

## ★ LET'S MEET THE ORGANIZER

The [Business School of Beijing Wuzi University](#) currently has a first-level discipline for the master's degree in business administration and a master's degree program in business administration (MBA).



北京物资学院商学院

Business School of Beijing Wuzi University

商学院

It has built a model innovative practice base of universities in Beijing – Business Operation and Management Innovation Practice Base, a business training center, and five laboratories including Enterprise Management and Operation Laboratory, SAP University Alliance Laboratory, APPLE Multimedia Laboratory, and Human Resource Management Laboratory.



It has established research institutions such as the Institute of Commercial and Trade Circulation Enterprises, the Institute of Regional Development, the Institute of Canal Culture, and the Research Center of Public Resource Transaction Management. Its China Commercial and Trade Circulation Enterprise Development Forum has become one of the high-level forums in this field.

## ★ Background

With the gradual rise of a new round of scientific and technological revolution focused on information technology, digitalization has increasingly become the leading force for innovation-driven development, which has profoundly changed people's production and life, and vigorously promoted social development.

## ★ Aims

DMI 2022 aims to provide a high-level platform for experts and scholars worldwide to discuss the profound value, transformation opportunities and challenges, new paths and methods of the digital operation and management innovation, and to share their latest ideas of digitalization and management innovation and foster the prosperity of the discipline.



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2022  
International  
Conference on  
Digitalization  
and  
Management  
Innovation  
(DMI 2022)

// November 26, 2022

// Offline - Beijing, China

// Online - MS Teams



## MAIN TOPICS

- Digitalization and Business Model
- Big data, smart data and business intelligence
- Tax challenges in the Digital Economy (DE)
- Digital marketing
- Circular economy through digitalization
- Interdisciplinary Applications of Digitalization and Management Innovation
- Organizational Behavior in Digital Transformation
- Strategic marketing & financial issues
- Digital transformation in financial sector
- Management Innovation
- Human resource management issues
- Knowledge management
- Innovation Management
- Open innovation, user innovation and dynamic capability
- Innovation, skills and creative industries
- Household sector innovation
- See more at <http://www.dmiconf.org/Topics>



### Call For Oral & Poster Presentations

Types	Allotted Time
Invited Presentation	20 minutes
Oral Presentation	15 minutes

**One Best Oral Presentation** will be selected in each session based on the novelty, language, performance, and design of the PPT.



**Greetings from Beijing, China!**

## IMPORTANT DATES

**November 18, 2022**  
**Submission Deadline**

**November 25, 2022**  
**(Friday)**  
Offline Registration  
Online Teams Testing

**November 26, 2022**  
**(Saturday)**  
Opening Ceremony  
Keynote Speeches  
Oral Presentations



### CALL FOR PAPERS

#### ◆ Conference Proceeding

- ◇ Frontiers in Artificial Intelligence and Applications (FAIA)  
(Indexed by Scopus, EI, etc)

#### International Peer-reviewed Journals



[Asia Pacific Business Review](#)

**IF=2.011**

Online ISSN: 1743-792X



[Sustainability](#)

**IF= 3.889**

ISSN: 2071-1050

Special Issue: [Sustainability in Enterprise Productivity and Innovation](#)

Special Issue: [Consumer Behavior in the Mobile Commerce and Social Media Sphere: Limits and Challenges for Companies](#)



**Keynote Speaker**

**Prof. Luiz Moutinho**

University of Suffolk, UK;  
The Marketing School, Portugal;  
University of the South Pacific, Fiji

- Published **36** books
- Published over **158** articles in academic journals
- Has **14,731** academic citations (as of Sept. 5, 2022)
- The h-index of **58** and the i10-index of **151**

### ORGANIZING COMMITTEE

#### General Chair



Prof. Dr. Yongsheng Liu  
Vice-President  
Beijing Wuzi University  
China

#### Technical Program Committee Chair



[Prof. Dr. Md. Mamun Habib](#)  
Independent University, Bangladesh;  
University of Texas - Arlington, USA

#### Members from Beijing Wuzi University, China

Prof. Yongsheng Liu, Vice-President  
Prof. Guochen Wei, Secretary of the Party Committee of Business School & Director of MBA Education Center  
Prof. Bo Lyu, Dean of Business School  
Prof. Jinqiang Xie, Deputy-Director, Office of Academic Research  
Prof. Jingqiang Li, Deputy-Dean of Graduate School  
Prof. Guangyi Li, Business School  
Prof. Haishui Jin, Business School  
Prof. Huamao Tang, Business School

#### Technical Program Committee

Dr. Luis-Alberto Casado-Aranda, University of Granada, Spain  
Dr. Cristian BARRA, University of Salerno, Italy  
Dr. Omaira Hassan, Robert Gordon University, UK  
Dr. Nazri Kama, Universiti Teknologi Malaysia, Malaysia  
Dr. Jessica Lichy, IDRAC Business School, France  
Dr. Joaquim Monteiro Pratas, Universidade da Maia, Portugal

Click [HERE](#) to find more committee members