



# International Conference on Embracing new Trends in Business -

<https://confscience.com/entb/>

March 1-2, 2022 Brugge, Belgium

The International Conference on Embracing new Trends in Business (ENTB 2022) is organized to provide a platform for researchers, experts, practitioners, and students to discuss, share, and present their experiences and solutions in the fields of business innovation, management, marketing, and e-commerce. The conference will particularly focus on how businesses and industries are adapting and reinventing their processes and strategies to mitigate the impact of COVID-19. The attendees will benefit from guest speaker talks, a peer reviewed technical program, and interesting exchanges on a variety of increasingly important topics that include, but not limited to:

## Business

- Entrepreneurship, Innovation & Leadership
- Business systems and Processes
- Disruptive Technologies
- Emerging Markets
- Strategic Planning Mergers & Acquisitions
- Business Intelligence, Models, and Ethics
- Product Development
- Business Administration & Laws
- Public-Private Partnerships
- Risk Management
- Sales and Marketing
- Corporate Communications
- Business Negotiation & Planning
- Change Management
- Competitive Strategies
- Corporate Governance
- Customer Services
- In Sourcing / Outsourcing
- Performance Measurement

## Marketing

- B2C, B2B, B2G
- Affiliate Marketing
- Branding
- Content Marketing
- CRM (Customer Relationship Management)
- Digital Branding
- Online Marketing
- Influencer Marketing
- International Marketing
- Affiliate Marketing
- Community Management
- Content Marketing
- Customer Relationship Management
- Digital Branding
- Emerging Marketing Techniques and Technologies
- Mobile and Online Marketing
- Social Media and Services

## International Trade

- International regulations and standards
- International organizations and Societies
- Contracting and Invoicing
- Foreign Direct Investment

## Venue



- International Trade Policy and Multilateralism
- Custom Services
- Global Supply Chains
- Foreign Trade Zones & Free Zones
- Emergent Solutions for International Trading
- Coordination, Cooperation and Competition
- Human Rights and International Trading
- International Trading Controversies
- Data Science for International Trade

## Management

- Data Management
- Strategic Management
- Change Management
- Communication Management
- Human Resource Management
- Business process Management
- Workplace & Diversity
- Employee satisfaction
- Organization Culture
- Advertising Management
- Environment, Event Management, and Risk Management
- Information Technology Management
- Insurance Management, Investment Management
- Public Sector Management
- Quality Management and Assurance
- Tax Management
- Time Management

## Ecommerce

- Artificial intelligence
- Cross Border Ecommerce
- Data Privacy
- E-Commerce Platforms & Strategies
- Smart Logistics
- Big data Analysis
- B2B Ecommerce
- Blockchain for Ecommerce
- Cloud-Based Services
- Ecommerce Innovations
- Ecommerce Laws and Regulations
- Contracting, Invoicing & Taxes
- Fraud and Risk Management
- Mobile Commerce
- Online Payments
- Smart Connected Products

## Dates

- Paper Submission: **August 1, 2021**
- Acceptance Notification: **October 15, 2021**
- Final Manuscript: **December 15, 2021**
- Conference: **March 1-2, 2022**

## Submission

Contributions must be original and of high quality. Submitted papers will follow peer-review procedures. Authors of outstanding papers will be invited to extend their research works for a potential publication in journal special issues with high impact factors