e-commerce

Marketing Strategies and Trends

Digital marketing trends
Social media marketing
Content marketing
Influencer marketing
Personalization and customization in marketing
Brand management and brand equity Marketing analytics and big data

Entrepreneurship and Small Business Management

Start-up strategies and financing
Innovation and creativity in entrepreneurship
Scaling up businesses
Challenges faced by small and medium-sized enterprises (SMEs)

For more topics, please visit:
<https://www.icmbt.org/cfp.html>

Journal Publication

Submitted papers will undergo a double-blind review process by program chairs and technical committee, and accepted papers after proper registration and presentation will be published in **IJTEF** or **JOEBM**



International Journal of Trade, Economics and Finance
ISSN: 2010-023X (Print)
DOI: 10.18178/IJTEF
Abstracting/Indexing: ProQuest, CNKI, Crossref,
Electronic Journals Library, EBSCO, etc.
Frequency: Quarterly



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Google Scholar, and Crossref.
Frequency: Quarterly

SUBMISSION INSTRUCTION

- ✓ Papers must be written in English and submitted electronically through:
<http://confsys.iconf.org/submission/icmbt2025>
- ✓ Submission Type: Abstract submission for presentation only without publication; Full paper submission for both presentation and publication.
- ✓ Paper Length: The minimum page limit for full paper is 5 pages including all figures, tables, and references. When it exceeds 5 pages, each additional page (from Page 6) will be chargeable.
- ✓ Follow the template when preparing your paper:
IJTEF Template: https://www.icmbt.org/IJTEF_template.doc
JOEBM Template: https://www.icmbt.org/JOEBM_template.doc

Important Dates

Submission Deadline 20 September 2024
Review Result 20 October 2024
Registration Deadline 20 November 2024
Conference Dates 26-29 April, 2025

Contact Us

Conference secretary: Ms. Takahashi Kotomi
Email: icmbt@iedrc.net
Telephone: +86-15102825034
Conference website: www.icmbt.org

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