



The 5th INTERNATIONAL CONFERENCE ON MARKETING IN THE CONNECTED AGE (MICA-2026)

CALL FOR PAPERS

November 06th, 2026
(On-Site and Virtual Conference)

Submission deadline: September 04th, 2026

Venue: The University of Finance – Marketing, HoChiMinh City, Vietnam

University of Finance – Marketing (UFM), University of Economics - The University of Danang, National University of Economics, Banking Academy of Vietnam, Posts and Telecommunications Institute of Technology, University of Economics and Finance are organizing the 5th International Conference on Marketing in the Connected Age (MICA-2026), to be held on November 06th, 2026, in HoChiMinh City, Vietnam.

Created in 2016, MICA aims to be a unique point of convergence for researchers, world leading experts, practitioners, and policymakers in marketing to meet, share and exchange ideas. In close collaboration with national and international partners, MICA2026 focuses on the responsibilities of marketing in leveraging technological advances in creating innovative and sustainable offerings that provide value for firms, consumers, and society.

The theme of MICA-2026 is

“Green and Digital Transformation in Marketing: Towards Sustainable Consumption and Responsible Growth”

TOPICS

MICA-2026 would like to invite scholars and practitioners to provide insights into how marketing could find meaning in a hyperconnected world. Accelerated advances in technology have resulted in a hyperconnected world which is characterized as pervasive access to information and continuous multidimensional interconnection among humans and devices regardless of time and space. While the hyperconnected world presents marketers with unprecedented opportunities to connect with customers, it has

inadvertently created new challenges such as data privacy, social isolation, cybersecurity, and well-being deficit. The MICA-2026 conference invites submissions (**English only**) that discuss the state of marketing in a hyperconnected world as well as its responsibilities to create genuine human connections and sustainable value for customers, firms, and society. Topics that the conference encourages to exchange and discuss include (*but are not limited to*):

- Sustainable consumption and green consumer behavior
- AI, big data, and digital transformation in sustainable marketing
- Green branding and sustainability communication
- Greenwashing, ethics, and corporate transparency
- Social media and influencer-driven sustainable lifestyles
- Responsible personalization and digital consumer engagement
- Circular economy, innovation, and responsible growth
- ESG, governance, and sustainable marketing strategy
- Cross-cultural studies in green and digital marketing
- Policy, education, and collaborative pathways to sustainable markets

KEYNOTE SPEAKER



Dr Gary Daniels is an entrepreneurship-focused academic and former hospitality entrepreneur with over two decades of international experience in the UK, China, and Malaysia. His work is defined by a unique 'practitioner-scholar' identity, built on a foundation of ten years as the founder and operator of three successful F&B ventures in Chengdu, China. This entrepreneurial experience directly informs his teaching and leadership. As Head of the Centre for Hospitality Innovation and Leadership (CHIL), Dr Daniels leads the development of innovative, industry-connected curricula. He has designed experiential learning projects like the 'Hospitality Bazaar' and established professional certification pathways with bodies such as WSET, ServSafe, and CHIA to enhance student employability. Dr Daniels' research integrates his practice with the Scholarship of Teaching and Learning (SoTL). His applied research focuses on entrepreneurship ecosystems, sustainable and responsible practice, digital transformation in hospitality, and work-integrated learning (WIL), with a particular emphasis on ASEAN. His work has been published in high-impact Q1 journals.



Dr Nguyen (Beo) Thai, PhD, FHEA, *Senior Lecturer in Marketing & Associate Head of School/ Discipline Leader (Marketing) at School of Business, Faculty of Arts, Society and Business, University of Wollongong, Australia.*

With a PhD in Marketing from The University of Sydney, Dr Thai brings deep expertise and a forward-thinking approach to understanding consumer behavior. His research tackles some of the most pressing and fascinating questions in marketing today, ranging from decision-making and choice overload (the paradox of choice) to prosocial and pro-environmental behaviors. Beo's work is published in *Annals of Tourism Research*, *European Journal of Marketing*, *Journal of Business Research*, *Psychology & Marketing*, *Journal of Macromarketing*, *Australasian Marketing Journal*, *Journal of Retailing and Consumer Services*, *Consumer Behavior in Tourism and Hospitality* (formerly known as *International Journal of Culture, Tourism and Hospitality Research*), *Anatolia*, and *Journal of Marketing Education*. Dr Thai currently serves on the Editorial Review Board of the *European Journal of Marketing*.

SPECIAL SESSION

To enhance the exchange of ideas between academics, practitioners, and policymakers, MICA-2026 will include special panel discussions focusing on Vietnam and emerging markets. Speakers are established experts in the field, with diverse backgrounds in academia, industry, and policymaking. Furthermore, to promote an innovative marketing teaching and learning environment, MICA-2026 extends a special invitation to researchers who conduct research on marketing education and consumer behavior in a hyperconnected world.

PUBLICATION OPPORTUNITY

In consultation with the Editors-in-Chief, authors of high-quality research papers will be invited to submit their manuscripts to a regular issue of *Journal of Finance - Marketing Research* (University of Finance – Marketing) with fast track review. Also, all accepted papers for MICA-2026 will be published in the conference proceedings with an associated ISBN.

SELECTION COMMITTEE

Trung Bao, *University of Finance – Marketing*

Chung Du Thi, *University of Finance – Marketing*

Khue Thu Ngo, *The University of Danang - University of Economics*

Le Tram Dinh Thi, *The University of Danang - University of Economics*

Huy Thong Vu, *National Economics University*

Huyen Pham Thi, *National Economics University*

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Hoang Yen Nguyen Thi, *Posts and Telecommunications Institute of Technology*

Van Phuoc Nguyen, *Posts and Telecommunications Institute of Technology*

Bao Giang Phan, *University of Economics and Finance*

Quang Hung Le, *University of Economics and Finance*

CONFERENCE ORGANIZING COMMITTEE

Quoc Viet Pham, *University of Finance - Marketing, Vietnam*

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Hoang Anh Pham Thi, *Banking Academy of Vietnam*

Quang Anh Tran, *Posts and Telecommunications Institute of Technology*

Minh Hai Ngo, *University of Economics and Finance*

KEY DATES

September 04 th , 2026	: Submission deadline
October 02 nd , 2026	: Notification of acceptance/rejection
October 10 th , 2026	: Registration deadline
November 06 th , 2026	: Conference event

All submissions must be in Word format under the required template and be sent electronically via the Conference's email (mica@ufm.edu.vn) by no later than September 04th, 2026. Additionally, all submissions should report original, previously unpublished empirical or theoretical research results and will be peer reviewed.

BEST PAPER AWARDS

All papers will be considered for the Best Paper Award.

REGISTRATION

See below for more details on fees:

From Vietnam	
Academic Staff	VND 2,000,000
Students and Academic Staff from MICA Co-organizers	VND 1,000,000
From overseas	
Academic Staff	US\$100
PhD Students and Academic Staff from MICA Co-organizers	US\$50

Registration fee includes the abstract book and other conference materials. It also includes welcome reception and coffee breaks during the conference. Accommodation is not included.

CONTACT FOR QUERIES

Email: mica@ufm.edu.vn; Web: ic.ufm.edu.vn/MICA/MICA-2026

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