

# CALL FOR PAPERS

## 2025 ANNUAL CONFERENCE OF ASIA-PACIFIC MANAGEMENT ACCOUNTING ASSOCIATION (APMAA 2025)

*"Management Accounting in Dynamic and Changing Business Landscapes"*

**Mardhiyyah Hotel & Suites Shah Alam  
Selangor, Malaysia (Hybrid)**  
**24 (Friday)- 27 (Monday) October 2025**

### ABOUT APMAA

The Asia-Pacific Management Accounting Association (APMAA) is a leading network of academics and practitioners committed to advancing management accounting research, education, and practice. Founded in 2004, APMAA promotes global collaboration through conferences, research, and knowledge sharing. Its diverse membership fosters innovation and bridges academia with industry.

The 2025 Annual Conference of the Asia-Pacific Management Accounting Association (APMAA 2025) is set to be held at Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia, from October 24 (Friday) to October 27 (Monday), 2025. This year, we are pleased to offer the conference in a hybrid format. The conference theme is "Management Accounting in Dynamic and Changing Business Landscapes." As is customary, APMAA 2025 encompasses diverse subject areas, welcoming manuscripts covering various accounting topics. We enthusiastically invite potential authors to contribute their research products, playing a pivotal role in shaping the program of the 2025 conference.

### KEYNOTE SPEAKERS

#### Keynote 1: Venkata Ramanan, FCMA, CGMA

Regional Vice President – Asia Pacific, AICPA & CIMA

Venkata Ramanan leads the Asia Pacific operations of AICPA & CIMA, based in Malaysia. He champions the CGMA designation and drives strategic initiatives that strengthen finance talent development, public sector capacity-building, and professional education aligned with global standards. With a strong focus on university partnerships, digital learning, and government collaboration, Venkata offers a forward-looking perspective on finance leadership in today's digital economy.

#### Keynote 2: Shahrizan Aini Shamsul Khalil

Chief Human Resources Officer, SD Guthrie Berhad

Shahrizan Aini is a strategic HR leader with nearly 30 years' experience across banking and agribusiness. Since joining Sime Darby Group in 1996, she has held key roles in strategy, risk, and corporate services. Now CHRO at SD Guthrie Berhad, she leads workforce transformation, talent development, and organizational strategy. A UK-trained accountant, her leadership blends data-driven insights with a strong human capital focus.

### CONFERENCE TRACKS

The Asia-Pacific Management Accounting Association (APMAA) 2025 Annual Conference features four tracks as per MS-CMT Structure of the APMAA2025:

- Track 1: Academic Paper Sessions → Primary subject areas (14) → Secondary subject areas
- Track 2: Doctoral Colloquium Paper Sessions (for research papers)
- Track 3: Other (Speakers for Plenary sessions, Forum, and Doctoral-seminar)
- Track 4: Organizer's Practice (Solely for the use of the Organizer)

Primary and secondary subject areas of the Academic Paper Sessions :

#### 01. Management Accounting in Dynamic and Changing Business Landscapes

Big Data • Blockchain • Cloud Tools • Cybersecurity • AI & ML in Accounting

#### 02. Cost Management and Manufacturing Industries

Cost Accounting • Supply Chain • Production • Changing MA Roles

#### 03. Performance Management

Performance Innovation • Budgeting in Uncertainty • Data & Planning • Appraisal & Incentives • Multi-Criteria Decisions • Valuation Impacts

#### 04. Strategic Management Accounting

Agile Costing • SMA Techniques • Strategic Planning • Supply Chain Profit-Sharing • Servitization • Startups & Unicorns • Intangibles

#### 05. Management Accounting for Multinational Enterprises

Transfer Pricing • International Tax • MNE Performance • Global Risk & MA Roles

#### 06. Management Accounting for State-owned Companies, Public Sector, and Non-profit Organizations (NPOs)

Public Sector Reforms • State Enterprise MA • Government Open Data • MA for NPOs & Civil Society

#### 07. Management Accounting for SMEs and Family Businesses

Public vs Private Decision-Making • Business Continuity • Family Tax Planning

#### 08. Business Reporting and Communication

Sustainability & ESG • Financial Reporting • IFRS Impact • CSR • SDGs Accounting

#### 09. Business Ethics and Internal Control

Behavioral Insights • Ethics in MA • Internal Controls • Fraud Prevention • Corporate Governance

#### 10. Mathematical Models in Accounting

Contract Theory • Capital & Product Markets • Disclosure

#### 11. Comparative Management Accounting

MA in Emerging Economies • Education & Skills • Dynamic Environments • Cross-national Comparisons

#### 12. Management Accounting of Islamic Business

Islamic Finance & Banking • e-Transactions • Sustainability • Sukuk, Wakaf & Zakat

#### 13. Management Accounting Education and History

Accounting Education • MA History • Evolution of Practices

#### 14. Other Management Accounting Issue

Submission site will be opened on May 1, 2025. **Paper Submission Deadline is July 15, 2025.**



Paper Submission to the "APMAA2025" CMT Site :  
<https://cmt3.research.microsoft.com/APMAA2025>



### APMAA 2025 CONFERENCE PROGRAM

Day 1; October 24, 2025	Friday	<ul style="list-style-type: none"> <li>• Doctoral Student Sessions (for later-stage doctoral students &amp; Ph.D. candidates)</li> <li>• Doctoral Seminar</li> <li>• Board of Directors Meeting</li> </ul>
Day 2; October 25, 2025	Saturday	<ul style="list-style-type: none"> <li>• Plenary Session</li> <li>• Academic Paper Sessions</li> </ul>
Day 3; October 26, 2025	Sunday	<ul style="list-style-type: none"> <li>• Academic Paper Sessions</li> <li>• 2-3 Thematic Forums</li> </ul>
Day 4; October 27, 2025	Monday	<ul style="list-style-type: none"> <li>• Company Visit (Tentative)</li> </ul> <p><i>(TRX Affin Bank &amp; TRX - Digital Transformation)</i></p>

### KEY DATES FOR AUTHORS

May 1	Manuscript submission site opens (Conference Management Toolkit - Microsoft)		
July 15	Deadline for manuscript submission	Presenter	Non-presenter
August 1	Registration / Fee payment site opens	Presenter	Non-presenter
September 11	Notification of acceptance/rejection	Presenter	Non-presenter
September 15	Deadline for proceedings paper submission	Presenter	Non-presenter
September 16	Registration deadline for accepted papers	Presenter	Non-presenter
September 17	Book of abstracts submission	Presenter	Non-presenter
September 20	Rehearsal for online function	Presenter	Non-presenter
October 5	Completion of tentative program	Presenter	Non-presenter
October 8	Proceedings book completion	Presenter	Non-presenter
October 15-20	Rehearsals for all presenters, moderators and discussants	Presenter	Non-presenter
October 24	Doctoral colloquium paper sessions	Presenter	Non-presenter
October 25-26	Academic paper sessions	Presenter	Non-presenter

### REGULAR MEMBERS: ONSITE ATTENDEES' MEMBERSHIP & CONFERENCE FEE

	Malaysia Member (USD)			
	Presenter	Non-presenter	Presenter	Non-presenter
Membership fee		10		10
Conference fee (1)	240	160	240	160
Combined fee	250	170	250	170
Company Visit Fee (2)	10	10	30	30
Fee that covers the company visit	260	180	280	200

(1) conference fee covers a conference kit, welcome reception (Day1), dinner (Day2), lunches, and coffee/tea breaks (Day2, Day3).  
(2) company visit fee includes lunch and transportation between the conference hotel and destinations.

### ASSOCIATE MEMBERS (PHD STUDENTS): ONSITE ATTENDEES' MEMBERSHIP & CONFERENCE FEE

	Malaysia Member (USD)			
	Presenter	Non-presenter	Presenter	Non-presenter
Membership fee		10		10
Conference fee (1)	140	80	140	80
Combined fee	150	90	150	90
Company Visit Fee (2)	10	10	30	30
Fee that covers the company visit	160	100	180	120

(1) conference fee covers a conference kit, welcome reception (Day1), dinner (Day2), lunches, and coffee/tea breaks (Day2, Day3).  
(2) company visit fee includes lunch and transportation between the conference hotel and destinations.

### ONLINE ATTENDEES' MEMBERSHIP & CONFERENCE FEES

	Regular Member (USD)			
	Presenter	Non-presenter	Presenter	Non-presenter
Membership fee		10		10
Conference fee (1)	70	POC	50	POC
Combined fee	80	10	60	10

(1) conference fee includes the online version of the program book, book of abstracts, and book of proceedings.

### FORMATTING & TEMPLATE LINK

#### DOCTORAL COLLOQUIUM SESSION

<https://ari.uitm.edu.my/template-apmaa2025/apmaa2025-template-doctoral>



#### ACADEMIC PAPER SESSIONS

<https://ari.uitm.edu.my/template-apmaa2025/apmaa2025-template-academic>



### PUBLICATION OPPORTUNITIES

#### • Conference Proceedings

Accepted papers with at least one registered author (by 16 Sept 2025) will be published in the APMAA 2025 In-House Proceedings. Authors must follow the prescribed camera-ready format (see: [sakura.ne.jp/](http://sakura.ne.jp/)).

#### • Asia-Pacific Management Accounting Journal (APMAJ)

Outstanding papers presented at the conference may be invited for publication in APMAJ—a peer-reviewed journal jointly owned by APMAA and UiTM. Indexed in ESCI (WoS), ABD, ACI, and MCI, APMAJ publishes high-quality research on contemporary management accounting topics.

More info: [apmaj.uitm.edu.my](http://apmaj.uitm.edu.my)

### CONTACT INFORMATION:

 <https://ari.uitm.edu.my/apmaa2025>

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