

# 2024 5<sup>th</sup> GREENWICH VIETNAM - FPT EDUCATION CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

**Theme: Exploring Synergies in Business, Operations, and Economics:  
Advancing Solutions for a Sustainable Society**

## CALL FOR PAPERS

### Introduction:

2024 5<sup>th</sup> Greenwich Vietnam - FPT Education Conference on Business, Economics and Management (Greenwich Vietnam-FCBEM 2024) is organised by FPT Education and Greenwich Vietnam, with support from the University of Greenwich (UK).

We are delighted to announce the Call for Papers for this upcoming international conference, themed "Exploring Synergies in Business, Operations, and Economics: Advancing Solutions for a Sustainable Society," which aims to explore and discuss emerging trends, contemporary challenges, and synergy solutions for a sustainable society within the fields of but not limited to economics, operations, and business management, fostering global collaboration and innovation. We cordially invite all researchers, scholars, industry experts, and practitioners to submit their original research and review papers to this conference with the detailed information described in the Conference Sub-themes section below.

**Date:** 30<sup>th</sup> November - 1<sup>st</sup> December 2024

### Location:

The conference will be held in Hanoi, Vietnam, offering participants a vibrant cultural experience alongside the academic program.

Address: Greenwich Vietnam - Hanoi Campus  
Golden Park Tower, 2 Pham Van Bach Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam.

### Conference Sub-themes:

Submissions are invited to cover but not limited to the following areas:

- **Entrepreneurship and Start-Up Ecosystems:** Analyzing the key factors that drive successful entrepreneurship and the development of vibrant start-up ecosystems.
- **Marketing in the Digital Age: Trends, Challenges, and Opportunities:** Assessing the evolving landscape of digital marketing and its implications for consumer engagement and brand development.
- **Financial Management and Fintech Innovations:** Understanding the impact of fintech innovations on traditional financial management and emerging trends in the financial sector.

- **Operations Management:** this will explore the latest advancements and innovations in operational processes, focusing on how these improvements can significantly enhance efficiency and productivity across various industries. Participants are encouraged to submit papers that discuss cutting-edge research, case studies, and theoretical perspectives on optimizing operational strategies, technology integration, and sustainable practices to drive organizational success in a global context.
- **Supply Chain Management and Logistics in a Global Context:** Investigating the complexities and innovations in global supply chain management and logistics.
- **Leadership in the 21<sup>st</sup> Century: Challenges and Perspectives:** Examining the evolving nature of leadership in the 21<sup>st</sup> century and its impact on organizational success.
- **Human Resource Management and Organizational Behavior:** Exploring contemporary challenges and strategies in human resource management and organizational behavior, especially in the context of applying AI.
- **Digital Transformation and Business Innovation:** Exploring the transformative impact of digital technologies on modern business models and practices.
- **Emerging Technologies and their Impact on Business Models:** Analyzing how emerging technologies are reshaping traditional business models and creating new market opportunities.
- **Globalization and International Business Strategies:** Examining the dynamics of globalization and their influence on international business strategies and operations.
- **Sustainable Business Practices and Corporate Social Responsibility:** Investigating the integration of sustainability into business operations and the role of CSR in modern corporate strategy.
- **Green Finance and Investments:** Exploring the growth and impact of green finance and investment in promoting sustainable economic development.
- **Green Economy and Economic Growth:** Assessing the relationship between the green economy and sustainable economic growth.
- **Environmental Economics and Policy:** Analyzing the economic implications of environmental policies and their role in shaping sustainable development.
- **Economics of Renewable Energy:** Investigating the economic aspects of transitioning to renewable energy sources and their impact on the energy market.
- **Sustainable Development Goals (SDGs) and Economic Policies:** Evaluating the influence of economic policies on achieving Sustainable Development Goals.
- **Resource Economics and Sustainable Management:** Studying the economics of resource use and the principles of sustainable management in resource-intensive industries.
- **Economic Impact of Climate Change:** Assessing the economic consequences of climate change and the cost-effectiveness of various adaptation and mitigation strategies.

**Specific agenda will be updated on the conference website:**

<https://science.fpt.edu.vn/fcbem>

### **Submission Guidelines:**

Abstracts must be no more than 300 words, clearly stating the research problem, objectives, methodology, and key findings.

Full papers should be a maximum of 8000 words, including references, tables, and figures. All submissions must be in English and adhere to the conference's formatting guidelines. Papers should be original and not simultaneously submitted to another journal or conference.

All papers will undergo a double-blind peer-review process.

### Important Dates:

- Abstract Submission Deadline: 6<sup>th</sup> May 2024
- Full Paper Submission Deadline (*only applied to participants submitting their Full papers for offline Presentation and possible Publication*): 5<sup>th</sup> August 2024
- Notification of Acceptance Deadline: 19<sup>th</sup> August 2024
- Author registration and Fee payment: 19<sup>th</sup> October 2024
- **Conference Date: 30<sup>th</sup> November & 1<sup>st</sup> December 2024**

### Registration:

Payment method and other registration procedure will be announced either on the website or described below.

**\*Note:** Presenters may choose one option of submission and presentation format as follows:

- *Abstract for presentation only, or*
- *Abstract & Full paper for presentation and possible publication.*

Conference fees (*applied for both types of submission and presentation mentioned above*)

#### International Authors/Listeners

Registration Type	Region	Inclusive Package	
	International	Include Gala dinner	Include Academic tour
Author (Regular)	300 USD	Yes	Yes
Author (Student)	250 USD	Yes	Yes
Listener	100 USD	Yes	Yes

#### Domestic Authors/Listeners

Registration Type	Region	Inclusive Package	
	Vietnam	Include Gala dinner	Include Academic tour
Author (Regular)	5,000,000 VND	Yes	Yes
Author (Student)	4,500,000 VND	Yes	Yes
Listener	1,000,000 VND	Yes	Yes

### Keynote Speakers:

We are excited to feature keynote addresses from renowned scholars and industry leaders who are at the forefront of but not limited to business, operations, economics, and sustainability (Details to be announced on the conference website:

<https://science.fpt.edu.vn/fcbem>).

### Publication Opportunities:

Authors of full papers will be offered opportunities to publish their paperwork in either ISBN proceedings or ISI/Scopus indexed journals. Information about the specific journals will be updated on the conference website.

### Contact Us:

For further inquiries, please contact the conference organising committee email at [fcbem@fe.edu.vn](mailto:fcbem@fe.edu.vn)

We look forward to your contributions and to seeing you at the **Greenwich Vietnam-FCBEM 2024** for an engaging and insightful conference experience.