

**SIBR 2025 CONFERENCE (HONG KONG)
ON INTERDISCIPLINARY
BUSINESS & ECONOMICS RESEARCH
27th – 28th September 2025 (Saturday – Sunday)**

Tentative Conference Program

DAY 1 (In-person Presentation)	DAY 2 (Online Presentation)
9:00–10:30 Parallel sessions	10:00–12:00 Parallel sessions
10:30–10:45 Coffee Break	12:00–12:15 Break
10:45–11:50 Keynote Speech*	12:15–14:15 Parallel sessions
11:50–13:00 Lunch	14:15–14:30 Break
13:00–15:15 Parallel sessions	14:30–16:30 Parallel sessions
15:15–15:35 Coffee Break	End of Program
15:35–17:00 Parallel sessions	

***Keynote speech:** Prof Martin Liu, Associate Dean and Professor in Marketing and Digital Innovation, Nottingham University Business School China; Visiting Professor at University of Aberdeen, University of Warwick, and University of Northern Iowa.

Guide to Presenters and Session Chairs

- In-person presentations will take place only on Day 1; Online presentations will take place only on Day 2.
- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted (approx. 10 minutes for presentation and 3 minutes for Q&A).
- The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- Projector and computer will be provided in each conference room.

Electronic Conference Pack

SIBR Conference Proceedings (online), electronic presentation/attendance certificates, and electronic official receipts will be sent by email to registered authors and participants.