

Thống nhất Báo chí Web

BỘ GIÁO DỤC VÀ ĐÀO TẠO
TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập – Tự do – Hạnh phúc

Số: 53 /ĐHNT-QLKH
V/v Tham gia hội thảo quốc tế BAASANA 2018

Hà Nội, ngày 02 tháng 02 năm 2018

TRƯỜNG ĐẠI HỌC THƯƠNG MẠI

CÔNG VĂN ĐẾN

Số: 86

Ngày 26 tháng 02 năm 2018

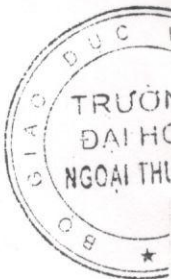
Kính gửi: *Đại học Thương Mại*

Trường Đại học Ngoại thương phối hợp cùng Viện Kinh doanh và Khoa học Ứng dụng Bắc Mỹ (Business and Applied Sciences Academy of North America - BAASANA) thuộc trường Đại học Bloomsburg University of Pennsylvania, Hoa Kỳ, tổ chức Hội thảo quốc tế thường niên của BAASANA từ ngày 15 đến ngày 16 tháng 05 năm 2018 tại Trường Đại học Ngoại thương, Hà Nội.

Mục tiêu của BAASANA là nhằm tăng cường trao đổi kiến thức và đẩy mạnh hợp tác trong các lĩnh vực khoa học xã hội và khoa học tự nhiên để giải quyết các vấn đề của thế kỷ 21. Hội thảo quốc tế của BAASANA được tổ chức thường niên ở Bắc Mỹ và ở các nước khác trên thế giới. Hội thảo năm 2018 do Trường Đại học Ngoại thương phối hợp tổ chức là diễn đàn để trao đổi, chia sẻ kiến thức và thúc đẩy chuyển giao công nghệ trong các lĩnh vực gồm kinh tế, kinh doanh, giáo dục, pháp luật, công nghệ thông tin..., trong bối cảnh toàn cầu hóa và hội nhập quốc tế.

Các bài viết được chấp nhận cho Hội thảo sẽ được biên tập và xem xét để đăng trên 04 tạp chí quốc tế đồng hành cùng Hội thảo. Đặc biệt, Tạp chí International Journal of Business and Globalization (Tạp chí thuộc danh mục SCOPUS) đã dành một số đặc biệt với chủ đề "Research on Business and Globalisation in Vietnam" cho các bài viết có chất lượng cao. Danh mục 04 tạp chí đồng hành cùng Hội thảo bao gồm:

1. International Journal of Business and Globalisation (SCOPUS, Inderscience)
2. International Journal of Technology Intelligence and Planning (SCOPUS, Inderscience)
3. International Journal of Social Entrepreneurship and Innovation (Cabell, Inderscience)
4. International Journal of Business and Applied Sciences (Cabell, BAASANA)



Trường Đại học Ngoại thương trân trọng kính mời các nhà khoa học, các giảng viên, sinh viên và các chuyên gia trong các lĩnh vực nói trên của Quý cơ quan tham gia gửi bài đến Hội thảo. (Thông tin chi tiết về Hội thảo và Thư mời viết bài – Call for Papers - đính kèm)


Thông tin chi tiết xin liên hệ:

Phòng Quản lý khoa học

Trường Đại học Ngoại thương

Số 91, phố Chùa Láng, Láng Thượng, Đống Đa, Hà Nội

Điện thoại: 3259 5158 (máy lẻ 235/236) – Email: qlkh@ftu.edu.vn

Xin trân trọng cảm ơn! 

Nơi nhận:

- Như trên;
- Lưu: VT, QLKH.



PGS, TS Bùi Anh Tuấn



*Business and Applied Sciences
Academy of North America – Viet Nam*



BAASANA

***BAASANA**
International Conference
May 15-17, 2018*

*Foreign Trade University
91 Chua Lang Street, Dong Da District
Hanoi, Viet Nam*

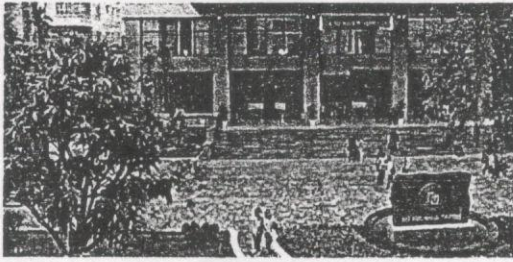


TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
Foreign Trade University



BAASANA

**Business and Applied Sciences
Academy of North America
(BAASANA)**



The Business and Applied Sciences Academy of North America (BAASANA) 2018 International Conference

Call for Papers

The Business and Applied Sciences Academy of North America (BAASANA) is an interdisciplinary, not for profit, professional association of business, sciences, and technology. It seeks dissemination of advanced knowledge and skills among scholars and practitioners of business and applied sciences toward resolving issues and problems of the 21st century. By sharing knowledge, expertise, and facilitating transfer of know-how across the digital divide, BAASANA programs seek to contribute toward improvement of human conditions.

The first BAASANA conference was held during the summer of 2009 in Philadelphia. In the subsequent years, the conference was held in the different parts of North America. Considering the convenience of the international participants, Foreign Trade University in Ha Noi, Vietnam was selected as the site of BAASANA 2018 International Conference, organized by the BAASANA and Foreign Trade University.

The International Conference of the Business and Applied Sciences Academy of North America (BAASANA) will be held during May 15-17, 2018 at Foreign Trade University, 91 Chua Lang Street, Dong Da District, Ha Noi, Vietnam.

Scholarly papers, abstracts, proposals for panel from all academic and applied disciplines in business, natural, social, behavioural sciences including fields of applied humanities such as journalism, mass communication, law and legal studies, educational administration health sciences, engineering and IT technologies are being invited for presentation at the conference. **The paper Submission Deadline is March 15, 2018.** Earlier submission is highly encouraged.

Since visa formalities and travel arrangements could take months, international participants are advised to submit paper, abstracts, and panel proposals ASAP. An acceptance letter will be sent following an expedited peer review process. Volunteers to serve as track Chairs, session Chairs, paper reviewers and/or discussants should contact the Conference Co-Chairs, Prof. Dr. Lam Nguyen (lnguyen@bloomu.edu) and/or Assoc. Prof. Dr. Nam Vu (namvn@ftu.edu.vn).

BAASANA publishes proceedings of conferences at www.baasana.org. Our annual proceedings are submitted to Google Scholars for indexing in addition to the U.S. Library of Congress ISSN: 2471-6847. Proceedings for the 2018 International Conference in Viet Nam will be published in October, 2018 and it will be submitted for indexing by Thompson Reuter in November-December 2018.

The best papers of the conference upon further review are considered for publication in the following associated journals:

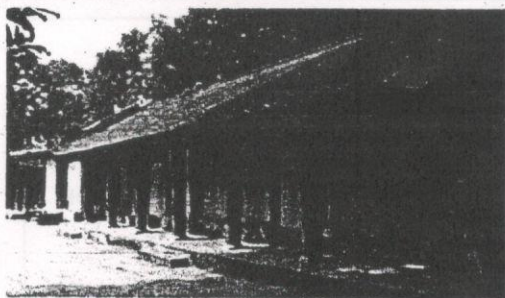
1. *International Journal of Business and Globalisation (SCOPUS, Inderscience): Special Issue "Research on Business and Globalisation in Vietnam"*
2. *International Journal of Technology Intelligence and Planning (SCOPUS, Inderscience)*
3. *International Journal of Social Entrepreneurship and Innovation (Cabell, Inderscience)*
4. *International Journal of Business and Applied Sciences (Cabell, BAASANA)*

Submission Guidelines:

1. Paper/Abstract: Submit a complete paper (page limit: 20 double spaced pages including tables, references) or an abstract up to 250 words (the title, authors' name, address, and email address) via online via www.baasana.org or BAASANA@bloomu.edu

2. Proposal for a Panel Discussion (for Practitioners only 60-90 minute session): Submit 300-500 words with a title, indicating the track names. The Chair takes the responsibility of summarizing the discussion for publication in the proceedings.

3. Only electronic submission via the link above of a Microsoft word document is accepted. The "Best Paper" in each track will be recognized in the Conference at the conference Banquet.



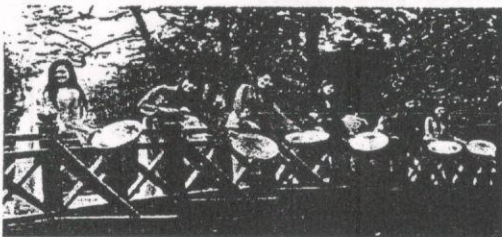
Conference Registration:

At least one author of accepted papers, abstracts, panel proposals will be required to register and attend the conference.

Early bird registration fee (payable by April 15, 2018 or within 2 weeks of the receipt of acceptance letter) is as follows:

- Participants from developed countries: \$US300
- Participants from developing countries: \$US200
- Participants from Vietnam: \$100
- Student participants: \$US75

Regular registration fee after April 15 is \$US350, \$US250, \$US150, and \$US125 respectively. To be included in the conference program, all participants must be preregistered the conference by April 30, 2018.



All payments (conference registration fee, accommodation costs) will need to be made online by credit/debit card when you register at www.baasana.org. Personal checks only from the U.S. participants will be accepted.

Participants from Vietnam: please contact qlkh@ftu.edu.vn or 84-4-974168906 (Ms. Nguyet) for payment instructions.

Payment on site will be accepted on cash basis but meals cannot be guaranteed unless preauthorized for payment on site.

All participants must register online. The regular registration fee will cover the conference material (name badge; printed program, the publication of paper/abstract in the *Conference Proceedings*), admission to all conference sessions, activities, and sponsored meals, snacks and tea/coffee breaks.

Important Dates

March 15, 2018

Applications for participation at the conference and submission of an extended abstract or a full paper (see requirements)

March 31, 2018

Notification of acceptance; feedback from reviewers

April 15, 2018

Early Bird Registration Fee Deadline

After April 15, 2018

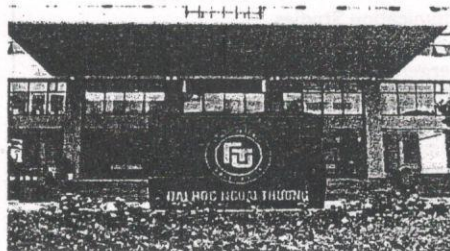
Regular Registration Fee

April 30, 2018

Submission of full paper (revised version-camera ready) for the conference proceedings. Registration Deadline for papers to be included in the Conference Program.

May 15-17, 2018

Conference dates



Conference Co-Chair:

Prof. Dr. Lam Nguyen

Professor of Management and IB
Director of Global Business Institute
Zeigler College of Business
Bloomsburg University
400 E. Second Street, Bloomsburg, PA 17815
U.S.A.
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Fax: +1-570-389-2071
Email: lnguyen@bloomu.edu
Web: www.baasana.org

Assoc. Prof. Dr. Nam Vu

Associate Professor of Economics
Foreign Trade University
91 Chua Lang St., Dong Da Dist., Hanoi, Vietnam
Tel: +84-4-168470746
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Email: namvh@ftu.edu.vn
Web: www.ftu.edu.vn



The conference will be organized on the following tracks and topics:

Business, Management & Economics
Sustainability and Circular Economy
Accounting /International Accounting
Applied/Health Economics
Business Intelligence/Big Data Analytics
Business/International Business
Finance/International Finance
Marketing /International Marketing
Management/HRM/International
Management
Innovation/Operations/Supply Chain
Management

Social Sciences
Public Sector Management
Public Policy/e-Governance
International Relations
Clinical and Applied Psychology
Sociology/Social Work
Political Science (Applied)
Social Problems and Issues
Gender Issues and Development
Law and Legal Studies

Mass Communication & Humanities
Communication Studies
Journalism/film/digital communication
Convergent Media/Communication
New Media and Society
Political communication
Organizational Communication
Integrated Strategic Communications
Marketing Communications
Intercultural/International Communication
Media Ethics
Human Rights Issues
Tourism and Cultural Communications

Information Sciences and ITM
Computer Engineering
Applied Computer Science
Network security and Computer Forensic
Human Computer Interaction
Information System and Software
Tele Communication Systems and the Network
Data Mining & "Big" Data
Business Intelligence
Mobile Computing
E-Commerce (IT Issues)

Science and Technology
Biology and Bio-Technology
Chemical/Industrial Engineering
Civil/ Mechanical/Electrical Engineering
Petroleum and Petro-chemical Engineering
Applied Chemistry/Applied Physics
Applied Math/Statistics
Environmental Engineering
World Weather & Climate Issues
Pollution and Waste Issues

Medical Sciences and Practices
Diagnostic Technologies
Medical Professions
Public Health
Pharmacy and Pharmaceutical Sciences
Hospital Administration
Health care plans and HMO
National Healthcare Issues and Solutions

PhD Colloquium (Student Track)
A doctoral colloquium will be offered to Post-graduate students (PhD/MPhil/MRes). The Best Doctoral/Master's Dissertation Awards will be announced at the conference.

The BAASANA 2018 International Conference (Vietnam) Program Committee

Associate Professor Dr. Anh Tuan Bui, President, Foreign Trade University, Vietnam
Associate Professor Dr. Thu Thuy Nguyen, Vice President, Foreign Trade University, Vietnam
Associate Professor Dr. Hoang Nam Vu, Conference Co-Chair, Foreign Trade University, Vietnam
Professor Dr. Jeffrey Krug, Dean, Zeigler College of Business, Bloomsburg University, U.S.A.
Professor Dr. M Ruhul Amin, BAASANA President, Bloomsburg University, U.S.A.
Professor Dr. John Okpara, BAASANA Executive Vice President, Bloomsburg University, U.S.A.
Professor Dr. Lam Nguyen, Conference Co-Chair, Bloomsburg University, U.S.A.

Research papers presented at the conference will be published in the conference proceedings and be considered for publication in the conference affiliated journals.