

2025 Conference Embracing Generative AI for Sustainable Business Management

Abstract Guideline

To ensure your abstract is considered for the conference, please adhere to the following guidelines:

1. Length and Format

- Abstracts should be between **300 and 500 words** in length.
- Use **12-point Arial** font and a **1.15-line spacing** format.
- Submit the abstract in a **Microsoft Word document** (.docx).
- The abstract should be clearly structured with the following components:
 - **Title:** A concise and informative title.
 - **Author(s):** List all authors and their affiliations, including the presenting author.
 - **Keywords:** Provide 3-5 keywords that best describe the content.
 - **Abstract Body:** This should briefly describe the purpose of the work, the methodology used (if applicable), the main findings or discussions, and the relevance of the research to the conference theme and sub-themes.

2. Content Guidelines

- **Relevance to Conference Theme:** Abstracts must align with the central theme of the conference—**Embracing Generative AI for Sustainable Business Management**—and should address one of the four sub-themes:
 - Harnessing Generative AI for Sustainable Innovation and Responsible Deployment
 - Integrating AI for Data-Driven Sustainability Strategies within Policy and Regulatory Frameworks
 - Transforming University, Enterprise and Industrial collaboration under Sustainable Practices
 - Shaping the Future of Business Management Education and Research in the AI Era (Education Focused).
- **Originality:** Abstracts should present original work and ideas not published or presented elsewhere.
- **Clarity and Precision:** The abstract should be clear, well-structured, and free from overly technical language. The goal is to ensure the content is accessible to a broad audience, including both AI experts and sustainability professionals.
- **Practical Impact:** Highlight how the proposed research or project contributes to the practical application of generative AI in sustainable business management.

3. Submission Process

- **Submit your abstract via the email:** lmrg@arden.ac.uk. Please ensure all required fields are completed, and the abstract is attached in the correct format.

- Authors may submit more than one abstract, but only one abstract per author may be selected for presentation.
- The corresponding author will be notified of acceptance, and they will be responsible for communicating any updates to co-authors.

4. Review and Acceptance

All abstracts will undergo a **peer-review process** by the conference organizing committee. Abstracts will be evaluated based on:

- Relevance to the conference theme and sub-themes
- Originality and innovation
- Clarity and structure
- Potential for practical application or contribution to the field

Acceptance Notification will be sent by 15th April, 2025.

5. Presentation Format

Authors of accepted abstracts will be invited to present their work during the conference. Presentations are in the form of **Oral presentations** (10 - 15 minutes each).

A Detailed instruction for preparing your presentation will be sent upon acceptance.

Additional Information

- **Conference Proceedings:** Selected abstracts may be invited for inclusion in the official conference proceedings, subject to the submission of a full paper.
- **Technical Support:** Presenters will have access to audio-visual equipment during the conference. Please inform us of any specific requirements in advance.
- **Registration:** All presenters must be registered for the conference to present their work.