CONFERENCE ANNOUNCEMENT AND CALL FOR PAPERS

The 2nd International Conference on Marketing, Management, and Business Innovations
&
The 4th Global ESG Conference

MBIC–GESG 2027

When AI Chooses:
Agentic AI, Consumer Confidence, and Corporate Responsibility

May 30 – June 1, 2027 | Ho Chi Minh City, Vietnam

International University – Vietnam National University Ho Chi Minh City

Co-hosts

School of Business, International University – Vietnam National University Ho Chi Minh City (IU–VNU HCMC),through the IU Business Research Network (IBRN) and MBIC

&

Consortium for Global Sustainability (CGS)

ABOUT THE CONFERENCE

Artificial intelligence is moving from recommending to deciding. AI agents now search for, compare, book, negotiate, and purchase on behalf of consumers and managers. When AI chooses, three questions become urgent: Who is the customer? Who is accountable? And on what grounds should anyone trust the choice?

MBIC 2026 examined "Customers in Transition" and how AI reshapes consumer behavior and managerial practice. MBIC 2027 takes the next step by asking what happens to consumer confidence, brand meaning, and corporate responsibility when decisions are delegated to machines that can be persuasive, opaque, and sometimes wrong. AI hallucinations, synthetic content, and "AI-washing" now threaten trust alongside greenwashing, while responsible AI governance is becoming part of a firm's social and ESG commitments.

The 2027 edition is co-organized with the Consortium for Global Sustainability (CGS), a network of scholars focused on ESG issues in business, hospitality, and tourism. MBIC contributes the academic research program in marketing, management, and business innovation; CGS contributes industry and sustainability insights. Together, they offer a forum where rigorous research, industry practice, and the next generation of researchers meet.

We welcome conceptual, empirical, experimental, qualitative, and mixed-methods research. We particularly encourage studies that use behavioral, field, platform, or experimental data to move beyond self-reported adoption intentions, as well as studies grounded in Vietnam, Southeast Asia, and other emerging markets.

CONFERENCE FORMAT

The conference runs over three days. The main conference program and all open sessions will take place on May 31, 2027.

Date	Program	Participation
May 30, 2027	Executive Roundtable on Business, Management, Hospitality, and Tourism; Journal Editors Panel Discussion; Research Methodology Workshop	All registered participants
May 31, 2027	Opening and keynote speeches; panel discussions; four parallel streams (listed below); awards and closing ceremony	All registered participants
June 1, 2027	Cultural immersion, community engagement, and sustainability sessions in the Cần Giờ/Mekong ecotourism area	Registered participants (separate fee)

Hybrid presentation mode: In person, with online presentation available for international scholars and special cases of domestic scholars.

Pre-Conference Sessions (May 30, 2027)

1. **Journal Editors Panel Discussion:** *"Publishing for Impact: Insights from Editors of ABDC A-Ranked, SSCI/Scopus-Indexed Journals" (JRCS, JTTM, and JHTR)*
   - **Duration:** 1.5 hours (a 20-minute presentation by each journal editor, followed by a 30-minute panel discussion and Q&A)
   - This interactive panel brings together editors of leading SSCI-indexed, ABDC A-rated journals in business, management, marketing, and related disciplines to discuss today's evolving scholarly publishing landscape. Participants will gain practical insights into developing publishable research, navigating peer review, understanding common reasons for manuscript rejection, and increasing the scholarly impact of their work. The session concludes with an open Q&A, giving attendees the opportunity to engage directly with the editors and receive advice on academic publishing and career development.
   - **Meet the Editors:**
     - *Journal of Retailing and Consumer Services* — Dr. Jungkun Park, Co-Editor-in-Chief
     - *Journal of Hospitality & Tourism Research* — Dr. Woody Kim, Editor-in-Chief
     - *Journal of Travel & Tourism Marketing* — Dr. Jinsoo Lee, Co-Editor-in-Chief
2. **Research Methodology Workshop:** *Emerging Research Methods and Analytical Trends in Business and Management Research*
   - This workshop introduces innovative methodological approaches and emerging analytical trends shaping contemporary business research. Internationally recognized scholars will present cutting-edge methods, advanced analytical techniques, and novel experimental research designs that strengthen theoretical and practical contributions. Participants will explore methodological developments, discover interdisciplinary research opportunities, and expand their analytical toolkits for future projects.

Four Parallel Streams (May 31, 2027)

1. **Research Sessions:** Presentations of full papers and extended abstracts by scholars and doctoral researchers.
2. **Industry Sessions:** Practitioner talks and panels on how firms deploy, govern, and communicate AI and ESG in practice.
3. **Collegiate ESG Idea Innovation Challenge:** "ESG Innovation Challenge: Shaping a Sustainable Future" is a student competition designed to empower the next generation of leaders in environmental, social, and governance (ESG) practices. It aims to foster creativity, critical thinking, and collaboration among undergraduate and master's students, inspiring them to develop innovative solutions that apply ESG principles to practical challenges.
4. **Poster Sessions:** Presentations of comprehensive research, work in progress, and preliminary findings by undergraduate and master's students.

TOPICS

Submissions are not limited to fixed tracks. The topics below indicate the conference's scope; sessions will be organized around accepted papers. Authors should indicate the closest topic area when submitting.

Track 1. Agentic AI and the Delegated Consumer

- Consumer willingness to delegate search, choice, and purchase to AI agents
- Machine customers: marketing to, and through, AI agents
- Loss of control, autonomy, and agency in AI-mediated decisions
- Human–AI joint decision-making in consumption and service encounters
- AI agents, platform power, and the future of retail and e-commerce

Track 2. AI Hallucinations, Information Quality, Consumer Confidence, Brand Archetypes, and Brand Meaning in the Age of AI

- Consumer detection of, and response to, AI hallucinations and errors
- Trust repair and service recovery after AI failures
- Synthetic reviews, AI-generated content, and information credibility
- Generative search and answer engines: effects on brand visibility and consumer judgment
- Transparency, explainability, and disclosure of AI use
- Calibrated trust: when consumer confidence in AI is warranted, and when it is not
- Over-reliance, automation bias, and algorithm aversion
- Privacy, fairness, and vulnerable consumers in AI-mediated markets
- AI literacy and its effects on consumer and managerial decisions
- Brand archetypes in business management and marketing strategy
- Archetypes and personas of AI assistants, chatbots, and virtual influencers
- Keeping brand meaning consistent when AI agents intermediate the customer relationship
- Brand storytelling, authenticity, and emotional attachment with AI-generated content
- Brand archetypes, CSR positioning, and stakeholder trust

Track 3. Corporate Social Responsibility, ESG, and Responsible AI

- Corporate digital responsibility and ethical AI governance
- AI-washing, greenwashing, and the credibility of ESG claims
- AI for ESG measurement, reporting, and transparency
- CSR communication, legitimacy, and consumer response in AI-driven markets

- Sustainable consumption nudged or decided by AI
- Responsible decision-making by managers using AI-generated insights

Track 4. Agentic AI in Hospitality, Tourism, and Services

- AI agents in travel planning, booking, and destination choice
- AI-enabled service automation and guest experience
- Responsible AI and ESG practices in hotels, airlines, and destinations
- Smart tourism, overtourism, and sustainable visitor management
- Service employees working alongside AI

Track 5. Open Topics

- Innovative and cross-disciplinary research in marketing, management, and business innovation
- Strategic management, entrepreneurship, international business, and organizational transformation
- Human resource management, leadership, organizational behavior, and consumer behavior
- Sustainable business, operations, tourism, hospitality, and emerging business trends

SUBMISSION, PUBLICATION, AND REGISTRATION

Submission Types by Stream

Stream	Who	What to Submit
Research Sessions	All registered participants	Full paper (4,000–6,000 words) or extended abstract (1,000–1,500 words), excluding references
Industry Sessions	Practitioners, firms, and associations	Talk or case proposal (maximum 500 words); speakers may also be invited
Collegiate ESG Idea Innovation Challenge	Undergraduate and master's students	A 15–20-slide PowerPoint deck (excluding references), submitted as a PDF, for a five-minute presentation
Poster Sessions	Undergraduate and master's students	Poster (60 × 160 cm)

- **Online submission:** https://cmt3.research.microsoft.com/MBIC2027/Submission/Index
- **Template and details:** https://mbic.hcmiu.edu.vn/
- **Format:** Microsoft Word; Times New Roman, 12-point font; APA 7th edition reference style.
- Authors should indicate their presentation stream and the closest topic area at submission.
- Only full papers presented in person are eligible for Best Paper Awards.

Publication Opportunities

- Authors of selected papers will be invited to participate in an expedited review process at the following journals: *Journal of Retailing and Consumer Services* (Q1, SSCI, ABDC A); *Journal of Travel & Tourism Marketing* (Q1, SSCI, ABDC A); and *Journal of Hospitality & Tourism Research* (Q1, SSCI, ABDC A).
- Authors may choose whether to include accepted papers and extended abstracts in the conference proceedings (ISBN).

Awards

- **Best Paper Awards** (Research Sessions): certificates and invitations to submit papers for journal consideration.
- **Best Idea Awards** (Collegiate ESG Idea Innovation Challenge for undergraduate and master's students): certificates and cash prizes:
  - First place: US$300 (one individual)
  - Second place: US$200 (one individual)
  - Third place: US$100 (one individual)
- **Best Poster Awards** (undergraduate and master's student Poster Sessions): certificates and commemorative medals for first, second, and third place.
- **Best Presentation Awards** (one award per Research Session room): certificates and commemorative medals.

IMPORTANT DATES

Milestone	Date
Call for Papers released	November 2026
Submission deadline	April 15, 2027
Acceptance notification	April 30, 2027
Final registration deadline	May 10, 2027
Conference dates	May 30 – June 1, 2027

REGISTRATION FEES

Category	Fee
Regular participant	US$200
Student (undergraduate/master's)	US$100
Cultural immersion, community engagement, and sustainability sessions in the Cần Giờ/Mekong ecotourism area (June 1, 2027)	US$50

Notes

- The registration fee includes (1) the pre-conference sessions on the afternoon of May 30, 2027 (Journal Editors Panel and Research Methodology Workshop), including the tea break, and (2) the May 31, 2027 program, including lunch, dinner, and tea breaks.
- At least one author of each accepted paper must register for and attend the conference.
- Each presenting author may present up to two papers in the Research Sessions, or up to two presentations across all streams (Research Sessions, Industry Sessions, Collegiate ESG Idea Innovation Challenge, and Poster Sessions).

CONTACT

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