



The 18th Conference of International Federation of East Asian Management Associations

Nanjing, 17-19 October, 2025

百年变局下的亚洲管理创新

Asian Management Innovation in the Changing Century

CALL FOR PAPERS

No.1

It is our pleasure to inform you that The IFEAMA 2025 conference will be held at Hohai University in Nanjing, China on **17-19 October, 2025 (Fri, Sat, Sun)**. The main topic of the conference is “*Asian Management Innovation1 in the Changing Century*”.

Today's world is entering an era of profound changes unseen in a century. Many new technologies, represented by artificial intelligence and green energy technology, are reshaping the face of various industries; Issues such as climate change, large-scale infectious diseases, and trade protectionism have brought new challenges to the cooperation and competition of global enterprises. The power of global economic growth is changing, and the market pattern is changing, which has a profound impact on the survival and development of enterprises. Thus, Asian management needs to rethink how to harness new technology for innovation, efficiency, and sustainable development, and how to respond all kinds of challenges in the new time.

International Federation of East Asian Management Associations (IFEAMA) is the management research federation of difference management associations of Asia, especially from east Asian country and the region. The Federation aims to promote the research and the application of business administration in East Asia, and to contribute to industrial development in East Asia and the advancement of the management practice. IFEAMA conference is held in difference Asia area every two years, focus on the development of management research and practices in Asia. The 18th IFEAMA conference will be held in Nanjing, China on **17-19 October, 2025**.

IFEAMA 2025 Nanjing -the 18th Annual Conference of the International Federation of East Asian Management Association (IFEAMA) – is dedicated to exploring the new theoretical challenges faced by the changing economic and business environment in Asia. Special attention is being paid to explore the topic “*Asian Management Innovation in the Changing Century*”

We cordially invite you to submit papers for IFEAMA 2025 conference tracks listed below.

1. Technology Innovation and New Quality Productive Forces;



2. Strategic Management and Organization for Asian Enterprise
3. Digital Business and Innovation in SMEs;
4. Information Technology Management & Business Innovation;
5. Human Resource Management (HRM) and Leadership;
6. Corporate Governance and Financial Management;
7. Eco-Business and Management;
8. Entrepreneurship and Small Business;
9. AI, Business Ethics and Corporate Social Responsibility (CSR);
10. R&D Strategy, AI and Innovation;
11. The East Asian Regional Cooperation;
12. Industrial Policy and Development;
13. Sustainable Development Strategy for enterprises;
14. The Integration of Eastern and Western Management Thinking;
15. Supply Chain Transformation Faced by Asian Enterprises
16. Others;

For more information, please visit the IFEAMA 2025 Nanjing conference website:

<https://www.ifeama.org/conference.htm>

● **Review of Call for Papers and Publication:**

All papers received by the submission deadline will be evaluated in a multi-blind review process. Excellent papers will also be organized in a conference book, titled “*Asian Management Innovation in the Changing Century*”.

● Detailed guidelines for the preparation and submission of papers are available on the conference website: <https://www.ifeama.org/conference.htm>

● **Important dates and Deadline:**

May 10, 2025 - Deadline of Abstract Submission no more 200 words

July 31, 2025 - Deadline of Full Paper Submission

August 31, 2025 - Notification of Acceptance

September 30, 2025 - Deadline of Registration

● **Conference Venue:**

Business School Hohai University, Jiangning Campus, Nanjing, China.

● **Conference Language:**

Papers and Presentations must be in English.



- **Registration Fee: 300 US\$ (Graduate Student: 150 US\$)**

- **Contact information:**

Please send your abstract or paper to Dr. Wangteng – Business School of Hohai University, China by email: hhbswt@hhu.edu.cn

About organizer – Business School of Hohai University

Hohai University, situated in the old capital city Nanjing, Hohai University was founded as Hohai Civil Engineering School in 1915. Hohai University is a state key university under the direct administration of the Ministry of Education of China, and is on the State “211 Project” which is the Chinese government’s new endeavor aimed at strengthening about 100 institutions of higher education and key disciplinary areas as a national priority for the 21st century. It is a comprehensive university with research and study of water resources as its main focus, education of engineering subjects as its first priority, and coordinated development of a wide array of disciplines, ranking among China’s top universities in its teaching indexes and overall strength. Hohai University has 31 schools and departments in total, covering engineering, sciences, economics, management, arts and law.

Hohai University is one of the earliest higher education institutions in China to establish business discipline. It can be traced back to the establishment of the Hohai Engineering Specialized School in 1915. The school’s mission is seeking global knowledge and becoming a business elite. The school’s vision is: follow the characteristics of Hohai and become world-renowned business school.

The school currently has 7 departments, 2 vocational education and social service institutions, 17 research institutes and 16 provincial and ministerial level scientific research platforms. The school currently has 218 faculty members and 183 full-time teachers, including 38 professors, 79 associate professors, 24 doctoral supervisors, and 100 master's supervisors. Doctoral degree teachers account for 81.4%, and overseas experienced teachers account for 51%. The school has over 4700 students, including over 2000 graduate students, over 240 international students, and over 2700 undergraduate students.

The school has Doctoral degree granting points for two first level disciplines: Business Administration, Management Science and Engineering; Master's programs in five primary disciplines. There are 5 national first-class undergraduate majors, 2 provincial-level first-class undergraduate majors, as well as 10 undergraduate majors.

About place – Nanjing, China

Nanjing, as the capital of Jiangsu Province, is a popular travel destination in China with abundant historical and cultural heritages. Capital of 6 dynasties — In ancient China, Nanjing served as the capital of Wu, Eastern Jin and Southern Dynasties (Song, Qi, Liang, Chen) for a total of over 500 years; one of the four ancient capitals of China — 6000 years’ history left Nanjing plenty of historical heritages and made it one of the Four Ancient Capitals of China together with Beijing, Luoyang and Xi’an. The city of humanity — No matter it is glorious or devastated, Nanjing has always been a cultural melting pot to fuse the East and the West. The center of Buddhism culture in eastern China — Buddhism began to spread across Nanjing in China long ago and a number of Buddhist temples are well preserved in this historical city. A



green city — Nanjing is endowed with rich natural resources and boasts a pleasant climate that enables an abundance of plants to thrive. A vital hub in Eastern China — Situated in the lower reaches of Yangtze River near Shanghai, Nanjing enjoys a golden waterway with China's longest river flowing through it. Last but not the least, Nanjing, with various local Chinese dishes and western food.