



## 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

Paper Template Downloading:

<https://www.iceba.org/Microsoft+Word+Proceedings+Templates.zip>

### Contact Us:

Conference Secretary: Ms. Lauren Lee

Email: iceba@academic.net

Tel: +86-13648043904