



## CALL FOR PAPERS

### 14<sup>th</sup> International Research Meeting in Business & Management IRMBAM2025: Inspiring Visions, Driving Change

#### WHO AND WHERE

Delve into the world of cutting-edge research with the **14th International Research Meeting in Business and Management – IRMBAM 2025** that will take place on 3-4 July 2025 in the stunning heart of the French Riviera - Nice. IRMBAM2025 is not just a conference, it's an immersive experience blending high-caliber, multidisciplinary research with the captivating charm of Nice. A city bathed in Mediterranean splendor, Nice offers an inspiring backdrop for intellectual exploration and academic discourse, making the event truly one-of-a-kind.

Open to submissions across a broad range of disciplines including Management, Entrepreneurship & Family Business, Supply Chain Management, Marketing, Accounting, Banking & Finance, and Economics, **IRMBAM 2025** is a vibrant crossroads of ideas, innovations, and inspirations.

Accepted papers find their stage in our meticulously arranged sessions, fostering rich discussions and collaboration amidst an international community of academics. The conference goes beyond merely showcasing research - it creates a space for knowledge exchange, sparking new insights, fostering collaborations, and advancing academic thought. The main tracks for 2025 are:

- Track 1: **Entrepreneurship & Family Business**
- Track 2: **Corporate Strategy, Forecasting of Organizations & Management**
  - Special Session: **Digitalisation & Inclusion**
- Track 3: **Sustainable Supply Chain Management**
- Track 4: **Business Ethics, CSR, Sustainability & Inclusion**

Track 5: **Banking, Corporate Governance & Financial Accounting**

Track 6: **Green Finance, Energy Economics & FinTech**

Track 7: **Marketing Strategy & Branding**

Track 8: **International Business Management**

## KEYNOTE SPEAKERS

We are happy to announce and welcome **Professor Sascha Kraus** and **Professor Carolyn Strong** as keynote speakers for IRMBAM25 – Inspiring Visions, Driving Change.

**Professor Sascha Kraus** is Full Professor of Management at the **Free University of Bozen-Bolzano**, Italy. He holds a doctorate in Social and Economic Sciences from Klagenfurt University (AT), a Ph.D. in Industrial Engineering and Management from Helsinki University of Technology, and a Habilitation (Venia Docendi) from Lappeenranta University of Technology (FIN). His main areas of research include entrepreneurship, innovation and strategy. Professor Kraus is Editor or Asst. Editor of several journals (RMSC, JSBM, SBE), and with over 50,000 citations one of the most cited researchers worldwide.



**Professor Carolyn Strong** is a Professor of Marketing and Strategy at the **Cardiff Business School**, United Kingdom, where she teaches marketing with a focus on its positive impact on society. As Cardiff Business School's Academic Director of Estates, she has integrated sustainability and circular economy principles into all estate projects. She is also Head of Admissions for Cardiff MBA Programmes and a member of the Management Board. She has published in leading journals, co-edited works on ethical marketing and blockchain, and authored a book on small enterprise marketing. She is the long-standing Editor-in-Chief of the Journal of Strategic Marketing. Her research focuses on sustainability, social enterprise, and marketing's role in supporting local communities.

## IMPORTANT DATES

Submission deadline (full paper): **June 02, 2025 (extended)**

Notification of review results: progressively after submission and no later than **June 05, 2025**

Registration deadline (early bird): June 15, 2025

Registration deadline (full fees): June 25, 2025

Conference event: July 3-4, 2025

## CONFERENCE VENUE

IPAG Business School - Nice Campus  
4, boulevard Carabacel, 06000 Nice, France

## SUBMISSION

The scientific and organizing committee welcomes submissions in various areas of business, management, and finance for presentation at the conference **no later than June 02, 2025**, by midnight Paris time.

Authors are invited to submit their full papers in English in PDF file via the conference website: <https://irmbam2025.sciencesconf.org/submission/submit>. Full papers submitted in French are also welcome. Each track will include dedicated sessions conducted in French as well.

Please note that we do not impose specific length constraints on papers as well as strict formatting requirements. However, submitted manuscripts must have a maximum of 10,000 words (including figures, tables, and references) and contain the essential elements of a research paper needed to convey the content in clearly defined sections.

## REGISTRATION

Please follow the instructions at <https://irmbam2025.sciencesconf.org> to complete your registration.

The following fees are available:

- Academic Staff (early bird): €350
- Academic Staff (full fees): €400
- PhD Student (early bird): €280
- PhD Student (full fees): €330
- Professionals (early bird): €400
- Professionals (full fees): €450
- Accompanying person: €150

The fee includes conference materials, coffee breaks, lunch buffets, and a gala dinner.

Registration deadline (early bird): **June 15, 2025**

Registration deadline (full fees): **June 25, 2025**

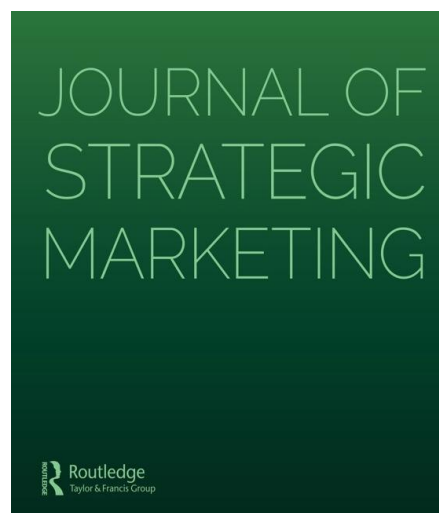
**The accompanying person fee: €150.** This fee is for a participant's accompanying partner who wants to attend the conference's gala dinner. This fee does NOT allow for attendance in the scientific program. For your registration, please follow the same procedure as for presenting authors and select the "Accompanying person fee" category.

**Cancellation policy:** 50% of the conference fee will be charged to all registered individuals who withdraw before the registration deadline (June 25, 2025). No refunds are available on or after that date.

## PUBLICATION OPPORTUNITIES

Special Issue in the **Journal of Strategic Marketing**

Guest Editors: Prof. Mohamed Akli Achabou, IPAG Business School, France; Prof. Sihem Dekhili, ESSCA School of Management, France & Prof. Virginie Thevenin, IPAG Business School, France



In consultation with the **Editors-in-Chief** of the **Journal of Forecasting (WILEY, ABS3)** and the **Management & Sciences Sociales (ISTEC, FNEGE 4)**, authors of selected papers will be invited to submit their manuscripts to a regular issue of these journals with fast-track review.

## CONFERENCE CO-CHAIRS

**Professor Andrea Calabrò**, IPAG Business School, France

**Professor Maria-Giuseppina Bruna**, IPAG Business School, France

## CONFERENCE MANAGER

**Dr. Giang NGUYEN** ([g.nguyen@ipag.fr](mailto:g.nguyen@ipag.fr)), IPAG Business School, France

## CONTACTS

If you have any questions, please contact us at: [irmbam@ipag.fr](mailto:irmbam@ipag.fr)

**LOOKING FORWARD TO MEETING YOU  
IN NICE!**