



77th

IBBC 2025

International Borneo Business Conference (IBBC)

CONFERENCE

8:00 – 5:00pm

Thursday & Friday (9–10 October 2025)

The Klagan Regency Hotel (1B)
Kota Kinabalu Sabah

Theme:

Harnessing AI Technology for Business Competitive Advantage

TOPIC & SUB-TOPIC

We invite scholars, researchers, practitioners, and industry professionals to submit their original research papers related to Artificial Intelligence (AI) and business innovation in the following areas, but not limited to:

Business & AI Integration

- AI-Powered Business Innovation – The impact of AI on creativity, automation, and business growth.
- AI-Driven Marketing & Sales Strategies – Leveraging AI for data-driven marketing, consumer insights, and predictive analytics.
- Customer Experience & AI Personalization – How AI enhances customer engagement, loyalty, and satisfaction.
- AI in Supply Chain & Logistics – AI's role in predictive supply chain management, automation, and efficiency.
- Ethics & Responsible AI in Business – Addressing ethical concerns, privacy, and responsible AI usage in decision-making.

AI & Economic Growth

- AI and Economic Productivity – AI's impact on industrial efficiency, digital transformation, and economic development.
- AI's Role in Global Trade & Investment – How AI affects international trade, market accessibility, and global business integration.
- AI and Employment Transformation – The influence of AI-driven automation on job displacement, reskilling, and workforce dynamics.
- AI and Economic Policy & Regulation – The need for policy development to address AI's economic impact.
- AI and the Digital Economy – How AI-driven innovations are shaping the future of digital entrepreneurship and financial ecosystems.

AI in Accounting & Finance

- AI in Financial Reporting & Analysis – Enhancing accuracy, risk assessment, and fraud detection.
- AI-Enabled Auditing – Revolutionizing traditional auditing practices through AI-driven automation.
- AI for Risk Assessment & Management – Real-time AI applications for financial risk prediction and mitigation.
- AI in Taxation & Compliance – AI's role in improving tax compliance, automation, and fraud prevention.

Emerging AI Applications in Business & Society

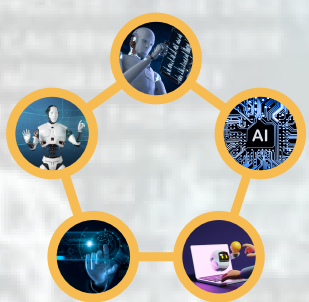
- AI in Sustainable Business Practices – AI's role in green business models and environmental sustainability.
- AI and Consumer Behavior – AI's influence on purchasing decisions, e-commerce, and digital marketing.
- AI and Entrepreneurship – The role of AI in new business ventures, startup innovation, and competitive strategies.
- AI in Education and Learning – AI-powered tools in business education, training, and skill development.
- AI and Cybersecurity in Business – Protecting business data and operations using AI-driven security solutions.

★ Papers in other AI-related business and economic fields are also welcome!

Submit your abstract & full paper via: <https://upc.ums.edu.my/e/ibbc2025>

For inquiries: ibbc@ums.edu.my

Be part of IBBC 2025 and contribute to the future of AI in business!



CONFERENCE FEES

- Presenter (Local & International): **RM1000 (F2F)/ RM500 (Online)**
- Poster Presentation (Local & International): **RM200 (F2F/Online)**
- Participants (Local & International): **RM300 (F2F)/RM150 (Online)**

BEST PAPER & POSTER AWARD

- The winners will receive a certificate and cash prize.

IMPORTANT DATES (GMT +8:00)

- Abstract Submission Dateline: **18 May 2025**
- Abstract Notification of Acceptance: **18 June 2025**
- Full Paper/ poster Submission Dateline: **15 Aug 2025**
- Full Paper/ poster Notification of Acceptance: **15 Sept. 2025**
- Last Day Registration: **25th Sept. 2025**

PUBLICATION OPPORTUNITIES

- International Journal of Business and Society (IJBS) (Scopus Q3 - Additional Fees of USD200)
- Springer Nature (Chapter in Book: Scopus)
- Malaysian Journal of Business and Economics (MJBE - MyCite: Additional Fees of RM250)
- Labuan Bulletin of International Business and Finance (LBIBF-MyCite)
- Labuan e-Journal Muamalat and Society (LJMS-MyCite)
- International Journal of Research and Innovation in Social Science (IJRISS - ERA - Additional Fees of USD35)
- Jurnal Akuntansi Multiparadigma (Sinta 2)
- Journal of the Asian Academy of Applied Business (JAAAB)
- Malaysian Economic Review (MER)

KEYNOTE

SPEAKERS



Prof. Datuk Dr. Kasim Hj Mansur
Sabah Economic Advisor,
Vice-Chancellor
Universiti Malaysia Sabah
Keynote 1 (Academic)



Dato' Seri Michael Tio Boon Yaw
CEO & Founder of PKT Logistics Group
Sdn Bhd
Keynotes 2 (Industry)



Assoc. Prof. Dr. Mohd Rahimie Abd Karim
Dean
Faculty of Business, Economics & Accountancy
Opening Remarks

Main Organizer:

Faculty of Business, Economics & Accountancy (FBEA)

Jalan UMS, 88400 Kota Kinabalu Sabah, Malaysia.

+60 88 320 000 Ext.: 211800

Official Email: ibbc@ums.edu.my

Registration Link: <https://upc.ums.edu.my/e/ibbc2025>



Industry & University Partners and Co-Organizers:



CONTACT:

Secreteriat: +60 88 320 000 Ext.: 211800; Official Email: ibbc@ums.edu.my

Harnessing AI Technology for Business Competitive Advantage

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✦ **AI & Economic Growth**

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✦ **Emerging AI Applications in Business & Society**

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Conference Fees



OPTIONS: CONFERENCE FEES

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- Poster Presentation (Local & International): **RM200** (F2F & Online)
- Participants (Local & International): **RM300** (F2F) / **RM150** (Online)

BENEFITS:



Networking & Collaboration

IBBC 2025 provides a dynamic platform for networking and collaboration, fostering meaningful connections between academia, industry leaders, and policymakers.



Sharing Knowledge

IBBC 2025 fosters knowledge exchange on AI-driven business, economic impacts, and financial innovations. Experts and industry leaders share insights on emerging trends and best practices.



Publication Opportunities

IBBC 2025 offers Scopus, ERA, and MyCite indexed publication opportunities for high-quality papers.



Best Paper and Poster Award

IBBC 2025 recognizes outstanding research with Best Paper and Best Poster Awards, including certificates and cash prizes.



PUBLICATION OPPORTUNITIES

- International Journal of Business and Society (IJBS) (Scopus Q3 - Additional Fees of USD200)
- Springer Nature (Chapter in Book: Scopus)
- Malaysian Journal of Business and Economics (MJBEE - MyCite: Additional Fees of RM250)
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- Jurnal Akuntansi Multiparadigma (Sinta 2)
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- Malaysian Economic Review (MER)

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CALL FOR ABSTRACT

📌 IBBC 2025: Format & Author Guidelines 📌 ABSTRACT SUBMISSION GUIDELINES

✅ Format:

- Title: Bold, UPPERCASE, centered
- Authors & Affiliations: Full names, institutional affiliation, and email address
- Abstract Length: 200–250 words
- Keywords: 3–5 keywords (separated by commas)
- Font & Spacing:
 - Font: Garamond, 11pt
 - Spacing: Single line spacing
 - Alignment: Justified
- Content Structure:
 - Background & Objectives: Brief introduction to the research
 - Methodology: Summary of research approach/methods used
 - Findings: Key results or expected outcomes
 - Implications: Contributions to theory, practice, or industry

✉️ Submit Abstract by: **18 June 2025**
📢 Notification of Acceptance: **28 June 2025**

**REGISTER
NOW**

Submit your abstract & full paper via:
<https://upc.ums.edu.my/e/ibbc2025>



Harnessing AI Technology for Business Competitive Advantage

CALL FOR PAPER

FULL PAPER SUBMISSION GUIDELINES

General Formatting:

- File Format: Microsoft Word (.doc/.docx)
- Paper Length: 5–12 pages (including references, tables, and figures)
- Margins: 1-inch on all sides
- Font & Spacing:
 - Font: Garamond, 11pt
 - Spacing: Single line spacing
 - Alignment: Justified

Paper Structure:

1. Title Page

- Paper Title (Bold, UPPERCASE, Centered)
- Author(s) Name(s) & Affiliation(s)
- Corresponding Author Email

2. Abstract & Keywords

- 200–250 words (as per abstract submission format)
- 3–5 keywords

3. Introduction

- Background, problem statement, and research objectives
- Justification and significance of the study

4. Literature Review

- Relevant theories and prior research studies
- Conceptual framework (if applicable)

5. Methodology

- Research design, data collection methods, and analysis techniques

6. Results & Discussion

- Presentation of key findings (tables/figures where necessary)
- Interpretation and discussion of results

7. Conclusion & Implications

- Summary of findings and contributions
- Practical, theoretical, and policy implications
- Limitations and recommendations for future research

8. References

- Follow APA 7th Edition citation style

 Submit Full Paper by: **15 August 2025**

 Notification of Full Paper Acceptance: **15 September 2025**

UMS UNIVERSITI MALAYSIA SABAH

UNIMAS UNIVERSITI MALAYSIA SARAWAK

11th iBBC 2025

9-10 October 2025 Kota Kinabalu Sabah



UNIMAS
UNIVERSITI MALAYSIA SARAWAK

INDUSTRY PARTNERS



UNIVERSITY PARTNERS





TENTATIVE PROGRAM 9-10 OCTOBER 2025:

 IBBC 2025 – DAY 1: Thursday, 9 October 2025

 Venue: The Klagan Regency Hotel (1B), Kota Kinabalu, Sabah

 Time: 8:00 AM – 10:30 PM (GMT+8)

8:00 AM – 9:00 AM | Registration & Networking

Participant arrival & registration

Welcome coffee/tea & networking session

9:00 AM – 9:30 AM | Opening Ceremony

Welcoming Remarks:

Assoc. Prof. Dr. Mohd Rahimie Abd Karim

(Dean, Faculty of Business, Economics & Accountancy, UMS)

9:30 AM – 10:30 AM | Keynote Session 1 (Academic Perspective)

Keynote Speaker:

Prof. Datuk Dr. Kasim Hj Mansur

(Sabah Economic Advisor, Vice-Chancellor, UMS)

 Topic: "AI and Economic Productivity: The Next Frontier of Business Growth"

10:30 AM – 11:00 AM | Morning Refreshments & Networking Break

11:00 AM – 12:00 PM | Keynote Session 2 (Industry Perspective)

Keynote Speaker:

Dato' Seri Michael Tio Boon Yiau

(CEO & Founder, PKT Logistics Group Sdn Bhd)

 Topic: "AI-Driven Innovation in Logistics and Supply Chain Management"

12:30 PM – 2:00 PM | Lunch & Networking Break

2:00 PM – 3:30 PM | Parallel Session 1: Research Paper Presentations

Breakout Rooms (Session 1):

- Track 1: AI in Business & Innovation
- Track 2: AI and Economic Growth
- Track 3: AI in Accounting & Finance
- Track 4: Emerging AI Applications

3:30 PM – 3:45 PM | Afternoon Refreshments & Networking Break

3:45 PM – 5:00 PM | Parallel Session 2: Research Paper Presentations

Breakout Rooms (Session 2):

- Track 1: AI in Business & Innovation
- Track 2: AI and Economic Growth
- Track 3: AI in Accounting & Finance
- Track 4: Emerging AI Applications

7:00 - 10:30 PM | Networking Dinner

Closing Remarks

Best Paper & Poster Award Announcement

Certificate and cash prize presentation

Lucky Draw

• Announcements for Day 2 sessions