



# ICEBA 2026

INTERNATIONAL CONFERENCE ON  
E-BUSINESS AND APPLICATIONS

<http://www.iceba.org/>



## 2026 The 12th International Conference on E-Business and Applications

Welcome you to The 12th International Conference on E-Business and Applications (ICEBA 2026). This esteemed conference is organized by the FPT School of Business and Technology (FSB), FPT University, Vietnam, School of Business at Singapore University of Social Sciences, and the Sensors and Systems Society of Singapore (SSS). ICEBA 2026 will be held from July 26-28, 2026 in Hanoi, Vietnam. ICEBA 2026, themed "Cross-Border Integration & Intelligent Upgrade: The New Global Journey of E-Business Empowering Enterprise Transformation", aims to address essential complexities in e-business by inviting papers focusing on systems, software, services, and enterprise-oriented digital transformation.

FPT University, Hanoi, Vietnam July 26-28, 2026

### / Call for Papers

Topics of interest for submission include but are not limited to:

#### Intelligent Tech for Enterprise Digital Transformation

AI & big data in e-business optimization  
Blockchain for cross-border payment & credit  
Intelligent decision-making for global expansion  
IoT application in cross-border logistics tracking

#### Innovative Cross-Border E-Business Service Models

Omnichannel operation for cross-border retail  
Global digital marketing & brand building  
Intelligent user portrait-based customized services  
Cross-border live streaming e-commerce innovation

#### Business Models and Business Processes

m-Commerce  
Mobile User Interfaces  
Online Shopping  
Website Design

#### Sustainable Cross-Border E-Business Development

Green supply chain practices  
Enterprise low-carbon transformation paths  
Digital trade platform social responsibility  
Circular economy in cross-border e-commerce

#### E-business Strategy & Digital Marketing

WOM strategy and online review effectiveness  
Online product strategy and diversified users  
Advertising/promotion strategy of diversified firms in online market  
Firm's innovation strategy in e-business platform markets

#### Information Systems and Operations Management

Influence of IS on Operational Strategies  
Digitization of Logistics and Supply Chain Management  
Digital Technologies for OM  
Smart Manufacturing and Servitization

For more topics, please visit: <http://www.iceba.org/cfp.html>

### / Submission Methods:

1. Submit via the Online Submission System:  
<https://www.zmeeting.org/submission/iceba2026>
2. Submit via e-mail: [iceba2025@163.com](mailto:iceba2025@163.com)  
Paper Template Downloading:  
<https://www.iceba.org/Microsoft+Word+Proceedings+Templates.zip>

### Contact Us:

Conference Secretary: Ms. Lauren Lee    Email: [iceba@academic.net](mailto:iceba@academic.net)    Tel: +86-13648043904

### / Paper Publishing and Indexing:

Submitted papers must be original and contain work that has not been published before or is under review elsewhere. Accepted papers will be published in the ICEBA 2026 Conference proceedings, which will be indexed by Scopus.

### / Call for TPC:

ICEBA 2026 respectfully invite scholars and experts in e-Business technology and its current applications, and their related fields to join the Technical Program Committee. If you are interested or if you have someone to recommend, please send your/their CV/s to [iceba@academic.net](mailto:iceba@academic.net). All received CVs will be carefully reviewed and discussed. TPC member information will be shown on the webpage for ICEBA 2026 as well. Welcome to join us!

### / Important Dates:

Submission Due: February 28, 2026  
Notification Date: March 30, 2026  
Early-Bird Registration Deadline: April 30, 2026

### / Submission Guidelines

#### Full Paper (Publication & Presentation):

Full paper authors can publish their paper and give an oral or poster presentation at ICEBA 2026. You must submit your complete manuscript for review by the submission deadline.  
Full paper page limit: The paper should be at least 8 pages, Up to 10 pages including all figures, tables, and references. Extra pages (from Page 11) will be charged.

#### Abstract (Oral Presentation only, without publication):

Authors interested in presenting at a conference may choose to submit only an abstract (200-400 words). The submitted abstract should contain a sufficient summary of the paper and outline of goals, results, and conclusion, including conveying sufficient understanding when reading in isolation from the paper. You'll give an oral presentation at the conference if your abstract is accepted, but your paper will NOT be published.

**No Submission:** If you only want to attend the conference without any submission, please just register as Delegates.

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FPT SCHOOL OF BUSINESS  
& TECHNOLOGY

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