



CALL FOR PAPERS

The International Conference on Business based on Digital Platform (BDP-4)

To: Universities, Research Institutes, Organizations/ Enterprises
Scientists, Lecturers, Researchers, Managers

1. The objective and content of the Conference:

The University of Finance - Marketing, in collaboration with the University of Finance and Business Administration, Ho Chi Minh University of Banking, host an International Conference on the “**Business based on Digital Platform**” (BDP-4). The Conference's goal is to share knowledge and experiences in the fields of Economics, Finance, Management, and Business. The main topics of the conference include but not limited to:

- Economic development and business operation on the back of digital technology.
- Trade in the digital platform (Financial Economics, Finance and Banking, Corporate Finance, Insurance, International Economics, Trade and International Finance, Accounting and Auditing, Economics, Logistics and Supply Chain Management, Tourism and Hospitality Management, Marketing, Real Estate Management, Human Resources Management, Business Performance Management, Operations Management, Communications Management, Business Information Systems, Information Technology Management)
- The management role of the State
- Business human resources in the digital transformation
- The trend of higher education development when conducting business on the digital platform

2. Time, Venue, Participants

- **Time:** September 20th, 2024 (expected)
- **Venue:** University of Finance – Marketing
- **Participants:** Scientists from International Organizations, Central Agency, Domestic and Foreign Universities and Research Institutes, Academies, Institutes, Universities of Economics and Business Administration; Economic Experts; Representatives of Business, Press Agencies, Media, etc.

- **Keynote Speakers:**

- Senior Professor Dr Garry Tan Wei Han (UCSI University, Malaysia)
- Associate Professor Nga Ho-Dac (San Francisco State University)

3. Regulations for submitting

- Language of the submitted articles: English
- The submitted articles must be in accordance with the specified content and form. All submitted articles are subject to a blind peer-review process before they are accepted for publication.
- The accepted articles will be issued in full text in the Conference Proceedings with ISBN and available online.
- Submission deadline: **July 15th, 2024**
- Email address to receive researches/ articles: **bdp@ufm.edu.vn**
- The fee for each article: 2.000.000 VND

4. Publication Opportunities

The good-quality articles will have the opportunity to be published in the English version of Journal of Finance – Marketing or in the ISI and SCOPUS indexed journals publication.

5. Important timelines

July 15 th , 2024:	Deadline for submitting full papers
August 23 rd , 2024:	Notification of approval result
September 6 th , 2024:	Deadline for registration
September 20 th , 2024:	Conference Date

6. Contact information

All information about the Conference is published on the website: <https://ic.ufm.edu.vn>

Contact information:

Email: bdp@ufm.edu.vn, Phone: 028.38726789 (256) or 0913.755.739

Ms. Phan Thi Hang Nga – Head of Science Management Department

The organizers are looking forward to receiving the attention and participation in writing articles from scientists, researchers, lecturers, managers, agencies for a successful conference.

COVER PAGE

Details of the authors

- Author's name, Academic Title
- Author's affiliation (English and Vietnamese)
- Address and contact information (email, phone)
- Exact length of the Manuscript

ARTICLE TITLE

Abstract: [*insert text here*]

The manuscripts should begin with an indented and italicized abstract of around 100-200 words, describing the main arguments, method, data and main results of the article

Key words: a list of 3-5 keywords in alphabetical order.

- 1. Introduction**
- 2. Literature Review/ Theoretical Framework and Method**
- 3. Results and Discussion**
- 4. Conclusions and Policy Implications**
- 5. References**

Citations in the text should use the APA system of short references, e.g (Herzer, 2013). Endnotes should be kept to a minimum, indicated by superscript figures in the text, and placed at the end of the manuscript. Bibliographical list containing all the works referred to, in alphabetical order, to appear after the endnotes.

For example:

Thérin, F. (Ed). (2007). *Handbook of research on techno-entrepreneurship*. Cheltenham, UK: Edward Elgar.

Trejos, S., & Barboza, B. (2015). Dynamic estimation of the relationship between trade openness and output growth in Asia. *Journal of Asian Economics*, 36, 110-125.

6. Structure Requirements

- Cover page with full details of the authors including: detail of the author's institutional affiliation; full address and contact information, exact length of the manuscript.
- And manuscript without any author identification/name. Manuscripts must be in English and should be written using MS Word, with New Times Roman font, type size 12 with 1.5 line spacing. The length should not be more than 6,000 words (inclusive of tables, figures, notes, references and appendices).
- The title of the manuscripts should be bold and centred. Section heading should be bold, left justified and numbered sequentially in Arabic numerals. First level heading (e.g 2.1) should be in italics and bold, and the second level subheading (e.g 2.1.1) should be in italics and not bold. All pages should be numbered consecutively.
- Tables and figures should be numbered separately and sequentially using Arabic numerals. Each table and figure should be given an informative title. Figures must be of high quality, of a good resolution and sharpness. The caption should be placed above tables and below figures.
- Any manuscript that does not meet the above instructions may be returned to the author for the necessary revision before publication.