

2026 11th International Conference on Marketing, Business and Trade

2026 11th International Conference on Marketing, Business and Trade (ICMBT 2026) will be held in Fukuoka, Japan during April 26-29, 2025. It's the co-located conference of IC4E 2026. 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 2026.

11th 2026
ICMBT

Fukuoka, Japan
April 01-04, 2026

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**



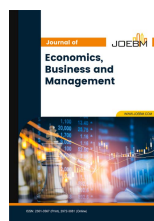
International Journal of Trade, Economics and Finance

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Abstracting/Indexing: ProQuest, CNKI, Crossref, Electronic Journals Library, EBSCO, etc.

Frequency: Quarterly



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Abstracting/Indexing: CNKI, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, and Crossref.

Frequency: Quarterly

SUBMISSION INSTRUCTION

- ✓ Papers must be written in English and submitted electronically through: <https://www.zmeeting.org/submission/icmbt2026>
- ✓ 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 10 December 2025

Review Result 10 January 2026

Registration Deadline 30 January 2026

Conference Dates April 01-04, 2026

Contact Us

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Conference website: www.icmbt.org