The 19th International Conference of the International Federation of East Asian Management Associations (IFEAMA 2027)

Ulaanbaatar, Mongolia, 19-21 August 2027

Hosted by the National University of Mongolia

Navigating New Frontiers in Management: Embracing AI, Adapting to Global Fragmentation, Redefining International Education, and Cultivating Skills for the Digital Era

CALL FOR PAPERS

Invitation

It is our great pleasure to announce that the 19th International Conference of the International Federation of East Asian Management Associations (IFEAMA 2027) will be held at the National University of Mongolia, in **Ulaanbaatar, Mongolia, on 19-21 August 2027**. Mongolia welcomes IFEAMA for the second time, following the 13th Conference hosted by the National University of Mongolia in July 2015.

Theme of the conference is ***"Navigating New Frontiers in Management: Embracing AI, Adapting to Global Fragmentation, Redefining International Education, and Cultivating Skills for the Digital Era".***

Conference objective

The conference aims to:

- Explore the transformative impact of artificial intelligence and emerging technologies on business, management, education, and society.
- Advance research on contemporary management theories, strategic leadership, organizational transformation, and business innovation.
- Examine the implications of global fragmentation for international business, trade, investment, and economic cooperation.
- Discuss emerging developments in marketing, finance, accounting, entrepreneurship, and organizational management.
- Explore new directions in international education, digital learning, and AI-integrated teaching and research.
- Identify the digital, analytical, managerial, entrepreneurial, and ethical competencies required for the future workforce.
- Promote sustainable business practices, responsible innovation, and inclusive economic development.
- Strengthen international academic collaboration and university–industry partnerships.

Conference themes and subthemes

The conference is organized around four interconnected thematic pillars.

THEME 1. EMBRACING AI AND TRANSFORMING MANAGEMENT
This theme explores how artificial intelligence, digital technologies, and data-driven innovation are transforming management practices, organizational strategies, and business decision-making.
Suggested Research Topics:

- AI and Strategic Management
- Digital Transformation and Business Innovation
- AI-Driven Marketing and Consumer Analytics
- Digital Finance, FinTech, and Investment Management
- AI in Accounting and Organizational Decision-Making
- Digital Operations and Supply Chain Management
- AI Governance, Ethics, and Risk Management
- Digital Leadership and Organizational Transformation

THEME 2. ADAPTING TO GLOBAL FRAGMENTATION AND TRANSFORMING INTERNATIONAL BUSINESS
This theme examines the impact of geopolitical shifts, economic fragmentation, and changing global trade and investment patterns on international business and regional economic cooperation.

Suggested Research Topics:

- Global Economic Fragmentation and International Business
- International Trade, Investment, and Economic Integration
- Geopolitical Risks and Business Strategies
- Global Supply Chains and Economic Resilience
- Foreign Direct Investment and Emerging Markets
- International Marketing and Cross-Cultural Management
- Regional Cooperation and Business Competitiveness
- Sustainable Development and Global Economic Governance

THEME 3. REDEFINING INTERNATIONAL EDUCATION IN THE DIGITAL ERA
This theme examines the transformation of higher education through digital innovation, artificial intelligence, internationalization, and evolving approaches to teaching, learning, and research.

Suggested Research Topics:

- Internationalization and Global Competitiveness of Higher Education
- AI and Digital Transformation in Higher Education
- Innovation in Business and Management Education
- Curriculum Development and Future-Oriented Learning
- International Academic Collaboration and Student Mobility
- University–Industry Partnerships and Knowledge Transfer
- Educational Innovation, Quality Assurance, and Digital Learning
- Higher Education Leadership and Institutional Management

THEME 4. CULTIVATING SKILLS AND LEADERSHIP FOR THE DIGITAL ERA
This theme focuses on developing the competencies, leadership capabilities, and human capital required to address technological disruption and the evolving demands of the global workforce.

Suggested Research Topics:

- Digital Literacy and AI Competencies
- Future Skills and Workforce Readiness
- Strategic and Digital Leadership
- Data Analytics and Evidence-Based Decision-Making
- Entrepreneurship and Innovation Competencies
- Human Capital Development and Talent Management
- Ethical Leadership and Responsible Management
- Lifelong Learning and the Future of Work

We cordially **invite you** to submit papers that address the main theme or any of the conference topics listed above. Empirical, conceptual, case-based and comparative studies are all welcome.

About IFEAMA

The International Federation of East Asian Management Associations (IFEAMA) is an international federation dedicated to promoting research and the application of business administration in East Asia, contributing to industrial development, and advancing management theory and practice. IFEAMA provides an international platform for academics, researchers, universities, management associations, and business professionals to exchange knowledge, share research findings, and strengthen academic and professional cooperation across East Asia and beyond.
Its members include the Japan Scholarly Association for Asian Management, IFEAMA Industry Section Japan, Hohai University (China), the State University of Management (Russia), the National Economics University (Vietnam), the National University of Mongolia, the Nepalese Academy of Management and Kazakh National Agrarian Research University.

Review and Publication

All papers received by the submission deadline will be evaluated through a double-blind peer review by the Program Committee.

- Accepted papers presented at the conference will be included in the **IFEAMA 2027 Ulaanbaatar Conference Proceedings** (with ISBN).
- Excellent papers will be selected for publication in an edited book titled *"Navigating the New Frontiers of Management"* with an international academic publisher [publisher to be confirmed, e.g. Springer].
- A **Best Paper Award** and a **Best Young Researcher Award** (for doctoral students and early-career scholars) will be presented at the Closing ceremony.

Important Dates

Milestone	Deadline
Abstract submission (max. 200 words)	15 February, 2027
Full paper submission	30 April, 2027

Milestone	Deadline
Notification of paper acceptance	30 May, 2027
Registration and fee payment	30 June, 2027
Conference	19-21 August, 2027

Conference Venue

Main library building, National University of Mongolia, Ulaanbaatar, Mongolia.

Conference language

Papers and Presentations must be in English.

Registration fee: US$300 (graduate students US$150)

Format: In-person conference. Online presentation may be considered for authors unable to travel.

Social program: Company visit and an optional cultural tour around Ulaanbaatar will be organized after the academic sessions.

Submission Requirements

Authors are invited to submit original, unpublished manuscripts in English. Papers will be selected by the Program Committee, composed of international scholars from IFEAMA member institutions.

- Submit in electronic format (**MS Word file only**) to the Conference Secretariat at the address below.
- Full papers: **no more than 15 pages or 6,000 words**, including tables, figures and references.
- Abstract: **no more than 200 words**, with 4–6 keywords and the selected track number.
- Maximum **5 authors** per paper. Each person may be first author of **only one** paper.
- Use of generative AI tools in preparing the manuscript must be disclosed in a short statement before the references. AI tools cannot be listed as authors.

Paper Layout

Element	Format
Page and margins	A4 (21 × 29.7 cm); top and bottom 3 cm, left and right 2 cm
Title	Times New Roman 20, centred, between two horizontal lines; sub-title 16
Authors	Name, affiliation, university and country only; Times New Roman 12, italics
Abstract	First-level heading "Abstract"; Times New Roman 12, italics; max. 200 words
Headings	Left-aligned, one blank line before; level 1: 16 pt; level 2: 14 pt; level 3: 12 pt italics
Body text	Times New Roman 12, line spacing 16 pt, justified; first-line indent 1.5 cm (except after a heading, list, table or figure); emphasis in italics, not bold

Element	Format
Tables and figures	Numbered Table 1, Figure 1, etc.; titles in Times New Roman 12; inserted in the text
Notes	Endnotes instead of footnotes, placed before the references; Times New Roman 10
References	At the end. In-text: author surname and year, e.g. (Kotler and Armstrong, 2017). Reference list with full names; book, journal and series titles in italics

Reference list examples:

- Book: Kotler, P. and Armstrong, G. (2017) *Principles of Marketing*. Pearson Education, London, United Kingdom.
- Journal article: Fama, E. and French, K. (2002) Testing trade-off and pecking order predictions about dividends and debt. *The Review of Financial Studies*, 15(1), 1–33.

Program Committee

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Contact Information

Please send your abstract and full paper to the Conference Secretariat, Associate Prof. Jigjiddorj SARANTUYA, Business School, National University of Mongolia

Email: sarantuyaj@num.edu.mn

About the Organizer. National University of Mongolia

The National University of Mongolia (NUM), founded in 1942, is the country's first and leading comprehensive university. It conducts teaching and research across the natural sciences, engineering, social sciences, humanities, law and business, and is a founding Mongolian member of IFEAMA.

The Business School of NUM is one of Mongolia's leading institutions for business and management education. It offers bachelor's, master's and doctoral programs in business administration, marketing, finance, accounting, management, tourism and related fields, and works with partner universities across Asia, Europe and North America. The School hosted the 13th IFEAMA Conference in 2015 and is honored to welcome the IFEAMA community back to Ulaanbaatar in 2027.

About the Place. Ulaanbaatar, Mongolia

Ulaanbaatar, the capital of Mongolia, is the political, economic, educational and cultural centre of the country and home to nearly half of its population. Founded in 1639 as a mobile monastic settlement, the city today combines Buddhist monasteries, Soviet-era architecture and a fast-growing modern skyline.

Mongolia offers participants a distinctive setting for the conference theme. It is a young, digitally connected society, a resource-rich and landlocked economy positioned between two large neighbours, and an active partner in regional cooperation through its "Third Neighbour" policy. Visitors can experience the heritage of the Mongol Empire, nomadic culture and the open steppe within an hour's drive of the city. Ulaanbaatar is served by Chinggis Khaan International Airport, with direct flights from major cities in East Asia, Russia, Central Asia and Europe.