



## Highlights from the 3<sup>rd</sup> International BEMAS Conference Organised by the Centre for International Trade and Business in Asia (CITBA) @CBLG



The **3rd International Conference on Business, Economics, Management, and Sustainability (BEMAS)**—one of the signature international events organized by the **Centre for International Trade and Business in Asia (CITBA)** at the **College of Business, Law and Governance (CBLG), James Cook University**—successfully concluded with extensive engagement and global participation. **Associate Professor Taha Chaiechi**, the **General Chair for BEMAS and Centre Head of CITBA**, led this year's conference with a visionary theme, **"Reskilling Horizons: AI, The Future of Work, and the Quest for a Resilient, Sustainable Tomorrow"**, exploring how AI, ethics, and sustainability are shaping the future of work.

The conference spanned two and half days and featured **43 presentations** from participants (online and in person) representing **Australia, Spain, Malaysia, Singapore, Indonesia, India, and Vietnam**, underscoring BEMAS's global reach. The final day included a highly interactive **PhD Workshop**, led by the college ADRE, **Associate Professor Josephine Pryce** which provided a space for collaboration and guidance to emerging scholars.

### Extensive Media Coverage and Global Reach

- **WIN News Cairns, Sunshine Coast and Toowoomba**
- **7 News Cairns**
- **Triple M Cairns, Townsville, Mackay, Bundaberg and Rockhampton**
- **HIT 103.1 Townsville.**
- **HIT 103.5 Cairns**
- **HIT 100.7 Darling Downs**
- **Cairns Post (online and print. Story also appeared online on the Townsville Bulletin, Herald Sun and NT News websites)**

### Keynote Session and Panel Discussions

The conference featured **special sessions and panel discussions** to promote cross-disciplinary dialogue and participant engagement. This year's key sessions, aligned with **Taha's vision** included **AI and Ethical Innovation, Sustainable Tourism and Regional Development, & Workforce**



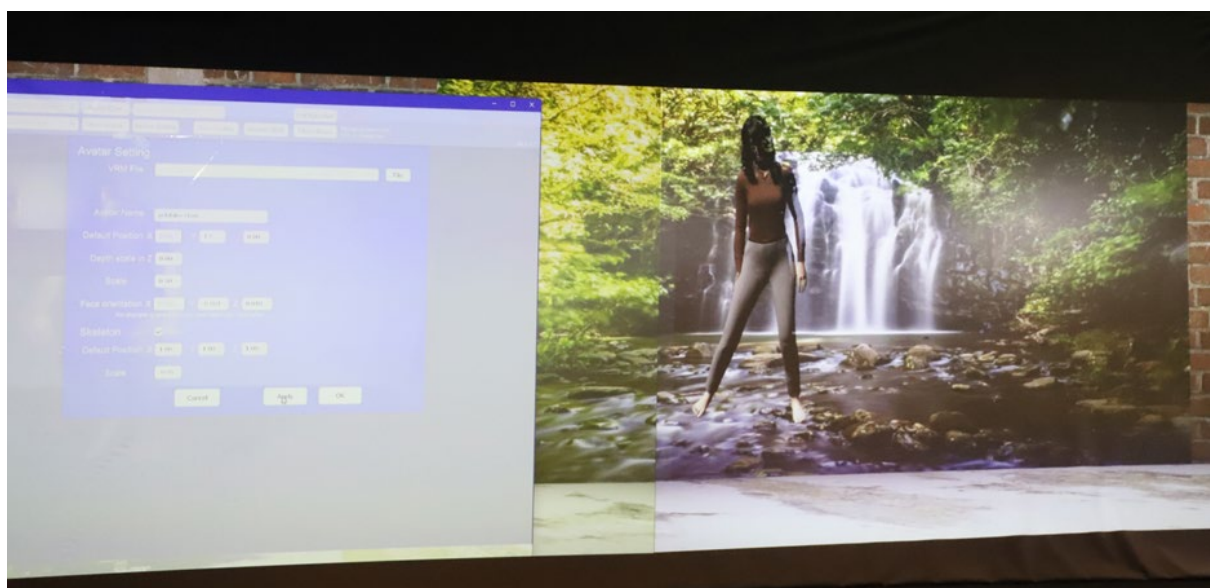
**Transformation in the Digital Age.** These sessions offered interactive Q&A, creating a vibrant, engaging atmosphere.

In honour of the insightful contributions of our **keynote speakers**, **two koala food trees have been planted in Harrold's Forest** in their names by the **Centre for International Trade and Business in Asia (CITBA)**. Additionally, a small silver disc engraved with our keynote speakers' names has been placed on the **Honor Wall at the Quinlan property** of the **Australian Koala Foundation**, commemorating their impact on this year's BEMAS conference and their commitment to sustainability.



## Immersive Experience: The JCU CAVE Tour

For in-person attendees, the immersive tour of JCU's **Computer-Assisted Virtual Environment (CAVE)** at the **JCU Ideas Lab** in Day 1 of the conference provided a firsthand look at how advanced digital tools are transforming education and industry, underscoring the real-world relevance of AI and virtual technologies.





## Proceedings and Publication Opportunities

Selected papers submitted to the conference will undergo **peer review** for potential publication in the [Journal of Resilient Economies \(JRE\)](#), a **Platinum Open Access journal** founded by **Editor-in-Chief Associate Professor Taha Chaiechi**. JRE's Platinum Open Access status ensures there are no charges for authors or readers, with no Article Processing Charges (APC) for authors and no subscription or access fees for readers. This commitment to open access guarantees that all accepted articles are freely and permanently available to the public, facilitating the widest possible dissemination of research on resilience and sustainability.



## Sustainability Initiatives and Community Impact

The extensive media coverage surrounding BEMAS 2024 reflects the conference's resonance and appeal, drawing significant public attention and highlighting its importance in addressing timely global issues. This level of coverage not only underscores BEMAS's impact on the academic and professional communities but also amplifies its role in sparking meaningful conversations on AI, sustainability, and workforce resilience. The visibility afforded by this media presence reinforces the conference's position as a pivotal platform, encouraging continued engagement from both local and international audiences.

Many presentations offered explicit solutions for sustainable practices, further showcasing BEMAS's commitment to actionable insights. Additionally, the Cairns Chamber of Commerce is gathering feedback on the event's reception and exploring ways to continue these discussions at their next annual luncheon. This is highlighting BEMAS's influence on local industry and commerce.

## Acknowledgments

The success of BEMAS 2024 reflects the dedication of many. Special thanks to the **JCU Marketing, JCU Events, JCU Media Liaison, JCU Security, Videoconferencing, Learning Technology, Room booking, JCU Work Health and Safety Unit** and last but not least the **College of Business, Law and Governance** for their hard work and kind contributions.



Appreciation also goes to our **Session Chairs**:

- **Dr. Narayan Gopalkrishnan,**
- **Dr. Phil Lignier,**
- **Dr. Graeme Cotter,**
- **Ms. Dwi Sugiharti,**
- **Ms. Diana Castorina,**
- **Associate Professor Josephine Pryce,**
- **Associate Professor Diane Jarvis,**
- **Associate Professor Denis Tolkach,**
- **Professor Sharon Schembri,**
- **Dr. Shilpa Deo**


for their invaluable efforts in ensuring each session ran seamlessly and engaged attendees. Their leadership and expertise fostered an environment where participants could dive deeply into discussions, exchange ideas freely, and explore innovative solutions, making each session a rich experience for presenters and audience members alike.

## Gratitude to Sponsors and Collaborators

Special thanks to the **JCU Ideas Lab**, **Founders-in-Residence**, and the **Queensland AI Hubs – Cairns Chapter** for their generous sponsorship. We also extend our gratitude to **Dr. Samantha J. Horseman** and the **GRS Research, Innovation, and Industry team** for their collaboration with CITBA, enriching the conference through initiatives such as the **AI Literacy Series** and **AI Agency initiatives**.

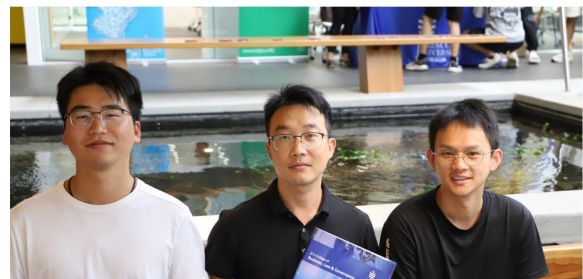


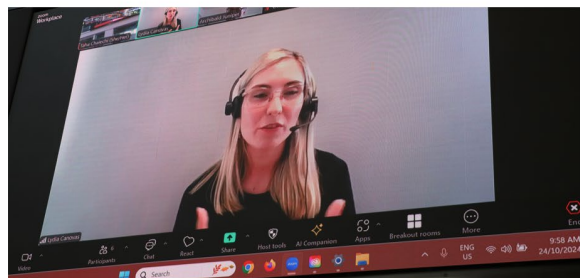
## Conference Photos Now Available

 Hundreds of conference photos will be available for **90 days** on our BEMAS conference homepage. Participants are encouraged to download their copies before the images are removed. Click the link below to view and download the photos from this memorable event! [link to google photos](#)



## Selected Photos from the event:







## Looking Ahead

With **Taha's guiding vision**, BEMAS 2024 has again proven to be a powerful platform for exploring the future of work, sustainability, and resilience. We look forward to building on this success and welcoming everyone to future editions of BEMAS in 2026 and as we continue to inspire progress and innovation.