



**INDUSTRIAL UNIVERSITY
OF HO CHI MINH CITY
Business Administration Faculty**

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

Ho Chi Minh City, December 20, 2024

**INVITATION TO SUBMIT PAPERS
FOR THE BUSINESS ADMINISTRATION INTERNATIONAL
CONFERENCE (BAIC 2025)**

Respectfully addressed to: Esteemed scholars and researchers!

Artificial Intelligence (AI) is playing an increasingly important role in modern management. AI systems can automate repetitive tasks, support faster and more accurate decision-making, and provide deep insights into market trends and consumer behavior. In the context of rapid technological advancements and an increasingly complex business environment, studying the power of artificial intelligence has become essential. Understanding and leveraging AI's potential can offer significant strategic advantages for organizations, helping them maintain competitiveness and adapt to the ever-changing market dynamics.

To promote scientific research among researchers, staff, faculty, specialists, postgraduate students, and undergraduates across the university; to foster robust development in knowledge and technology in a global context; and to create a platform for exchange, learning, sharing, and strengthening connections among scientists, the Faculty of Business Administration at Industrial University of Ho Chi Minh City will host the 2025 International Scientific Conference (BAIC 2025) with the theme: ***“The Innovation Power of AI and Generative AI in Business Management.”***



The conference is scheduled to be held in April 2025 at Industrial University of Ho Chi Minh City. The Organizing Committee respectfully announces and invites relevant agencies, organizations, and researchers interested in submitting papers for the conference. The papers should focus on the following topics:

- The innovation power of AI and Generative AI in Business Management
- The innovation power of AI and Generative AI in Human Resource Management
- The innovation power of AI and Generative AI in Supply Chain Management
- The innovation power of AI and Generative AI in Marketing
- Other related topics.

High-quality articles will be published in the special edition of the Journal of Science and Technology (JST).

Outstanding articles will be introduced in reputable international journals listed in the WoS or Scopus database.

General articles will be published in the proceedings with an ISBN index.

Papers submitted for the conference should be sent according to the specified timeline through the submission system, as outlined in the announcement from the Organizing Committee.

- Conference Paper Submission Guidelines:

- The paper should be submitted in MS Word format, in English.
 - The length of the paper should be between 5,000 and 7,000 words, including the abstract and references, typed in a computer. The abstract should not exceed 200 words.
 - Both the full paper and the poster should follow the prescribed template.
- Authors must ensure academic integrity, with a similarity rate not exceeding 20%. The submitted paper should not have been previously published in any other publication.
- Presentation Format:



- **Oral Presentation:** Selected papers for oral presentation will be allotted a maximum of 30 minutes (including presentation and discussion).
- **Poster Presentation:** Authors will present the poster for their accepted paper.

The abstract and full paper should be submitted via email to baic2025@iuh.edu.vn according to the following timeline:

- Abstract submission deadline: Before January 10, 2025
- Full paper submission deadline: Before February 20, 2025

Contact Information: For any inquiries related to the conference, please contact:

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The Organizing Committee sincerely thanks all agencies and scientists for their participation and contributions to the conference.