

Welcome to ICEB 2025 - The 25th Anniversary  
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*25th Anniversary*  
**ICEB 2001-2025**

[The 25th International Conference on Electronic Business](#)

**Theme: "Electronic Business in Accelerated Information Systems Reinvention: Opportunities and Challenges"**

August 21-25, 2025, Thursday to Monday

Conference venue at [National Economics University, Hanoi, Vietnam](#)  
<https://iceb2025.johogo.com/>

Paper/Abstract submission is due on **MAY 1, 2025**

Microsoft CMT submission system is open at <https://cmt3.research.microsoft.com/ICEB2025>

*The International Conference on Electronic Business (ICEB)* is an affiliated conference of Association of Information Systems. It brings together leading Electronic Business (EB) scholars in Asia and around the world to present cutting-edge research and exchange intellectual ideas. The conference is held under the supervision of The International Consortium for Electronic Business (<http://icebnet.org/>) editorial board and is the top academic Electronic Business conference in the world.

*The 25th International Conference on Electronic Business* will be hosted by the [National Economics University, Hanoi, Vietnam](#) jointly with the [University of Waikato, New Zealand](#), and co-sponsored by the [International Consortium for Electronic Business](#), [Journal of Business and Management](#), and [International Journal of Electronic Business](#).

The Conference will be held physically by NEU on August 21-25, 2025, Thursday to Monday. The theme of this year's conference is "**Electronic Business in Accelerated Information Systems Reinvention: Opportunities and Challenges**". All participants must attend the conference on site this year.

Modern society is in an era of unprecedented change and disruption, driven by the rapid advancement and convergence of emerging technologies such as artificial intelligence, virtual and augmented reality, big data, blockchain, the Internet of Things, low-orbit satellites, drones and electric vehicles. These technologies are changing the way of communication, collaboration, creation and consumption, and are reshaping the landscape of business and society. They further impact the applications of information and communication technologies that support business processes and transactions, at the forefront of electronic business transformation, enabling new business models, improving customer experience, increasing operational efficiency, and promoting innovation and competitiveness.

Along with the new opportunities, conducting electronic business has recently encountered new challenges and risks, including cybersecurity, data integration, ethics, regulation, sustainability, socio-political expectations, and AI frauds such as deepfake scammers. To thrive in this dynamic and complex environment, practitioners continually reinvent their information systems and strategies, and academics need to consider new research aspects from various angles, in order to leverage new technologies and overcome associated challenges. Therefore, collaboration, learning and sharing ideas and actions from academic colleagues and industrial practitioners, are essential.

To meet such a demand, ICEB2025 aims to call for research reports, cases, and knowledge sharing within the international information systems community. The conference will invite distinguished keynote speakers, panelists, and experts to provide their insights and perspectives on the theme and related topics. The submissions from researchers and practitioners will cover a wide range of topics in electronic business. Papers are to be peer-reviewed

and selected by the program and the international committee. Accepted papers will be organized into various tracks and sessions, showcasing the latest research findings and practical applications.

The purpose of this conference is to provide a platform for researchers, practitioners and decision-makers to exchange ideas and insights on the latest developments and challenges in electronic business and information systems. The topics of interest include, but are not limited to:

- AI and its applications
- Big data analytics and precision analytics
- Blockchain and FinTech
- Collaborative commerce and sharing economy
- COVID pandemic e-business issues
- Cross-border e-commerce
- Digital collaborations
- Digital marketing and consumer behavior
- Digital transformations and innovation
- E-business cultural and social issues
- E-business education and e-learning
- E-business strategies and models
- E-entrepreneurship and innovations
- E-healthcare and gerontechnology
- Human computer interaction
- IS innovation, adoption and diffusion
- IT ethics and data governance
- Knowledge management and sharing
- New technology adoption and diffusion
- Security and privacy issues
- Smart cities and Internet of Things
- Smart homes and smart technologies
- Social media and social computing
- Supply chain management and e-logistics
- Virtual communities and social commerce
- Web mining and recommendation systems
- Other related issues

Online submission is open at <https://cmt3.research.microsoft.com/ICEB2025>

Please check the [Important Dates](http://iceb2025.johogo.com/important_dates.php) on the website at [http://iceb2025.johogo.com/important\\_dates.php](http://iceb2025.johogo.com/important_dates.php)

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