

IBTSS 2024 International Conference

Integration of Business, Digital Technologies and Social
Sciences for a Sustainable ASEAN, and Beyond

*“Uniting People for a
Sustainable World
through Engaging
Sessions, Panel
Discussions,
Workshops, and
Exclusive Speaker
Insights.”*



Aug 8-9, 2024



American
University of
Phnom Penh,
Phnom Penh,
Cambodia



ibtss2024@aupp.edu.kh



www.aupp.edu.kh/ibtss2024/

Welcome to Cambodia!

*Join us as we celebrate
research and academic
excellence at our vibrant
conference!*



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WHY IBTSS 2024?



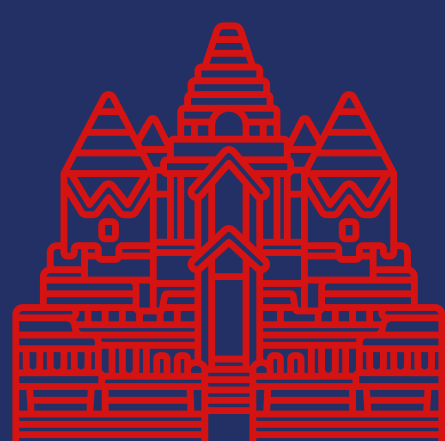
Engaging sessions, exclusive speakers



Enhance Your Professional Visibility and
Expand Your Network



Gain a Global Perspective and Foster
Cross-Cultural Understanding



Embark on a Fascinating Exploration
of Cambodia's Cultural Treasures



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Business Leaders Executives

Sustainable business
practitioners and managers

CEOs, CFOs, and other
top-level executives

International Organizations

Representatives from global
organizations working on
sustainable development goals.

Delegates from international
bodies promoting economic
and social sustainability

Academia

Researchers, professors, and
students from business schools,
economics departments, digital
technology programs, and social
sciences faculties

Economists and Financial Experts

Economists focused on sustainable
development and green economics.

Financial analysts and investors
interested in sustainable investment
opportunities.

Who can attend IBTSS 2024?

Environmental Scientists and Engineers

Professionals engaged in
environmental research
and sustainability-driven
engineering projects.

Scientists working on the
development of eco-friendly
technologies

NGO and Nonprofit Organizations

Environmental and social impact
organizations

Nonprofit leaders working
on sustainability projects

Government Representatives and Policymakers

Officials involved in shaping and
implementing policies related to
sustainability.

Startups and Innovators

Entrepreneurs developing
sustainable products, services,
and business models.

Startups in the green tech and
social impact sectors

The conference also targets educational institutions, health professionals, supply chain and logistics experts, legal and regulatory experts, tourism industry representatives, consumers and advocacy groups, energy sector professionals, urban planning and architecture professionals, cultural and arts communities, philanthropists, impact investors, and influencers, aiming to create a comprehensive and inclusive platform for discussing sustainability from various perspectives.



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About IBTSS

The IBTSS conference is a collaborative effort among the American University of Phnom Penh (AUPP), University of Arizona (UA), Fort Hays State University (FHSU) and Unimas University.

As we stand at the crossroads of economic growth, technological advancements, and social progress, the need for sustainable development has never been more critical.

Throughout our engaging sessions, thought-provoking panel discussions, insightful case studies, enriching workshops, and the wisdom shared by our distinguished speakers, we aim to explore the potential of integration to drive sustainable development. By examining the interplay of business, digital technologies, and social sciences, we seek to uncover new pathways for inclusive growth, environmental stewardship, and social well-being.

The conference theme underscores our commitment to the ASEAN region and beyond, recognizing the interconnectedness of our global community. We firmly believe that by embracing integration, we can harness the power of collaboration, knowledge exchange, and collective action to overcome challenges and create positive change. Together, we can forge a sustainable future that leaves no one behind.

Objectives:

- Analyze the impact of business integration, digital technologies, and social sciences on sustainable development in the ASEAN region and beyond.
- Identify best practices and case studies showcasing successful integration strategies in the areas of business, digital technologies, and social sciences.
- Explore the role of policy frameworks, regulations, and governance mechanisms in fostering the integration of these fields for sustainable development.
- Discuss emerging trends, challenges, and opportunities in the integration of business, digital technologies, and social sciences for sustainable development.
- Facilitate discussions and collaborations on innovative solutions, research projects, and initiatives that promote sustainability and address societal needs in the ASEAN region and beyond.





Organizer and Partners



AMERICAN UNIVERSITY
OF PHNOM PENH
STUDY LOCALLY. LIVE GLOBALLY.

American University of Phnom Penh (AUPP) is a leading academic center in Cambodia and the only university that provides internationally recognized US dual-degree programs in cooperation with University of Arizona and Fort Hays University. AUPP objectives include fostering socially responsible behavior, lifelong learning, academic and professional excellence among students, and producing critical thinkers, innovators, and ethical leaders to serve Cambodia and the ASEAN Economic Community. With a commitment to community engagement and international collaboration, the American University of Phnom Penh plays a pivotal role in shaping the next generation of leaders and professionals in Cambodia and beyond.



THE UNIVERSITY
OF ARIZONA

The University of Arizona, situated in Tucson, Arizona, is a public research institution established in 1885. It's placed within the top 1% of global higher education institutions according to the annual Center for World University Rankings. With a broad network of partnerships and microcampus sites worldwide, it offers top-notch education to international students, drives global initiatives, and broadens opportunities for cross-cultural learning experiences.



FORT HAYS STATE
UNIVERSITY

Fort Hays State University, located in Hays, Kansas, has been a cornerstone of quality education since 1902. Known for its diverse academic programs and a commitment to accessibility, the university stands out for its innovative online education offerings. With a picturesque campus, a focus on student success, and a strong emphasis on practical skills, Fort Hays State University provides a well-rounded and engaging educational experience. The university's dedication to research and community involvement makes it a leading institution in preparing students for success in the modern world.



Unimas University, situated in Sarawak, Malaysia, has emerged as a premier academic institution since its establishment in 1992. Offering a diverse range of undergraduate and postgraduate programs, the university is recognized for its commitment to excellence in education and research. With state-of-the-art facilities, a focus on innovation, and a unique cultural backdrop, Unimas provides students with a holistic and enriching educational experience. The institution's global outlook and contributions to cutting-edge research make it a distinguished choice for those seeking quality education in Malaysia.



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"Converging Minds: Partner Universities Contribute Insights and Vision to Our Conference"



"Leveraging synergies among businesses, digital technologies, and the social sciences is a crucial element in fostering sustainable development, both in a local and international context."

Dr. Raymond Leos

Acting President and AVPASA, American University of Phnom Penh, Cambodia



"The University of Arizona is honored to support American University of Phnom Penh's IBTSS 2024 International Conference. As a global leader in education and research, we value the exchange of knowledge and ideas. This conference offers a dynamic platform for interdisciplinary collaboration, fostering innovation at the intersection of business, digital technologies, and social sciences. Together, we can inspire transformative discussions and advance the frontiers of knowledge in these critical fields."

Dr. Hillary Vance

Assistant Dean, Academic Affairs/ AVP South/ Southeast Asia, Arizona International, USA



"By expanding access to entrepreneurial education and training, throughout the region, ASEAN can intensify individual and collective efforts to improve air and water quality, as well as promoting sustainable management of soil, forest, coastal, and marine environments".

Dr. Ed Vengrouskie.

Assistant Professor of Management & Entrepreneurship at The Robbins College of Business and Entrepreneurship & The Graduate School at Ft Hays State University, USA





Defining Pillars of Discussion at IBTSS 2024

The Integration of Business, Digital Technologies, and Social Sciences for a Sustainable ASEAN and Beyond conference will delve into three key categories of discussion:

Business and Economics

It will center around the shift of economic policies and business practices towards sustainability. We will explore topics such as consumer behavior, supply chain management, corporate social responsibility (CSR), sustainable entrepreneurship, as well as policy and regulatory frameworks. By examining these aspects, we aim to understand how businesses can align their practices with sustainability goals, fostering economic growth while ensuring environmental and social well-being.

Digital Technologies

Digital technologies play a vital role in driving sustainability by enabling efficient resource management, fostering innovation, and transforming industries. From leveraging the Internet of Things (IoT) for smart monitoring and optimization to employing data analytics for informed decision-making, digital technologies offer immense potential to address environmental challenges and promote sustainable practices.

Social Sciences

The integration of social sciences into sustainability efforts yields valuable insights into various aspects of sustainable development. Social sciences offer a robust framework for examining consumer behavior, social norms, and the influence of institutions on shaping sustainable practices.





IBTSS TRACKS

Digital Technologies	Business and Economics	Social Sciences
Digital Ethics and Privacy	Impact investing and Social Entrepreneurship for Sustainable Development	Sustainability and ASEAN
Digital Infrastructure, IoT, Cybersecurity, and Data Protection	Policy and Regulatory Frameworks for Sustainable Business	International Partnerships for sustainable and inclusive economic growth
Digital Art, Culture Preservation and Identity	Sustainable Marketing and Consumer Behavior	Governance and Public Policy for Sustainability
Digital Healthcare and Telemedicine	Impact Assessment and Cost-Benefit Analysis	Social Impact, Community Engagment and Empowerment
IoT in Smart Infrastructure	Sustainable Innovation and Entrepreneurship	Gender, Social Inclusion and Equity
Machine Learning for Social Sciences	Sustainable Supply Chain Management	Education and Capacity Building for sustainability
Cloud Computing and Infrastructure Services	Corporate Social Responsibility (CSR) and Sustainability Reporting	Social Innovation
Emerging Space Economy	Sustainable Business Models and Strategies	Migration and Human Mobility
Agritech	Green Finance and Sustainable Investment Practices	Climate Change Mitigation and Adaptation
Industry 4.0 for Sustainable Development	Public-private Partnerships for Sustainable Infrastructure Projects	E-Government and Public Services





IBTSS Agenda Overview



Paper Presentations



Panel Discussions



Unparalleled Networking



Sustainability Exhibition



Phnom Penh City Tour



Cultural Night



Submission of the Manuscript

Authors Guidelines

Submitted manuscripts must not have been published previously, moreover submission to the conference will be deemed to imply that the manuscript will not be submitted elsewhere if accepted.

General Requirements

- All manuscripts should be written only in English.
- All manuscripts should be sent as an upload in .doc or .docx format (such as Microsoft Word). We do not accept PDF submissions.
- Articles should be approximately 5,000-7,000 words in length and should not exceed 10 pages excluding references. While we understand some papers must be longer, if a paper (except for data and instructions) is longer than the aforementioned length it may be rejected without review. They should be written as continuous expository narrative in a chapter or article style—not as lists of points or a PowerPoint presentation.
- Please remember that the articles are to be published in IBTSS conference proceedings that will be submitted for SCOPUS indexing. This means that the style and structure of your text should be relatively formal. For instance, you should not submit a verbatim transcript of your oral presentation, such as ‘Today I want to speak to you about ...’.
- Article submissions must contain no more than 30% of textual material published in other places by the same author or authors, and these other places must be acknowledged and cited; in other words, the remaining 70% of the article must be unique and original to your current submission.
- Authors must ensure the accuracy of citations, quotations, diagrams, tables and maps.
- Articles must have a minimum of fifteen scholarly references.
- Spelling can vary according to national usage, but should be internally consistent.
- Articles should be thoroughly checked and proofread before submission, both by the author and a critical editorial friend. After you have submitted your article you are unable to make any changes to it during the refereeing process, although if accepted, you will have a chance to make minor revisions after refereeing and before the final submission of your article.





General Requirements

- Articles will be assessed by referees (double blind peer review) against nine criteria or fewer, if some criteria do not apply to a particular kind of article.
- An article should comprise of the title, authors, affiliation of authors, a sufficiently informative abstract of about 150-200 words , Keywords, and Introduction of the paper.
- Authors must retain a copy of every contribution, as these will not be sent along with the proofs to be corrected by the authors.
- Responsibility of the contents rests upon the authors and not upon the publisher.

Page and Text Layout

Please use the following rule of text for your manuscript:

- Set your pages up so that you have 1 inch margins (2.54 cm) on the left, right, top, and bottom of each page.
- Title: 16 pts. Centered, .
- Keywords: 10 pts., Italic, Justified.
- Abstract: 10 pts., Justified.
- Section headings: 11 pts. Numbered, Bold, alignment left.
- Indent your section headings by 1/2 inch (1.27 cm)
- Text: 11 pts, single line, Justified, Garamond .Type only one space in between sentences.
- Tables and figures: Included in the text, centered and numbered, 10 pts., Justified.
- Do not use cross references for tables and figures.
- References: Use APA style for references.
- Do not use page or section breaks in your word document.
- References: All references given in the References section must correspond to citations in the text. Please double check this before submitting a manuscript. Use initials for first and middle names. Give the names of all the authors. For date of publication, only provide the year unless it is a newspaper article, in which case provide the complete date. List references alphabetically by first author.
- Sequence of the Article: In summary, the mandatory sequence of material in the paper should be title, author names, author affiliations, abstract, Keywords, body of the paper, acknowledgements (if any), references, appendices (if any)

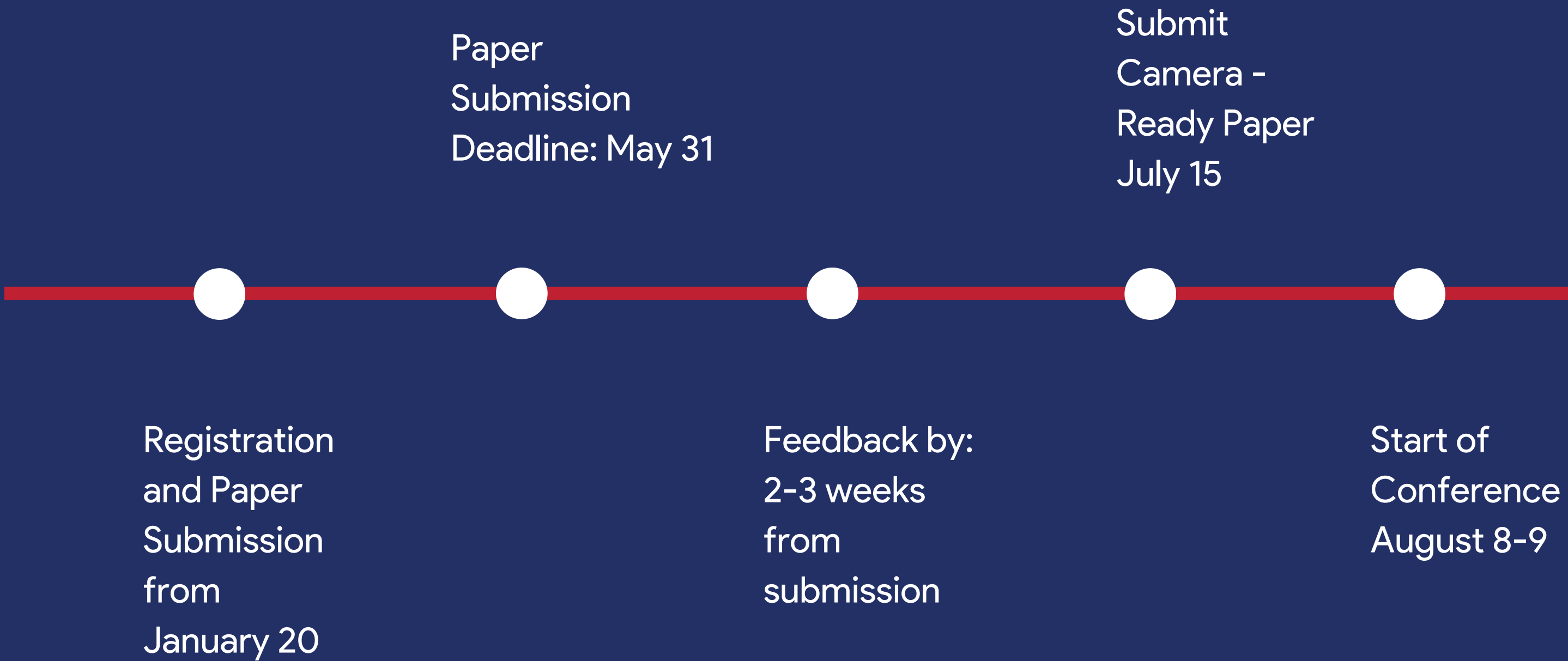




Important Dates

- ✓ Registration and Paper Submission: **from January 20, 2024**
- ✓ Paper Submission Deadline: **May 31, 2024**
- ✓ Feedback by: **2-3 weeks from submission**
- ✓ Camera-Ready Paper Submission by: **July 15, 2024**
- ✓ Conference Dates: **August 8-9, 2024**

Application Process





Registration and Fees

Presenter Registration Form



Listener Registration Form



IBTSS Website



Participation Type	Early Bird (Cambodians)	Early Bird (Internationals)	Registration (Cambodians)	Registration (Internationals)
Presenter	USD 50	USD 120	USD 75	USD 160
Listener	USD 40	USD 80	USD 60	USD 90

- ** Presenters who would like to opt out of full paper submission, kindly email ibtss2024@aupp.edu.kh
- Early Bird Registration by: April 15th, 2024 11:59PM
- For Regular Registration by: May 30th, 2024 11:59PM

All conference materials and services will be delivered digitally to the participant with the online conference management system. Conference registration includes the following digital materials and services:

- e-program
- e-certificates (For Authors: Certificate of Attendance and Presentation | For Listeners: Certificate of Attendance), For Presenters: Certificate of Best Presentation (if conferred based appraisal)
- Meals and refreshments
- Welcome Cocktail Reception (August 7, PM)
- Phnom Penh City Tour





Refund and Substitution Policies

Refunds before June 30, 2024

Presenters are eligible for a refund of the registration fees paid, less a USD 50 administration charge. Listeners are eligible for a refund of the registration fees paid, less a USD 20 administration charge.

No refunds

No refunds after June 30, 2024, except for rejection of the final paper and visa application. Both are subject to a USD 50 administration charge.

Visa letters and refunds

Visa letters and invites cannot be produced until payment for registration has been made. In the event that a visa cannot be obtained, a refund may be given. Notification of this must be given to the IBTSS Conference Manager at least 10 days prior to the start of the Conference or Event.

Substitution policy

Registrants may send a substitute in their place in lieu of requesting a refund. The IBTSS Conference Manager must be notified of this at least 10 days prior to the start of the event or conference.





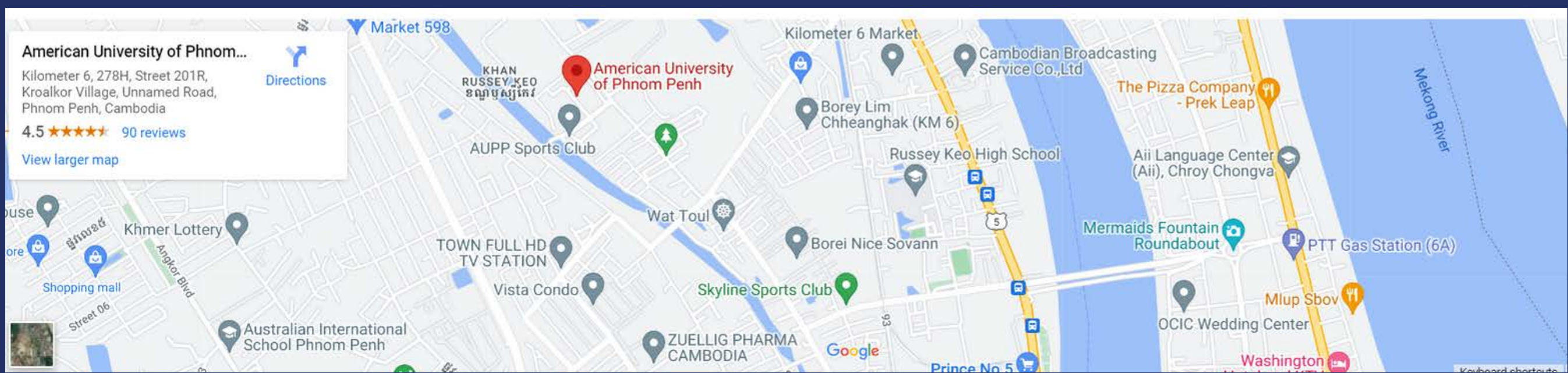
Venue Information

Venue

The venue of the IBTSS 2024 International Conference will be at the American University of Phnom Penh. The 2-day conference activities will take place at the university, providing a conducive environment for scholars and professionals to exchange knowledge and insights.

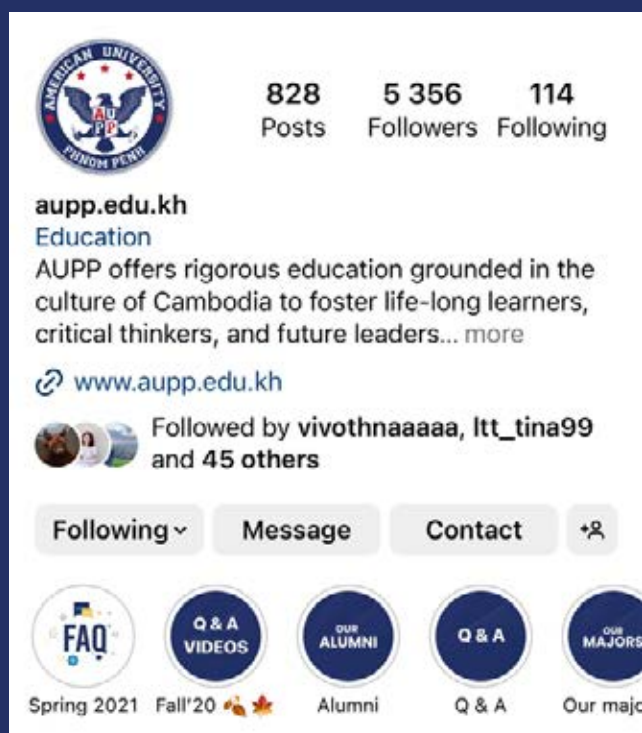


Address



Address: #278H, Street 201R, Kroalkor Village, Sangkat Kilometer 6 Russei Key, Phnom Penh, Cambodia

Check Us Out



@aupp.edu.kh



www.aupp.edu.kh



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ibtss2024@aupp.edu.kh



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"The greatest threat to our planet is the belief that someone else will save it."

Robert Swan





Contact Information

www.aupp.edu.kh/ibtss2024/

SCAN



Send us an email:

General Inquiries:
ibtss2024@aupp.edu.kh

Conference Manager: Yamuna Sithambalam
y.sithambalam@aupp.edu.kh

Conference Manager: Olta Myslimi
o.myslimi@aupp.edu.kh



ibtss2024@aupp.edu.kh



www.aupp.edu.kh/ibtss2024/