

MINISTRY OF EDUCATION AND TRAINING
UNIVERSITY OF ECONOMICS HCMC

CALL FOR PAPERS

Blended learning – Modern teaching methods for economics subjects

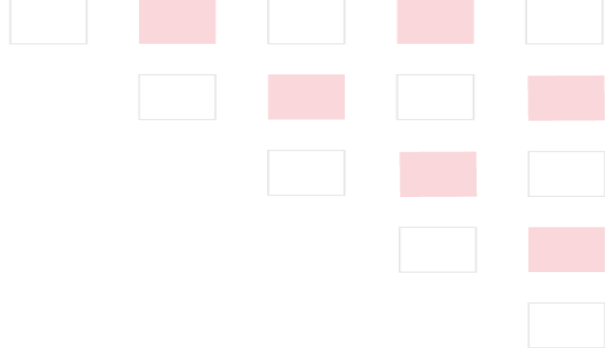
Date: 14th December 2021

To:

- Researchers, lecturers;
- Policy makers, managers;
- PhD students at universities and educational institutions.

I. Seminar Objectives:

The educational sector in Vietnam is making several considerable changes in teaching and learning activities, especially with the transformation of education training from offline to online. Blended learning - a teaching style combining both traditional and modern learning models, has witnessed an accelerating rate of application all over the world. Therefore, the International School of Business - University of Economics Ho Chi Minh City holds a National Seminar with the Title of "**Blended learning – Modern teaching methods for economics subjects**". The goal of our seminar is to create a forum for educators, researchers, scholars and experts to exchange and share their latest research results and experiences in the application of blended learning and new technologies in training and teaching activities. Besides, this is a great occasion for all of us to present and discuss further new technological applications in education, also the opportunities and challenges of the education sector which may confront in the near future.



II. Seminar Content:

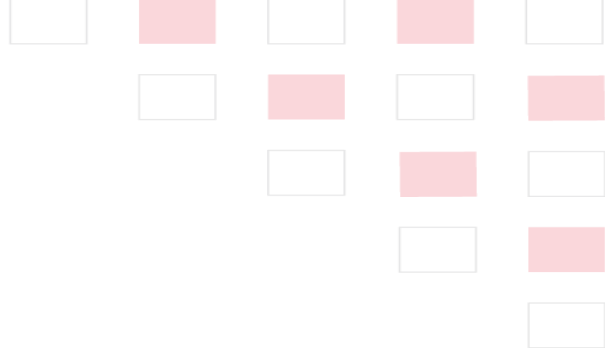
1. Discussion Subjects:

Some main themes of the seminar include, but are not limited to, the following:

- The effectiveness and efficiency of training programs with new technological applications
- Evaluate the effectiveness of online applications and tools in training activities
- The challenges of mixed training (in-person and online combination)
- Behavior of students, lecturers in the settings of advanced technological applications
- Risk management from online teaching activities
- Future trends of new technology applications in training activities
- Detect and prevent fraud in training and exam activities
- Big data analysis and decision making process in training organization
- Legal, regulatory and ethical issues for the application of technology in training
- Crisis handling in blended learning-training activities

2. Timeline and Place of Organization:

- Submission Deadline: 15th November, 2021 (full papers/work-in-progress)
- Notification of Acceptance/Rejection: 30th November, 2021
- Registration Deadline: 3rd December, 2021
- Seminar Date: 14th December, 2021
- Organizational venue: online via Zoom (link updated later)



3. Contact:

Contact and submit your papers/articles to: Secretary Committee

Email: conference@isb.edu.vn

Website: www.isb.edu.vn

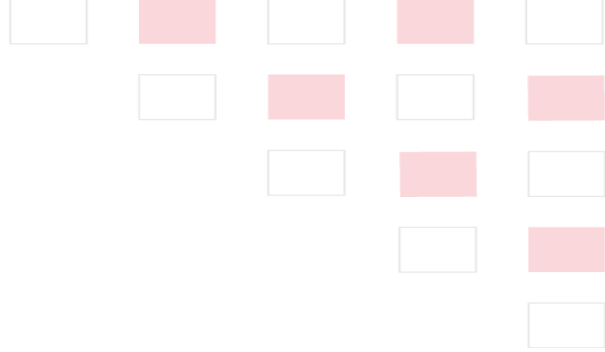
Hotline: 0969.643.902 (Le Thien Binh – Seminar Secretary)

The Seminar Organizing Committee would like to receive the participation and cooperation of researchers, lecturers, graduate students, policy makers, organizations and experts in related fields.

President of UEH

(Signed)

Prof. Dr. Sử Đình Thành



GUIDELINES FOR PAPER SUBMISSION

Page 1 includes following information:

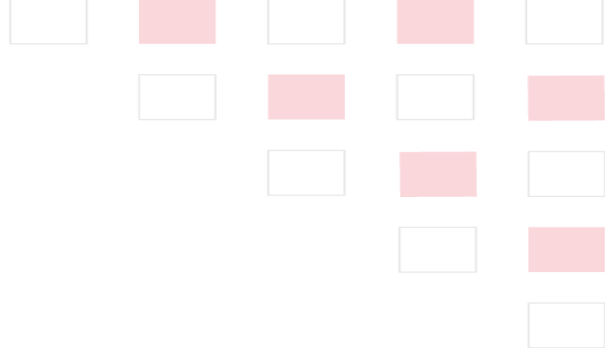
- Name of author/author group
- Academic title
- Contact information: Address, email and phone number

The remaining sections include following information:

- Title of paper
- Abstract
- Key words
- Content
- List of references

Format:

- MS Word (saved as .docx or .doc); A4 page; Unicode encoding with Times New Roman font; font size 13, top and bottom margin 2cm, left margin 3cm, right margin 1.5cm; line spacing 1,3, space above and below 6pt, left margin is 0.75cm when starting a new paragraph;
- Language: Vietnamese (or English);
- Papers should not exceed 12,000 words, excluding references/appendices and author's information;
- Page number: footer middle;
- Alignment: Justify;



- The article should number all tables. Table title is placed above the table, lowercase, only uppercase the first letter, not bold. Figures, charts, maps, flowcharts, etc... should be placed centered and presented immediately after the content referring to them. Images must be clear and in good quality;
- All images in the article are also numbered, the title name is lowercase, only the first letter is uppercase and not bold;
- Math formulas presented as editable text, do not send formulas as images. Formulas and equations should be numbered consecutively, in brackets, on the right side of the page;
- Referencing style should follow Vancouver standards.