**INVITATION LETTER**

**CONFERENCE ON INTERNATIONAL ECONOMIC COOPERATION AND INTEGRATION 2019 (CIECI 2019):**

**THE DYNAMICS OF INTERNATIONAL TRADE AND GLOBAL SUPPLY CHAINS**

Dear Sirs/ Madams,

Global changes have many impacts on international trade and global supply chains. The adoption of information and communication technology in supply chains is becoming a universal trend. Many functions in the supply chains are automated and transformed to digital activities. Other global issues, namely escalation of trade disputes, an abrupt tightening of global financial conditions, etc. are expected to have direct impacts on international trade and global supply chains.

Hence, the four universities: VNU University of Economics and Business (Vietnam); University of Minnesota, Duluth (USA); National Chengchi University (Taiwan) and Foreign Trade University (Vietnam) jointly organize a conference on the dynamics of international trade and global supply chains.

The Organizing Committee cordially invite you to attend our conference:

* **Time**: From 8:30 am to 5pm, Wednesday, 18th September 2019
* **Venue**: Room 801, E4 building, 144 Xuan Thuy, Cau Giay, Hanoi

The detailed agenda is enclosed herewith.

If you have any questions, please contact Ms. Mai (Email: [maintt@vnu.edu.vn](mailto:maintt@vnu.edu.vn), Mobile: +84 975701257)

Sincerely,

**Assoc.Prof. Nguyen Anh Thu**

**Vice Rector, VNU-UEB**

**AGENDA**

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| **Time** | **Content** |
| **Morning** | |
| 8:30 – 9:00 | Registration |
| 9:00 – 9:20 | Introduction & Opening |
| 9:20 – 9:40 | **1. Presentation 1: Global Macroeconomic Outlook and Factors Affecting Global Value Chain:**  Assoc.Prof.Dr.Ariuna Taivan – Minnesota Duluth University, USA |
| 9:40 – 10:00 | **2. Presentation 2: Digital transformation and trade in Asia:**  Assoc.Prof.Dr. Nguyen Anh Thu, VNU University of Economics and Business, Vietnam |
| 10:00 – 10:15 | Tea break |
| 10:15 – 10:35 | **3. Presentation 3: National Cultures and the Asset Growth Effect**:  Prof. Robin K. Chou, National Chengchi University, Taiwan  Prof. Kuan-Cheng Ko, National Chi Nan University, Taiwan |
| 10:35 – 10:55 | **4. Presentation 4: Environmental Management of Vietnamese firms: Measurement and Determinants**  Assoc.Prof.Dr. Tu Thuy Anh, Foreign Trade University, Vietnam   * **A study of transportation e-marketplaces in Vietnam** - PHAM Xuan Dung,TRINH Thi Thu Huong, FTU Hanoi |
| 10:55 – 12:00 | Discussion |
| 12:00 – 13:15 | Luncheon |
| **Afternoon** | |
| 13:30 – 17:00 | **Panel 1: Global value chains and economic cooperation**  **Venue: Room 612, E4 Building**   1. **Vietnam’s Position In The Global Value Chains**– Nguyen Viet Khoi, Shashi Kant Prasad Chaudhry – VNU\_UEB 2. **Trade Facilittion Implementation And GVC Participation Of Association South East Asia Nation (ASEAN)** - MA Tran Thi Mai Thanh, Assoc. Prof. Dr. Nguyen Anh Thu – VNU\_UEB 3. **Lao PDR and Vietnam Border Trade and Economic Linkages: Performance and Prospects**– Dr. *John Walsh*, School of Business and Management, RMIT Vietnam, *Nittana Southiseng*, GIZ-MRC Vientiane, *Nguyen Quang Trung*, School of Business and Management, RMIT Vietnam 4. **Managing The Exchange Rate in Malaysia and Some Implications For Vietnam** – Dr. Nguyen Vu Ha – VNU\_EUB   **Panel 2: Firms management in the context of industrialisation 4.0**  **Venue: Room 801, E4 Building**   1. **The Effect of Corporate Growth on Corporate Payout Policy**- Hong-Yi Chen Department of Finance - National Chengchi University, Taiwan 2. **Good practices on logistics and freight transport management: Lessons-learned and applicability for Vietnam** - Dr. Nguyen Thi Binh – FTU 3. **Equilibrium Exchange Rates of VND and implication for Vietnam in the context of international integration** - Dr. Nguyen Cam Nhung - UEB 4. **Corporate social responsibility and contagion effect – Yung Min Shiu** – National Chengchi University, Taiwan 5. **When and What Matters? Market Entry Decision from Competitive Dynamics Perspective: Case of Asia-Pacific Low Cost Airlines**- National Chengchi University, Taiwan |