

ABOUT ICMBS

2027 3rd International Conference on Marketing and Behavioral Science (ICMBS 2027) will be held in Fukuoka, Japan during July 15-18, 2027.

CONFERENCE TOPICS**Marketing**

- Strategy
- E-Commerce and Technology
- Consumer Behavior
- Marketing Research: All Areas

Management

- Human Resources
- Organizational Behavior
- Management Education
- Leadership
- Supply Chain Management

Economics

- General Economics
- International Economics
- Economic Education
- Growth and Development

Finance

- Corporate Finance
- Investments
- Insurance and Banking
- Finance Education

Management Information Systems (MIS)

- Decision Sciences
- Information Systems
- Virtual Teams, Groups and Communities

Interdisciplinary

- Business Cases
- Multicultural Issues
- Technology and Business Education
- Hospitality and Tourism
- Global Corporate Responsibility

Behavioral Science in Management

- The Use of Behavioral Economics to Shape Public Policy
- Methodological Research on Tracking Consumer Behavior and the Effect of Nudges
- Behavior Differences Amongst Consumer Segments: What, Why, and How
- The Influence of Incentives On Human Decision-Making

More topics: <https://icmbs.org/cfp.html>

CONTACT

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ICMBS 2027

July 15-18 | Fukuoka, Japan

Marketing and Behavioral Science

ABOUT PUBLICATION

Accepted papers will be published by Springer Nature as book chapter in a volume of the Springer Proceedings in Business and Economics book series (SPBE, e-ISSN: 2198-7254, print ISSN: 2198-7246). The books series now is indexed by Scopus, zbMATH, etc.

Note: For those who're NOT looking to publish your papers, it's acceptable to submit your abstracts to the conference simply for oral or poster presentation without publication.

SUBMISSION

FULL MANUSCRIPT (PUBLICATION&PRESENTATION)
ABSTRACT (PRESENTATION ONLY)

Conference Submission System available at:
<https://www.zmeeting.org/submission/icmbs2027>
 Or Send paper to icmbs@chairmen.org

Template:

[Full Paper Template \(MS Word\)](#)

[Full Paper Template \(Latex\)](#)

[Abstract Template](#)

IMPORTANT DATE**SUBMISSION DEADLINE**

February 25, 2027

NOTIFICATION DATE

March 25, 2027

REGISTRATION DEADLINE

April 15, 2027

DELEGATE REGISTRATION DEADLINE

before July 10, 2027

ORGANIZING COMMITTEE**Conference Advisory chairs**

Prof. Daniel J. Mills, Ritsumeikan University, Japan

Prof. Joo Han Ryoo, Hanyang University, Korea

Conference Co-chairs

Prof. Rong Zhang, Nishinippon Institute of Technology, Japan

Assoc. Prof. Mitsunori Hirogaki, Kyushu University, Japan

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