

International Conference on New Insights in Sustainable Business, Innovation and Responsible Management

May, 14th Rajakatu 35, Jyvaskyla, Finland

Hybrid mode (to be hosted by Jamk School of Business, Finland & SumDU Institute of Business, Economics and Management, Ukraine)

This joint conference, to be organized under the Entrepreneurial Ukraine - Developing entrepreneurial culture and competencies of students in Ukraine and Finland Project, offers a unique platform to scholars to present their research to an international academic audience.

CONTACT PERSONS OF THE ORGANIZING COMMITTEE

Tetiana Shcherbyna, Lecturer, Jamk School of Business, e-mail: tetiana.shcherbyna@jamk.fi

Maryna Domashenko, Deputy Head of the International Economic Relations Department on Science, Institute of Business, Economics and Management, Sumy State University, e-mail: m.domashenko@biem.sumdu.edu.ua

CONFERENCE PARTICIPANTS

Early-stage scientists, recent graduates, and scholars graduating shortly, studying in higher institutions of Ukraine and Finland

SCIENTIFIC BOARD OF THE CONFERENCE

Dr. Anne Eskola, Director, Jamk School of Business; **Dr. Shab Hundal**, Research Coordinator, Jamk School of Business; **Pia Kreuz**, Head of Global Competence Department, Jamk School of Business; **Dr. Juliia Halynska**, Associate Professor, Institute of Business, Economics and Management, Sumy State University; **Dr. Murat Akpinar**, Principal Lecturer, Jamk School of Business; **Dr. Sunday Olaleye**, Senior Lecturer, Jamk School of Business; **Piotr Krawczyk**, Senior Lecturer, Jamk School of Business; **Barbara Crawford**, Senior Lecturer, Jamk School of Business.

RESEARCH DISCIPLINES:

- Leadership and Organizational Behavior
- Organizational culture and environment
- Responsible entrepreneur and wellbeing
- Corporate Governance, Accountability, Reporting & Disclosures
- Sustainable Finance & Corporate Risk Management
- Sustainable Business and Stakeholder Management
- Diversity, Ethics, and Inclusion
- Sustainable Tourism, Hospitality and Services Management
- Sport Business Management
- Sustainable Business Models
- Knowledge Management, Innovation and Tech Business
- Data Economy, Digital Business and Emerging Technology
- E-sports and Gamification
- User Experience and User-Driven Open Innovation
- Innovative Entrepreneurship Education
- Any other field of business studies

CONFERENCE FORMAT:

- Hybrid sessions (in-person at host institutions + virtual participation).
- Panel discussions and Q&A sessions.

WHY PARTICIPATE?

- Connect with peers, faculty, and professionals from both countries to expand your academic and professional network.
- Participants receive conference certificates; paper abstracts may be published in the conference proceedings (September 2025).

KEY DEADLINES:

- Deadline of an extended abstract submission: May 14, 2025
- Conference date: May 14, 2025
- Deadline of a revised abstract submission (if needed): May 25, 2025

HOW TO APPLY:

Submit an extended abstract of a conference paper (in English) by May 13, 2025 (inclusive) in files with names containing the surname of the author(s) (e.g. Shevchenko_abstract) to e-mail: tetiana.shcherbyna@jamk.fi

ABSTRACT REQUIREMENTS:

Responsibility for the quality and content of the abstracts lies with the author. All abstracts will be checked for plagiarism to ensure compliance with academic integrity standards. The Organizing Committee reserves the right to internally review and select abstracts for inclusion in the conference proceedings.

Abstract specifications:

- **Length:** 300-400 words
- **File format:** Microsoft Word (.doc/.docx).
- **Margins:** Left, top, and bottom – 20 mm; right – 10 mm.
- **Font:** Times New Roman, 12-point size, single spacing, paragraph indent – 10 mm.
- **Tables, illustrations, diagrams, and charts** must be labeled with suitable titles. Sources must be indicated below tables and figures.
- **Formulas** must be created using the Microsoft Equation Editor and numbered in parentheses on the right side.
- **References** must follow the international **APA Style** and include only sources cited in the text.

Organized by: Jamk School of Business (Finland) and Sumy State University (Ukraine).

The event is funded by TFK Finland.

Join us to bridge academic excellence across borders!

Register here : [🌐 International Conference on New Insights in Sustainable Business, Innovation and Responsible Management](#)