



# A2BETH

## INTERNATIONAL CONFERENCE ON AI IN BUSINESS, EDUCATION, TECHNOLOGIES AND HEALTH



26-28 AUGUST 2026

**THEME:** "EXPLORING THE TRANSFORMATIVE ROLE OF ARTIFICIAL INTELLIGENCE ACROSS BUSINESS, EDUCATION, TECHNOLOGY, AND HEALTH."

### Track Themes

- ✓ **AI in Business, Finance & Society**  
Focus: Innovation, strategy, governance, and economic impact
- ✓ **AI in Education & Learning Futures**  
Focus: Pedagogy, learning systems, policy, and student outcomes
- ✓ **AI Technologies, Infrastructures & Systems**  
Focus: Core technical innovations enabling AI across domains
- ✓ **AI in Health, Wellbeing Bio-Innovation**  
Focus: Clinical, societal, and ethical impact of AI



SALFORD, MANCHESTER, UK

Presentation in person  
and Hybrid Mode

SUBMISSION PORTAL



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submit





Business, Education, Technologies & Health

# CALL FOR PAPERS

**Conference Focus: Exploring the transformative role of Artificial Intelligence across Business, Education, Technology, and Health.**

A2:BETH 2026 invites researchers, practitioners, and doctoral scholars to contribute to a free international interdisciplinary dialogue conference exploring the transformative role of artificial intelligence across business, education, technology, and health. Submit your 200-300 words abstract via the link below: <https://ukmc.ac.uk/conference>

The conference supports internal and external early-career researchers and postgraduate students, providing a platform to share research, gain visibility, and engage with global academic and industry communities.

Whether or not you have research to present, you are warmly welcome to attend and enjoy the conference, come along, connect with others, and be part of the conversation

## SUBMISSION TRACKS

| TRACK                           | WORD COUNT                   | DESCRIPTION   |
|---------------------------------|------------------------------|---|
| Full Papers                     | 6,000–8,000 words            | Mature research with strong theoretical or empirical contribution |
| Short Papers / Work-in-Progress | 3,000–4,000 words            | Early-stage or conceptual research                                |
| Industry Case Studies           | 3,000–5,000 words            | Real-world applications and insights                              |
| Posters & Doctoral Research     | 1,000–1,500 words (abstract) | Emerging research and PhD work                                    |

**SUBMISSION PORTAL**

[ukmc.ac.uk/conference](https://ukmc.ac.uk/conference)



**DATE**  
26–28 August 2026



**LOCATION**  
Salford, Manchester, UK



## DETAILED SUBMISSION GUIDELINES

The conference welcomes submissions across multiple tracks. Authors must select the most appropriate category and follow the specific requirements outlined below. All submissions must be original, not previously published, and not under review elsewhere.

### 1. FULL PAPERS | 6,000–8,000 WORDS (EXCLUDING REFERENCES)

**Purpose:** To present completed, high-quality research with a clear contribution to knowledge.

**Requirements:**

- Word count: 6,000–8,000 words (excluding references)
- Structure: Title (no author details) · Abstract (200–300 words) · Keywords (4–6) · Introduction · Literature Review · Methodology · Findings/Results · Discussion · Conclusion · References
- Referencing style: APA or Harvard (consistent throughout)

**Expectation:** Strong theoretical grounding, clear research design, and critical analysis (not descriptive writing).

**Outcome:** Eligible for full paper presentation and publication consideration.

### 2. SHORT PAPERS / WORK-IN-PROGRESS | 3,000–4,000 WORDS

**Purpose:** To showcase early-stage research, innovative ideas, or preliminary findings.

**Requirements:**

- Word count: 3,000–4,000 words
- Structure (flexible): Research aim/questions · Brief literature context · Proposed or initial methodology · Expected or preliminary findings

**Expectation:** Clear research direction and demonstrated potential contribution.

**Outcome:** Oral or poster presentation (to be determined by reviewers).

### 3. INDUSTRY CASE STUDIES | 3,000–5,000 WORDS

**Purpose:** To present practical applications of AI in real-world settings.

**Requirements:**

- Word count: 3,000–5,000 words
- Structure: Context/organizational background · Problem or challenge · AI solution or approach · Implementation process · Outcomes and impact · Lessons learned

**Expectation:** Critical reflection (not just storytelling) with a clear link to AI and conference themes.

**Outcome:** Presentation with strong practitioner engagement.

### 4. POSTERS & DOCTORAL RESEARCH | 1,000–1,500 WORD ABSTRACT

**Purpose:** To support PhD students and emerging researchers in presenting developing work.

**Requirements:**

- Submission format: Extended abstract (1,000–1,500 words)
- Structure: Research background · Problem statement · Research questions/objectives · Methodology (proposed or ongoing) · Expected contribution
- Poster format: A1 size (portrait or landscape) with clear visual presentation of key ideas

**Expectation:** Clarity, originality, and engagement with conference themes.

**Outcome:** Poster presentation with interactive discussion.



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## GENERAL SUBMISSION REQUIREMENTS

submissions must be made via the conference submission system at [www.ukmc.ac.uk/conference](http://www.ukmc.ac.uk/conference)

Ensure clear academic writing, proper referencing, and formatting consistency

All papers will undergo double-blind peer review

Authors must remove names, affiliations, and identifying details for blind review

Include 3–6 keywords

Referencing style: Harvard

At least one author must register and present if accepted

## REVIEW CRITERIA

- ✓ **Originality and contribution**
- ✓ **Relevance to conference themes**
- ✓ **Methodological rigour**
- ✓ **Clarity and academic quality**

## PUBLICATION OPPORTUNITIES

Selected papers in IGI Global volumes or recognised journals

Opportunities for book chapters and conference proceedings

**Early Registration**

**30th June 2026**

**Full paper Submission Deadline**

**7th July 2026**

**Acceptance Notification**

**25th July 2026**

**Camera-ready Submission**

**9th August 2026**

**Final Registration**

**9th August 2026**

**Submission:**

[ukmc.ac.uk/conference](http://ukmc.ac.uk/conference)

**Free to Attend**

All are welcome — researchers, practitioners & guests