2025 OkIP International Conference on Business Frontiers (ICBF)

Tuesday, 1 April 2025 - Thursday, 3 April 2025

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 Sucess
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
ECommerce 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/Optometrist 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