

Day 0: June 4, 2026 @ Hengqin International Hi-Tech Innovation Park	
15:00 - 20:00	Registration
Day 1: June 5, 2026 @ Hengqin International Hi-Tech Innovation Park	
08:00 - 20:00	Registration
08:30 - 17:00	Workshop (JPIM, NLP, NeuroMarketing)
Day 2: June 6, 2026 @ Hengqin International Hi-Tech Innovation Park	
07:30 - 17:00	Registration
08:30 - 09:00	Opening Ceremony
09:00 - 10:30	Plenary Session (I)
10:30 - 11:00	Tea Break
11:00 - 12:30	Plenary Session (II)
12:30 - 13:30	Lunch
14:00 - 15:00	Editorial Board Face-to-Face
	National High-Level Projects Forum
15:00- 15:30	Tea Break
15:30 - 16:30	Marketing Academic Job Market Forum
	Parallel Sessions
16:30 - 18:00	APMA Extended Council Meeting
	Parallel Sessions

Day 3: June 7, 2026 @Macau University of Science and Technology

07:30 - 17:30	Registration
08:00 - 09:00	Cross-border Shuttle Bus
09:30 - 11:00	Plenary Session (III)
11:00 - 11:20	Tea Break & Poster Session
11:20 - 12:30	Thematic Session / High-Quality Research Paper Workshop
12:30 - 13:30	Lunch
13:30 - 15:00	Parallel Sessions
15:00 - 15:30	Tea Break & Poster Session
15:30 - 17:00	Parallel Sessions
17:30 - 18:00	Closing Ceremony
18:30 - 19:00	Banquet Registration
19:00 - 21:00	Conference Banquet

Day 4: June 8, 2026 @Macau University of Science and Technology

08:30 - 12:30	Workshop (UTD) & Poster Session
14:00 - 18:00	Conference Tour