

Preface

The 2025 International Conference on Business Administration and Management (ICBAM 2025) will be held from February 21 to 23, 2025, in Liverpool, UK. This conference serves as a major platform for promoting interdisciplinary collaboration and advancing research in the fields of business administration and management. ICBAM 2025 will bring together scholars, industry professionals, and policymakers from across the globe to explore the latest trends, challenges, and innovations in the rapidly evolving world of business management.

The primary goal of ICBAM 2025 is to foster in-depth discussions and facilitate knowledge sharing among thought leaders, researchers, and practitioners in business and management. By presenting cutting-edge research, the conference will highlight the dynamic nature of business practices, the integration of modern technologies, and the importance of sustainable management strategies. Special attention will be given to the transformative role of leadership, organizational behavior, and strategic management in shaping the future of global business.

ICBAM 2025 will feature a variety of keynote speeches, academic presentations, and panel discussions, offering ample opportunities for attendees to engage with experts and peers. The event will not only present the latest research findings but will also focus on practical applications and case studies that address contemporary challenges in business administration and management.

We would like to express our sincere appreciation to all contributors and partners who have played a crucial role in organizing and supporting this event. We are confident that the connections made and the knowledge exchanged at ICBAM 2025 will inspire continued collaboration and innovation in the business world for years to come.

With best regards,

Conference Committee of ICBAM 2025