

IBBC 2025 - International Borneo Business Conference 2025



Thursday, October 9, 2025 - Friday, October 10, 2025

The Klagan Regency Hotel, 1 Borneo, Kota Kinabalu, Sabah

Conference 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 and Sales Strategies

Leveraging AI for data-driven marketing, consumer insights, and predictive analytics.

Customer Experience and AI Personalization

How AI enhances customer engagement, loyalty, and satisfaction.

AI in Supply Chain and Logistics

AI's role in predictive supply chain management, automation, and efficiency.

Ethics and 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 and 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 and 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.

Others AI-related business and economic fields

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