

# TECHNOLOGY, TURBULENCE, AND TRANSFORMATION: REIMAGINING BUSINESS AND SOCIETY FOR A SUSTAINABLE FUTURE

26-28 May, 2026 | Riga, Latvia  
and in virtual mode online

ORGANISED BY:



## CONFERENCE FOCUS: REIMAGINING BUSINESS AND SOCIETY FOR A SUSTAINABLE FUTURE

In a world shaped by accelerating technologies and growing geopolitical and economic turbulence, organisations face challenges that demand more than incremental change.

Artificial intelligence, digital ecosystems, and automation are transforming business models and societal structures, while political instability, climate pressures, and shifting global dynamics redefine the environment in which they operate.

Reimagining business and society for a sustainable future requires integrating technological innovation with responsible leadership, resilience, and long-term thinking. Companies and institutions must learn to adapt quickly, build agile and future-proof strategies, and ensure that technology contributes to inclusive growth and sustainable development.

**ASBBMC brings together researchers, business leaders, and policymakers to explore these themes, share insights, and shape pathways toward resilient and sustainable societies. Together, we address the transformational effects of technology, the realities of global turbulence, and the leadership required for the future.**

## WE INVITE YOU TO EXPLORE THESE CHALLENGES TOGETHER IN RIGA, LATVIA

### 26 May, 2026 Pre-Conference Doctoral Seminar

This seminar day provides a great learning opportunity and a networking platform for doctoral students and young researchers. There will be RISEBA Presentation and RISEBA School Tour Presentations from RISEBA staff on technologies and topicalities in education (AI in Education, Production capabilities of Distance Learning Materials etc.).

### 27 May, 2026 Plenary sessions

- **Navigating Turbulence: Global Forces Reshaping Business and Society**
- **AI and Emerging Technologies: Accelerating Transformation Across Business and Society**

- **Pathways to Sustainable and Resilient Futures: Innovation, Agility, and Transformation**

Sessions will feature keynote speeches from high-profile international speakers from academia, business and public administration, followed by the expert panels. Learn more about our keynote speakers on the conference website - we are honoured to have confirmed speaker list that includes our international guests and well-known Baltic experts.

### 28 May, 2026 Parallel Tracks for Presenting Authors

You are invited to submit your abstracts for tracks such as:

- Innovation and Sustainability in Business and Society
- AI, Automation, and the Future of Work
- Digital Transformation and Business Management
- Education, Learning, and Human Capital Development in the Human-Tech Era

- Governance, Ethics, and Policy in the Age of AI and Global Turbulence
- Entrepreneurship, Innovation Ecosystems, and Societal Impact
- Consumer Behaviour, Digital Markets, and Technology-Driven Marketing
- Leadership, Agility, and Organisational Resilience

## **PUBLICATION OPPORTUNITIES**

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After double-blind peer review, Full Papers will have the following publication options:

- **Financial Internet Quarterly** (FIQ), published by the University of Information Technology and Management in Rzeszów (UITM), indexed in Web of Science, EBSO, and other databases.
- **Journal of Business Management** (JBM), published by RISEBA University and indexed in ERIH Plus, EBSCO, and other databases.

## **IMPORTANT DATES**

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Deadline for **registration and submission of abstracts**  
at the [Conference Website](#)

**14 May, 2026**

**Notification of acceptance:**

**within 3 days from submission**

**Submission of Full Papers:**

**2 July, 2026**

## **CONTACTS AND DETAILED INFORMATION:**

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**Conference website and registration:**

[www.asbbmc.eu](http://www.asbbmc.eu)

**Any inquiries for Authors and attendees:**

[research@riseba.lv](mailto:research@riseba.lv)