

## The 18th Congress of International Federation of East Asia Management Associations

### Concludes Successfully

The 18th Congress of the International Federation of East Asia Management Associations (IFEAMA), co-hosted by IFEAMA, IFSAM China, Hohai University, Asian Organization Development Network (AODN), Alliance of Oriental Management Research Institutions, and Shanghai Society for Management Education, opened at Hohai University in Nanjing on October 18, 2025. Themed "Asian Management Innovation in the Changing Century", the conference gathers leading scholars, senior executives, and research experts worldwide to explore frontier theories, international cooperation, and business innovation through extensive dialogue and discussion.

The opening ceremony was held on the morning of October 18th at the Jiangning Campus of Hohai University. It was attended by over 300 guests from countries and regions including China, Japan, Vietnam, Laos, Indonesia, Kazakhstan, Mongolia, Canada, and the United Kingdom. The ceremony was presided over by Prof. ZHANG Yang, President of IFEAMA-China and Former President of both IFEAMA and IFSAM.

Welcoming addresses were delivered by Prof. ZHENG Jinhai, President of Hohai University; Prof. Tran Thi Van Hoa, President of IFEAMA and Former Vice-president of the National Economics University, Vietnam; Prof. Zhang Zhang Yingying, Secretary-General of IFSAM and Professor at the International University of Japan; Prof. LU Leehsing Chairman of AODN, Former Vice President of IFSAM, and Professor at the National Institute of Development Administration, Thailand; Prof. Rafis Abazov, President of IFEAMA Kazakhstan and Vice President of the Kazakh National Research University of Agriculture; and Mr. LI Songbai, General Manager of Jiangsu Water Source Company Limited of the Eastern Route of the South-to-North Water Diversion Project.

The keynote speech session was chaired by Prof. ZHANG Changzheng, Dean of the Business School of Hohai University. Presentations included Prof. YANG Zhong from Nanjing University on the Gene, Philosophy, and Practice of Chinese-style Innovation; Prof. Phouphet Kyophilavong, President of IFEAMA Laos and Vice President of the National University of Laos, on China-Laos sci-tech innovation cooperation; Prof. Batsukh Davaasuren, President of IFEAMA Mongolia and Vice President of the National University of Mongolia, on business

ethics in the 21st century; and Prof. Huang Dechun, Executive Dean of the World Water Valley Institute at Hohai University, on realizing the value of water-related ecological products; Prof. HU Haibo, Dean of Business Administration School, Jiangxi University of Finance and Economics, on the new nationwide system using aerospace and high-speed rail cases; Prof. Hayashi Takabumi, Representative of IFEAMA Japan Office, Honorary Professor of Rikkyo University of Japan, on IFEAMA's history and its original specific purpose; Mr. XU Yude, Vice President of the Chinese Academy of Fiscal Sciences, on the capital market whistleblower system; and Mr. TIAN Shubin, Former General Manager of Xinhua News Agency's General Manager Office, and Former Chairman and President of Xinhua Net Co., Ltd., on

The congress featured a diverse program including 17 thematic forums, 4 roundtable meetings, 14 parallel paper sessions, 2 case study special sessions, and an 'Editor Meet the Author' event. The content covered various fields such as strategic management, organizational change, digital transformation, and modernization of water governance. The discussions were vibrant and engaging.

Against the backdrop of profound changes unseen in a century, a new round of technological and industrial revolution is profoundly reshaping the global landscape. Asia, with its economic stability and resilience, has become a key force driving global development. In this context, this congress aimed to explore the evolution path of Asian management, pool academic wisdom, and contribute global management innovation cases.

During the IFEAMA Council meeting held within the congress, Prof. ZHOU Haiwei, former Dean of the Business School of Hohai University, was elected as the new President of IFEAMA. Prof. TANG Zhen, former Vice Dean of the Business School of Hohai University, continues to serve as the Co-standing Secretary-General. Prof. Kanako Negishi of Takushoku University in Japan was also elected as a new Co-standing Secretary-General.

This congress was not only a high-level academic event but also a practical action to promote management innovation in Asia and advance global sustainable development.