

2020

**CALL FOR PROPOSALS
IACBE ASIAN
REGIONAL CONFERENCE**

国际商科教育认证委员会
IACBE 2020年亚洲区会议
主题报告征集



**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

Proposal Deadline: September 30, 2020

主题报告征集截止日：2020年9月30日

Theme: Application & Development of Big Data in Business Education

- Opportunities and challenges of business education under pandemic prevention and control
- Application of big data technology (data mining, cloud data, blockchain, etc.) in business education
- Intelligent and digitized development of business education
- Business accreditation and learning outcomes
- Other related issues

This **Call for Proposals** seeks contributors who are interested in conducting presentations that align with the conference theme. Preference will be given to submissions that appeal to the target audience 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.

Proposal Submission Guidelines

Presentations – Peer-Reviewed

1. All proposals for conference presentations must include the following elements:
 - ▼ **Presenter:** The name(s), title(s) and affiliation(s) of presenter(s)
 - ▼ **Statement of Topic:** Title of the presentation
 - ▼ **Summary:** A Summary of the presentation (250-500 words)
 - ▼ **Outline:** Outline of the Presentation (demonstrate the flow of the presentation)
 - ▼ **References:** (if applicable)
 - ▼ **Contact information:** The addresses, email addresses and telephones of the primary contact
2. Session presentations should be designed to last for 15 to 20 minutes.
3. The deadline for submission is September 30, 2020. Selectees will be notified regarding acceptance decisions for inclusion in the Asian Regional Conference agenda.
4. All proposals must be submitted electronically as email attachments in MSWord format to: iacbe@gcu.edu.cn together with the presenter's CV/Resume.
5. All presenters must be registered for the conference.
6. Should there be queries regarding this Call for Proposal, please contact the 2020 IACBE Asian Regional Conference Committee via email to 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亚洲区会议主题报告。会议将优先考虑切合会议主题、吸引与会嘉宾、可为提高商科教育质量提供优秀办学实践的主题报告。

如主题报告与商科教育不直接相关但可拓宽与会嘉宾知识面、促进交流分享办学实践，也可酌情考虑。现就主题报告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

- 疫情防控常态化下商科教育面临的机遇与挑战
- 数据挖掘/模型预测/云数据/区块链等大数据技术在商科教学中的实际应用
- 商科智能化与数据化发展
- 商科认证与学习成果
- 商科教育其他议题

二、主题报告征集要求

1. 主讲人需提交主题报告提纲，主题报告提纲应含：

- ✔ 主讲人：姓名、职务及所属单位
- ✔ 主题陈述：主题报告题目
- ✔ 报告摘要：简要概括主题报告内容（250-500字）
- ✔ 报告提纲：展示主题报告的脉络
- ✔ 参考文献：（如有）
- ✔ 联系方式：主要联系人的地址、电邮、电话等联系信息

2. 会议主题报告时长为15-20分钟。

3. 主题报告提纲截止日期为2020年9月30日。会议学术委员会将同行评审主讲人于截止日期前提交的主题报告提纲，评审通过后将通知主讲人并将主题报告纳入亚洲区会议议程。截止日期之后收到的主题报告提纲也将根据内容和会议议程安排酌情考虑。

4. 主讲人需通过电邮发送主题报告提纲（文档格式为Word）与个人简历至：
iacbe@gcu.edu.cn。

5. 主讲人需报名参加会议。

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。