

# **2024 OkIP International Conference on Business Frontiers (ICBF)**

**Monday, 1 April 2024 - Thursday, 4 April 2024**

**Tiako Center, Oklahoma City, OK, USA & Online**

## **Scientific Tracks**

## **Accounting**

Financial Accounting  
Cost Accounting  
Auditing  
Managerial Accounting  
Accounting Information Systems  
Tax Accounting  
Forensic Accounting  
Fiduciary Accounting  
Government Accounting  
International Accounting  
Fund Accounting  
Political Campaign Accounting  
Other

## **Business Law**

Contracts Law  
Competition Law  
Corporate Law  
Securities Law  
Federal Tax Law  
State Tax Law  
Local Regulations  
Venture capital Law  
Business Formation  
Business Associations  
Mergers & Acquisitions  
International Business Transactions  
International Trade Law  
Public Offerings  
International Arbitration  
Other

## **Finance**

Corporate Finance  
Investments  
Financial Institutions  
International Finance  
Investment banking  
Commercial bank  
Public Finance  
Financial Management  
Financial analysis  
Private Equity  
Asset Management  
Structured finance  
Hedge Fund

Private Banking  
Financial Planning  
Other

## Economics

Agriculture Economics  
Natural Resources Economics  
Environment Economics  
Energy Market  
Behavioral Economics  
Business Economics  
Economic History  
Economic Development  
Financial Economics  
Health Economics  
Education Economics  
IT Economics  
Industrial Organization  
International Trade and Finance  
Labor Economics  
Law and Economics  
Macroeconomics and Monetary Economics  
Mathematical and Quantitative Methods  
Econometrics  
Experimental Economics  
Public Economics  
Urban, Rural, and Regional Economics  
Other

## Investments

Stocks | Shares | Equities  
Bonds | Gold  
Mutual Funds | Bank Products  
Exchange-Traded Funds  
Certificates of Deposit  
Retirement Plans  
Options | Index Funds  
Annuities  
Derivatives  
Commodities  
Hybrid Investments  
Fixed Deposits  
Retirement Planning  
Cash and Cash Equivalents  
Real estate Investment  
Provident Funds  
Insurance products  
U.S. Savings Bonds & Corporate Bonds  
Cryptocurrency | Bitcoin | Dogecoin  
Mortgage-Backed Securities

401k | IRA  
Real Estate Investment Trust  
Other

## Management

Personnel Management  
Financial Management  
Marketing Management  
Production Management  
Purchase Management  
Development Management  
Maintenance Management  
Office Management  
Human Resource Management  
Cost Management  
Accounting Management  
Sales Management  
Advertisement Management  
Communication Management  
Public Relations Management  
Environmental Management  
Service Management  
Quality Management  
Research and Development Management  
Other

## Business Strategy

Vision and Business Objectives  
Core Values  
Stands for Strengths/Weaknesses/Opportunities/Threats  
SWOT Analysis  
Tactics  
Resource Allocation Plan  
Measurement  
Deadlines | Goals | Budgetary Concerns  
Products Cross-Sell  
Product/Service Innovation  
Research and Development Investment  
Customer Service Improvement  
Young Market Cornering  
Product Differentiation  
Pricing Strategies  
Technological Advantage  
Market Domination  
Customer Retention Program  
Sustainability | Footprint Reduction  
Energy Cost Reduction  
Recycling Program Implementation  
Other

## Marketing

Content Marketing  
Podcasts/Articles/Audio/Videos Sharing  
Positive Relationship Building  
Database Marketing  
Customer Information Gathering/Storing  
Digital Marketing  
Direct Marketing  
Online Platforms Interactions  
Email and Social Media Messaging  
Texting Consumers  
Event marketing  
Products/Services/Brands Promotion  
Innovative Displays/Exhibits  
Public Service Engagement for Marketing  
Guerilla marketing  
Innovative Marketing Techniques/Approaches  
Influencer Marketing  
Influence Marketers and Internet Personalities  
Market Research  
Successful Marketing Strategies/Products/Services  
Target Audience Profiling  
Product Marketing  
Product-Centered Marketing Strategies  
Marketing Campaigns Creation  
New Product Lines Launching  
Search Engine Marketing  
Search Engine Optimization  
Online Keyword Searching and link-building  
Social Media Marketing  
Products/Services/Brands Promotion on Social Media  
Video Marketing  
Respect for others  
Leadership  
Other

## Business Ethics

Legal and Ethical Success  
Accountability  
Respect for others  
Human Rights/Dignity Commitment and Issues  
Freedom/Interests Commitment and Issues  
Staff Member Privacy  
Leadership and Ethical Decision-Making  
False Assertions and Exaggerations in the Workplace  
Misrepresentations and Selective Omissions in the Workplace  
Compliance and Rules  
Coworkers/Clients/Business-Partners/Suppliers Loyalty  
Environmental Concerns  
Carbon-Emission/Gargabe Reduction

Energy-Saving Measures Promotion  
Transparency  
Information and Policies Accessibility  
Integrity in the Workplace  
Honesty and Commitment to Laws and Regulations  
Other

## **Business Education**

Human Resources Management  
Entrepreneurship  
Digital and Mobile Commerce  
Information Systems  
Healthcare Management  
General Business  
Global Business  
Information Systems and AI in Business  
Real Estate Management & Development  
Business Ethics  
Marketing  
Business Strategy  
Management  
Investments  
Economics  
Finance  
Business Law  
Accounting  
Other

## **Human Resources Management**

Recruitment and Staffing  
Talents Recruitment and Retention  
Interviews | Screening  
Interaction with Candidates  
Compensation and Benefits  
Compensation Package  
Base Pay | Employee Benefits  
Disability/Health/Life-Insurance Issues  
Healthcare Plan| Vision | Dental | Premium  
Training and Development  
Organizational/Departmental Orientation  
Job Training | Continuing Education  
Employee Relations  
Healthy Employee Relations Development/Maintenance  
Employee Satisfaction/Motivation  
Labor laws and legal compliance  
Safety and Health  
Human Resources Information Systems  
Other

## Entrepreneurship

Human Resources Hiring  
Financial/Material Resources Acquisition  
Leadership/Managerial Skills  
Venture Success/Failure  
Risk Aversion | Bootstrap-Finance  
Innovation | Grow  
Self-employment | Micro-frim  
Small Business | Small Business Finance  
Business Plan | Family Business  
Intrapreneurs | Venturepreneurs  
Technopreneurs | Scalable Startups  
Social/Feminist Entrepreneurship  
Innovative/Researcher Entrepreneurship  
Hustler/Imitator Entrepreneurship  
Buyer/Strategic Entrepreneurship  
New Ideas and Inventions  
Entrepreneurship Three C's  
Curiosity | Connections | Creation of Value  
Relationships | Creativity  
Cultural/Ethnic/Religious Entrepreneurship  
Religious Entrepreneurship  
Millennial/Biosphere Entrepreneurship  
Entrepreneurial Behaviours  
Entrepreneurship Training/Education  
Neurosciences and Entrepreneurship  
Other

## Digital and Mobile Commerce

Electronic Commerce (EC)  
EC Authentication | EC Strategy  
ECommerce Website Evaluation  
Digital Marketing | Perceived Risk  
Consumer Intention and Adoption  
EC Fraud Prevention  
B2B EC | B2C EC  
Crowdsourcing and Collective Intelligence  
Double Marginalization  
EC Logistics Relationship/Transportation  
ECommerce Transactions  
Decentralized Financing and Payments  
Crowdfunding Donation/Reward/Lending/Equity  
FinTech Innovation and Applications  
Mobile Commerce Adoption & Payment  
AI in ECommerce  
Smart Trading and Contract  
Theories and Approaches of Blockchain  
EC Innovations | EC Big Data  
Intelligent Recommendation Model  
eTrading Innovations  
Consumer Search and Online Behavior  
EC Data Mining | EC Marketization  
EC Game-Theoretic Models

Product Matching | Economic Equilibrium  
Revenue Optimization  
Digital Content Protection  
Information Security Issues  
Mobile Security | Database Security  
EC Privacy and Security  
EC Legal and Global Issues  
ECCommerce Applications  
e/mGovernment Processes and Applications  
Other

## Information Systems (IS) and AI in Business

### > Digital Technology

- Digital Technology/Transformation
- Digital Resilience/Supply Chain
- Health Monitoring platform
- Organizational Adaptation/Readiness
- Post-Pandemic Recovery/Global challenges
- Other

### > IS eLearning and Education

- Pedagogical/Curricular Innovations
- Gamification
- Digital Learning Environments
- Current/Emerging Educational Technologies
- Learning Management Systems
- Virtual/Mobile/Social-Media Learning
- Diversity/Equity/Inclusion in Education
- Global/Ethical/Social/... Issues in Education
- Online/Distance/Hybrid Education
- AI/Analytics to Support Learning
- Learning/Pedagogy Theories
- Accreditation and Certification
- Other

### > Automation and the Futur of Work

- Technology-Enabled Work Arrangement
- Future Work Environments Design/Theories
- Virtual/Remote/Mobile/Nomadic/Mobility Work
- People Analytics/Algorithmic Management
- Professional Development/Obsolescence Management
- Work/Workers/Leadership Management in a Digital World
- Emerging new careers and patterns of careers
- Industry-4.0/Fourth-Industrial-Revolution/4IR Workplace
- Freelancing/Crowd-Work Arrangements/Practices
- Work in Decentralised/Autonomous/Distributed Organisations
- Other

### > IS Social Issues

- Theoretical/Empirical IS Social Aspects



- Intended/Unintended IS Social Aspects
- Digital-Workplace/Emerging-Technologies Issues
- AI Decision-Making Issues
- Social-Media/Search-Engines Algorithmic Biases
- Sustainable IS Systems/Solutions
- Diversity/Inclusion/Equality Challenges
- Digital-Divide/Digitally-Disadvantaged Issues
- Fake-News/Disinformation/Misinformation Issues
- Technology Dark Side Issues/Perspectives
- Human dignity and information technology
- Other

#### **> Cybersecurity and Privacy**

- Security/Privacy Concerns/Metrics/Compliance
- Economic aspects of managing cybersecurity and privacy
- Cybersecurity Technologies/Policies Adoption/Adaptation
- Insider-Threats/Computer-Abuse Accountability
- AI/IS/Neuroscience for Cyberwarfare/Cybersecurity
- Secure Online Communication
- Cybersecurity/Privacy Enhancing Tool/Technology
- Digital Forensics Investigation Tool/Technology
- Cybersecurity Policy-Violations/Risk-Analysis
- Privacy/Data/User-Behavior Concern/Solution
- Other

#### **> Blockchain, Fintech and Related Technologies**

- Robo-Advisory | Social Trading | Social Credit Scoring
- Algorithmic Trading | Mobile Payment Technologies
- Fintech Organizational/Business/Data-Driven Models
- Distributed Ledger Technology(DLT) Systems
- Blockchain/Fintech/DTL Design/Architecture
- Blockchain/Fintech/DTL Management/Organization
- Fintech/Blockchain/DTL Innovation/Microeconomic
- Fintech/Blockchain/DTL Regulation/Challenges
- Fintech/Blockchain/DTL Regulation/Challenges
- Fintech/Blockchain/DTL Driving Social Innovation
- Fintech/Blockchain/DTL Case-Studies/Dark-Sides
- Non-Fungible Token (NFT) and Novel Token Design/Implementation
- Decentralized Finance (DeFi) Platforms
- Other

#### **> Sharing Economy and Social Media**

- Sharing Economy Theory/Methodology/Platform
- Multi-sided Platform Models/Innovations
- Sharing Economy Diversity/Ethics/Inclusivity
- Crowd-Based Modes of Innovation/Production
- Sharing Economy Reputation/Trust
- Sharing-Economy/Crowd-Based-Modes Innovation/Entrepreneurship
- Economic/Ecological/Legal/Regulatory Implication/Issues
- Geo-Political/Social/Technological Implication/Issues
- Case Studies in Highly Regulated Industries/Healthcare/Education
- Crowdsourcing/Crowdfunding | Platform Monetization Approaches
- AI-Based Systems/Tools/Innovations/Deployment

- Information Content on Social Media
- Multidimensional Effects of Social Media
- Online/Offline Collaboration
- Social Media Groups Interactions/Competition/Collaboration
- Social Media and Digital collaborations
- Social Media Data Prediction/Nowcasting
- Social Media Reputation/Trust
- Social Media Information Exposure/Consumption
- Social Media for Social/Ecological/Environmental Issues
- Other

#### **> Human-Computer Interaction (HCI)**

- Aesthetic/Affective computing
- End-user Computing Design/Evaluation
- Human-Robot Interaction | Explainable AI
- Interactive Machine Learning | Responsible AI
- Multimedia Retrieval/Understanding | Recommender Systems
- Intelligent/Smart Homes, spatial systems
- Feature-level IT Adoption and Use
- HCI Devices and Applications
- Visualization/Analytics/Data in HCI
- NeuroIS Case-Studies/Design/Use
- Psychological/Social/Cultural aspects of HCI
- Robotic Processing Automation (RPA) Impact/use
- Other

#### **> AI, Data, and Analytics in Business & Society**

- AI/Data and Algorithmic Decision-making
- AI/Data Fairness/Ethics
- Explainable/Responsible AI
- AI for Solving Business/Societal Issues/Problems
- Augmented AI and Tasks Automation
- Security/Privacy/Risk-Management/Trust in AI
- Work/Spaces/Tasks sharing using AI/Robotic
- AI-enabled Innovation
- AI/Data Regulation/Governance
- Algorithmic/ML Systems Design/Development
- AI and analytics implications for the firm competitive dynamics
- Social/Ecological/Environmental Analytics
- Enhanced Predictive Analytics
- Data-driven Policy Implementations
- Other

#### **> IS/IT/Healthcare Project Management/Implementation**

- IS Design/Development/Adoption
- Agile/Lean/DevOps Approaches
- Capabilities/Competence/Maturity
- Estimation/Risk/Quality-assurance
- Governance/Knowledge/Regulation/Compliance Issues
- Project Management Challenges
- Projects Sourcing/Multi-Sourcing/Crowdsourcing
- Distributed/Collocated Projects/Teams Management
- Digital Technology Implementation/Adoption/Ethics

- IT Implementation/Adoption Leadership
- Low-code/No-code Implementation/Adoption
- Philosophical/theoretical/methodological
- Micro/Macro Level IT/IS Adoption
- Implementation/Adoption Challenges/Opportunities
- Longitudinal Perspectives
- Global/Cross-Cultural Studies
- Social/Ecological/Environmental Issues
- Healthcare Information Technologies (HIS)
- HIS Design/Implementation/Deployment
- HIS Governance/Economics/Covid-19
- Healthcare Analytics and AI in Healthcare
- HIS on COVID-19 health outcomes
- Innovative HIS Platforms/Approaches
- Other

#### **> IoT and Smart Cities**

- IoT Platform/Architecture/Governance/Interaction
- IoT Models/Processes/Interoperability/Reliability
- Augmented-Reality/Mixed-Reality/Metaverse Applications
- Smart Automobiles/Gadgets/Homes
- AI/Big-Data/Cloud-computing in IoT
- IoT Challenges/Data-Quality/Privacy/Security
- Social/Ecological/Environmental Issues in Smart Cities
- Other

#### **> Processes, Methods, and Theories in the Digital Age**

- Process/Data Mining for Digitalization
- Process Management across Platforms and in the Sharing Economy
- Process Adaptation/Management in Dynamic and Changing Environments
- Process Resilience to Environmental Turbulence and External Events
- Theorizing/Theory-Building/Theory-Testing Innovative methodologies
- Computational/Qualitative/Quantitative/Mixed Design Science Methods
- Other

#### **> Technology Innovation**

- Artificial Intelligence
- Natural User Interfaces
- Virtual Reality
- Analytics and Visualization
- Augmented Reality
- Blockchain
- Robotics
- Other

## **Healthcare Administration and Services Management**

#### **> Management and Regulatory Affairs**

- Healthcare Management

- Health Institutions Management
- Health tourism and medical tourism
- Health Policy/Economy/Ethics/Law
- Healthcare Facility Local/State/Federal Regulations
- Dentistry Services Management
- Documentation Maintenance in compliance with Regulations
- Legal/Societal/Environmental Issues
- Audiologist/Optometrists Services Management
- Exercise Physiology Services Management
- Speech-Language Pathology Services Management
- Issues with Lawyers/Administrators/Board-of-Directors/Government
- Organizational Behavior in Health Institutions
- Clinical/Medical Services Management
- Nursing/Physician Administrators Services Management
- Nursing/Physician Services Management
- Administration of Infection Control Practitioners Services
- Pharmacy Services Management
- Emergency Medical Services
- Dietitian Services Management
- Social/Psychologist Services Management
- Occupational Health Services Management
- Administration of Physical Therapy Services
- Paramedic Services Management
- Radiographer Services Management
- Podiatry Services Management
- Other

#### **> Health Insurance Management**

- Healthcare Billing and Payment
- Insurance Requirements/Pre-Approval/Negotiation
- Payment Disbursement for Services Rendered
- Patient Information/Communication/Negotiation/Collection
- Pre-authorization System
- Misunderstandings/Miscommunication Avoidance
- Patient Eligibility Verification Approaches
- Patient-Centric Approach Boosting
- Cost and Administrative Overhead Minimization
- Work Disruption and Service Delay Reduction
- Health Insurance Management
- Deductible/Copayment/Coinsurance/Capitation Processing
- Premiums Costs Establishment/Collection
- Financial forecasts Maximization
- Claim Management/Adjudication
- Insureds Management
- Service Providers Management
- Other

#### **> Technology and Intelligent Systems**

- eHealth Applications
- Technology Research/Analysis/Evaluation
- Healthcare Facilities Software/Hardware/Equipment
- Patient Data/Security/Confidentiality/
- Facility adherence to Local/State/Federal Data Regulations
- Partnership with IT specialists

- Interaction with the Billing Department and Insurance Administrators
- Digital Hospital Personalized Medicine Applications
- Health Informatics and eHealth Services
- Telemedicine and Mobile Health Technologies (mHealth)
- Big Data for Healthcare Practices
- Collaboration Technologies for Healthcare
- Medical Informatics
- Cloud Computing & Applications
- Administration of Data Analysts Services
- Health Database Repositories Management
- Other

#### **> Facility Management**

- Facility Usage/Safety/Security Implementation
- Facility Maintenance and Repairs Management
- Safety Services Management
- Disaster Management | Fire Safety
- Environment/Health/Safety
- Cleaning Operations
- Statutory Obligations Compliance
- Risk of Failure Reduction
- Space Allocation/Changes | Occupancy Management
- Fire Safety Arrangements | Welfare Arrangements
- Lighting Levels- Signage
- Ventilation | Temperature Control
- Other

#### **> Patient Service Management and Outcomes**

- Patient Outcomes/Evaluations
- In-house Surveys/Studies
- Patient Safety/Satisfaction with Healthcare Services
- Patient Healthcare Record Management
- Patient Admission/ReAdmission/Complication Rate
- Patient Rights, Security, and Quality
- Long-Term Care Services Management
- Home Care and Elderly Care Services Management
- Other

## **Operations and Supply Chain Management**

Manufacturing and Service Industries  
 Materials Management  
 Operations Planning  
 Distribution  
 Logistics  
 Retail  
 Demand Forecasting  
 Order fulfillment  
 Large Volumes of Movement  
 Movement of People/Products/Raw-Material  
 Movement of Data/Money/Consumers  
 Other

## **Organizational Management**

Objectives Setting  
Strategies Formulation  
Resources Allocation  
Decisions Making  
Productive Work Environment Fostering  
Organizational Structures  
Functional/Multi-Divisional Organization  
Flat/Matrix-Structure Organization  
Other

## **Sports Business, Management and Industry**

Sports Management Foundations  
Sports Apparel/Gambling/Stadium  
Human Resource Management in Sport  
Financial Resource Management in sport  
Sports Travel/Memorabilia/Marketing  
Sports Supplements/Medicine  
Promotion/Development of the Sports Brand  
Events and Sports Competitions Management  
Managing Relationships with Sponsors and business partners  
Managing Relationships with Business Partners  
Other

## **Global Business**

International Business  
Trade of Goods/Services  
Trade across National Borders  
Trade at a Global/Transnational Scale  
Trade of Technology/Capital/Knowledge  
Cross-border Transactions between two or more Countries  
International Business Environment  
International Cultural/Social Factors  
International Economic and Political Factors  
Companies/People/Entities Global Operation  
Companies/People/Entities International Influence  
International-Market Modes Issues/Performance  
International Market Exporting/Partnerships & strategic alliances Modes  
International Market Licensing/Franchising Modes  
International Market Partnering/Strategic Alliance Modes  
International Market Merger/Acquisition Modes  
International Market Greenfield Venturing Mode  
Foreign Direct Investment (FDI)  
Global Professional Employer Organization (PEO)  
Global Employer Of Record (EOR)  
Other

## Real Estate Management and Development

Residential/Commercial/Industrial Real Estate  
Real Estate Transactions  
Marketing and Financial  
Tenant Hiring/Eviction  
Tenant and Occupancy  
Facility Management  
Repairs/Ongoing Maintenance/Properties Upkeep  
Security and Safety  
Administration & Risk Management  
Property Management Certification  
Property Daily Oversight  
Relationship with Landdlors and Contractors  
Federal/State/Local Regulations  
Land Acquisition/Improvement/Leasing  
Real Estate Acquisition/Improvement/Leasing  
Construction Challenges | Job Site Risks  
Market Reading Challenges | Cost Overruns  
Neighborhood Opinion/Opposition  
Design Challenges/Defect-Losses  
Project Approvals and Permits  
Other

## Economic and Competitive Intelligence (EI/CI)

### > EI/CI Advanced Concepts

- Data | Information | Knowledge| Intelligence | Decision
- Strategy | Risk Reduction | Increase Revenue
- Increase Opportunities | Target Audience Identification
- Information Research/Acquisition/Analysis
- Information Treatment/Storage/Diffusion
- Individual/Clustered Enterprise(s)
- Strategy Framework | Coordinated Action
- EI/CI functions | Problems Resolution
- Information Adaptation/Presentation
- Information Interpretation/Protection
- Other

### > Models, Data, Technology & Tools

- EI/CI Analysis/Transformation
- Market Research | Variable Data Sources
- Continuous Competitive Intelligence
- Right Market Selection
- Trends/Relationships Identification
- Unstructured Data Mining
- Stakeholder Identification
- Disruptive Competitors Identification
- Partner Leverage for EI/CI
- Consumer/Market Insights for Better EI/CI
- EI/CI Models Design and Development

- Intelligence Management Solution Growth Phases
- Tools to Improve Market Intelligence Deliverables
- Other

#### **> Artificial Intelligence in EI/CI**

- Knowledge Discovery | Machine Learning
- AI for Augmented Intelligence
- Analytical Models Decoding
- Tracking/Discovering Changes in Businesses
- Knowledge Management and EI/CI
- Collaborative Information Seeking
- Competitive Intelligence Process
- Strategies for Analyzing Information Sources
- EI/CI Forecasting and Trend Predictions
- Controlled Databases Creation
- Economic Watch for EI/CI
- Market Profiling
- Other

#### **> EI/CI and Governance & Ethics**

- Collective Knowledge Production Issues
- Governance and Product Development
- Short-term Product Development
- Production Development in Clusters
- Corporate Entities Development
- Emerging Functions Driving EI/CI
- Territorial Intelligence
- Territory Attractiveness Indicators
- EI/CI at the Local/Regional/International Level
- EI/CI Ethics & Integrity
- Corporate Confrontations
- Protection of National Interests
- Other

## **Agribusiness**

Food/Nutrition Management by Firms/Cooperatives  
 Agribusiness Regulation/Policy  
 Marketing/Distribution/Retailing in Agribusiness  
 Food-Water-Energy Nexus and Sustainable Development  
 Agricultural Products Consumption  
 Value Chain and Strategic Alliances  
 Agricultural Finance/Insurance/Risk Management  
 IT/AI/Data in Agribusiness  
 Agricultural Products Supply Chains  
 Agribusiness Legal/Societal/Environmental Issues  
 Agribusiness Equity/Gender issues in agribusiness  
 Sustainable Standards/Production  
 Agricultural Products Storage  
 Agricultural Products Distribution  
 Sustainable Distribution/Consumption  
 Agribusiness Smart Approaches and Innovations



Agricultural Products Rural Development Issues  
Agribusiness and Ecosystem Services  
Sustainable Agriculture/Agribusiness  
Agribusiness Climate Change Issues  
Agribusiness Education  
Natural Resource Management  
Farm/Ranch/Forestry/Fishery/Other Management  
Agricultural Products Manufacturing  
Agricultural Products Production  
Other