

**2020**

**CALL FOR PAPERS  
IACBE ASIAN  
REGIONAL CONFERENCE**

国际商科教育认证委员会  
IACBE 2020年亚洲区会议  
论文征集



**November 5, 2020  
ZOOM Virtual Meeting  
Guangzhou College of South China University of Technology**

2020年11月5日，ZOOM线上会议  
承办单位：中国华南理工大学广州学院

**Paper Deadline: September 30, 2020**

论文征集截止日：2020年9月30日

## Theme: Application & Development of Big Data in Business Education

- Intelligent and digitized development of business education
- Challenges of business education under the regular prevention and control of COVID-19
- Trends and opportunities of business educational internationalization after the COVID-19
- Business accreditation and learning outcomes
- Other related issues

This **Call for Papers** seeks contributors who are interested in presenting articles that align with the conference theme. Preference will be given to submissions that appeal to the target reader of our attendees and offer practical solutions or approaches. Submissions that are not strictly concerned with the area of business education but enhance the knowledge base of our constituents and provide opportunities for idea sharing will also be considered.

Submissions that are received by the deadline will be peer-reviewed by the 2020 IACBE Asian Regional Conference Committee and selectees will be notified of acceptance. Submissions received after the deadline will also be considered depending upon both applicability and availability.

## Manuscript Submission Guidelines

### Papers – Peer-Reviewed

1. Manuscript submission guidelines are as follows:
  - ▼ Author details on the cover page (name, position, institution, address, e-mail)
  - ▼ Title of the paper on the cover page
  - ▼ An abstract of no more than 100 words
  - ▼ Maximum 20 pages (shorter papers will be accepted for review)
  - ▼ Manuscripts have to be written in English
  - ▼ Single-spaced, font 12 point Times New Roman, page size A4 (210\*297 mm)
2. Manuscripts submitted to the Conference should not be under review at any other journal and should not have been previously published.
3. Manuscripts that have been submitted according to the submission guidelines will be first reviewed by the 2020 IACBE Asian Regional Conference Committee. Assessment and feedback from the peer reviewers will be used to make a publication decision about the manuscript. Once a manuscript has been accepted for publication, the copyright for this manuscript will transfer to the 2020 IACBE Asian Regional Conference Committee.
4. The deadline for submission is September 30, 2020. Selectees will be notified regarding acceptance decisions for inclusion in the Asian Regional Conference paper collection.
5. Manuscripts for review must be submitted electronically as email attachments in MSWord format to: [iacbe@gcu.edu.cn](mailto:iacbe@gcu.edu.cn) together with the presenter's CV/Resume.
6. For general inquiries and questions, please contact the 2020 IACBE Asian Regional Conference Committee via email at [iacbe@gcu.edu.cn](mailto:iacbe@gcu.edu.cn).

# 2020年IACBE 亚洲区会议 主题报告征集



为增进亚洲区各国高校商科教育交流与合作、分享各国高校优秀商科办学实践，现向IACBE成员院校征集2020年IACBE亚洲区会议论文。会议将优先考虑切合会议主题、吸引与会嘉宾读者、可为提高商科教育质量提供优秀办学实践的论文。

如论文与商科教育不直接相关，但可拓宽与会嘉宾的知识面、促进交流分享办学实践，也可酌情考虑。现就论文征集相关事宜通知如下：

## 一、2020年IACBE亚洲区会议主题

### 大数据技术在商科教育中的应用与发展

- 商科智能化与数据化发展
- 疫情防控常态化下商科教育面临的挑战
- 后疫情下商科国际化办学的趋势与机遇
- 商科认证与学习成果
- 商科教育其他议题

## 二、论文征集要求

### 1. 论文内容与格式要求：

- ▼ 作者：封面写明姓名、职务、所属单位、通信地址、电邮地址等
- ▼ 题目：封面写明论文题目
- ▼ 摘要：不超过100字
- ▼ 长度：不超过20页
- ▼ 语言：英语
- ▼ 格式：单倍行距、12号Times New Roman字体、页面尺寸A4 (210\*297mm)

### 2. 提交至2020年IACBE亚洲区会议的论文应未在其他期刊上评审或出版。

3. 2020年IACBE亚洲区会议学术委员会将优先评审符合征集要求的论文，会议将根据学术委员会同行评审的反馈决定是否出版论文。如论文评审通过，论文版权将移交至2020年IACBE亚洲区会议。

4. 论文截止日期为2020年9月30日。会议学术委员会将评审在截止日期前提交的论文，评审通过后将通知论文作者并在2020年亚洲区会议论文集中出版。

5. 主论文作者需通过电邮发送论文（文档格式为Word）与个人简历至 [iacbe@gcu.edu.cn](mailto:iacbe@gcu.edu.cn)。

6. 如对以上事宜有疑问，请联系2020年IACBE亚洲区会议委员会，电邮地址：[iacbe@gcu.edu.cn](mailto:iacbe@gcu.edu.cn)。