

**International
Conference on Applied
Business &
Economics**

**21st
Edition**

21st ICABE 2025
**“Synergizing Innovation: The Global Nexus of Business, Technology,
Education, and Economic Sustainability”**

www.icabe.gr
Kuwait City, Kuwait

IUK
الجامعة الدولية - الكويت
INTERNATIONAL UNIVERSITY - KUWAIT



CALL FOR PAPERS



In an era marked by unprecedented global challenges and rapid advancements, the need for integrated solutions has never been more critical. As the world grapples with environmental sustainability, economic resilience, and equitable access to education and technology, the potential for innovation lies at the intersection of these domains. The theme of this year’s conference, “Synergizing Innovation: The Nexus of Business, Sustainability, Education, and Technology,” highlights the importance of collaboration across disciplines to address complex societal issues.

The synergy of business and sustainability drives the development of ethical, scalable solutions that prioritize both profitability and environmental stewardship. Education serves as the foundation for equipping future generations with the knowledge and skills to navigate and solve these challenges, while technology acts as a catalyst, transforming ideas into tangible, impactful innovations.

This conference seeks to illuminate how these fields interconnect to create a dynamic ecosystem of innovation. By bringing together leaders, researchers, and practitioners from diverse sectors, we aim to explore the interplay between technological advancements, sustainable practices, business strategies, and educational initiatives.

Participants will delve into questions such as:

- How can businesses integrate sustainability without compromising growth and what is the cost for such a development?
- What role does education play in fostering a culture of innovation and sustainability? How can Higher Education Institutions adopt their programs to this objective?
- How can technology bridge the gap between ideas and implementation, particularly in underserved communities?
- What partnerships and policies are needed to drive systemic changes?
- Together, we will chart pathways for collaboration, inspire actionable solutions, and create a vision for a future where innovation thrives at the nexus of these transformative forces.

The Conference' Objectives are to:

- Foster interdisciplinary collaboration and idea exchange.
- Showcase cutting-edge research and technological advancements.
- Explore sustainable business practices and educational innovations.
- Develop actionable strategies for real-world impact.

Topics of submission may include but are not limited to:

1. The Global Nexus of Business and Technology

- Artificial Intelligence and Business Strategy
- The Future of Digital Transformation in Business
- Big Data, Analytics, and Business Intelligence
- Financial Technology (FinTech) and Digital Finance
- The Role of Robotics and Automation in Business
- Sustainable Technology and Green Innovation

1. Economic Sustainability and the Business of Sustainability

- The Financial Implications of Sustainability
- Sustainable Supply Chain Management
- Climate Change, Business, and Economic Growth
- Corporate Social Responsibility (CSR) and Profitability
- Renewable Energy and Business Strategy
- Economic Policy, Regulation, and Business Adaptation

1. International Business and Global Cooperation

- Cross-Border Trade and Investment in the Digital Era
- Geopolitics, Business Strategy, and Economic Growth

- Entrepreneurship and Innovation in the Global Economy
- The Future of Work in a Globalized World
- The Role of International Financial Institutions

1. The Intersection of Business and Education

- The Role of Business Schools in the Digital Economy
- Education for Sustainable Business Practices
- Lifelong Learning and Workforce Upskilling
- Global Education and Business Competitiveness

1. Marketing, Consumer Behavior, and Innovation

- The Influence of Digital Platforms on Consumer Behavior
- Branding and Corporate Reputation in the Digital Age
- Behavioral Economics and Decision-Making

1. The Role of Governments and Institutions in Economic Sustainability

- Public Policy and Business Sustainability
- Smart Cities and Economic Sustainability
- The Role of NGOs and Non-Profits in Business Sustainability

LOCATION

The International University of Kuwait (IUK) is strategically located in the Ardiya Government Area, offering a prime and accessible location for students, faculty, and visitors. Positioned along Mohamad Bin Qasim Street, IUK enjoys a central spot in Kuwait's educational and commercial hub, just a short distance from the renowned Avenues Mall.

With its modern campus and state-of-the-art facilities, IUK provides a dynamic learning environment that fosters innovation, creativity, and academic excellence. The university's convenient location ensures easy access through major highways and public transportation routes, making it an ideal destination for higher education in Kuwait.



IMPORTANT DATES

<https://icabe.gr/important-dates/>
Deadline for Paper Submission: **October 1, 2025**
Authors' Notification: **October 3, 2025**
Early Bird Registration ends: **October 2, 2025**
Conference Dates: **3 to 5 November 2025**

PAPER SUBMISSION AND PROCEEDINGS

Authors should submit original, unpublished research papers. All accepted papers will be published in the conference proceedings. Submissions should not be under consideration for any other conference or journal outlet.

Further information will soon be made available on the conference website www.icabe.gr

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