

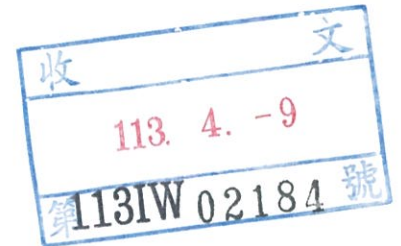
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## 致理學校財團法人致理科技大學 函

地址：新北市板橋區文化路1段313號  
聯絡人：陳詩珊(收文)  
電子信箱：shanchen13@mail.chihlee.edu.tw  
聯絡電話：(02)22576167 #2341  
傳真電話：(02)82525022

受文者：元智大學

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主旨：檢送本校商貿外語學院與應用英語系舉辦「創新英語教學與商務管理國際研討會」徵稿啟示，如附件，請查照。

說明：

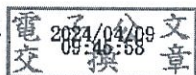
- 一、研討會主題：創新英語教學與商務管理國際研討會。
- 二、徵稿主題：英語教學與商務管理，子題說明請參閱附件。
- 三、舉辦日期為113年9月27（星期五），地點在本校綜合教學大樓8樓國際會議廳（新北市板橋區文化路一段313號）。
- 四、論文摘要截稿日：113年4月30日（星期二）
  - （一）論文英文摘要字數250字內，包含5個關鍵字。
  - （二）論文摘要審查完成與通知入選日期為113年5月15日（星期三）。一律採線上投稿，投稿連結：<https://forms.gle/UyquY93Pp9DPRCi29>。
- 五、全文截稿日期：113年6月30日（星期日）
  - （一）論文字數2,500字至3,000字（格式請參考附件）。
  - （二）投稿信箱：p100dae@gmail.com。
- 六、隨函檢附旨揭研討會徵稿啟示，請惠予公告並鼓勵貴校相



關領域師生踴躍投稿。

正本：各公私立大專校院

副本：本校商貿外語學院、本校應用英語系



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**2024 International Conference on  
 “Creative English Teaching and Business Management”  
 September 27, 2024 | Chihlee University of Technology, New Taipei, Taiwan**

**Call for Papers**

**Conference Objective**

In the globalized era, adeptness in multiple languages is deemed indispensable for achieving success in international commerce. Pivotal to this achievement is the employment of inventive teaching methodologies in language instruction. This conference will focus on the innovative pedagogical strategies tailored to better equip individuals for the multifaceted challenges inherent in the global business landscape. To cater for the highly internationalized and digital business environments, topics in relation to business management require further exploration. As such, we cordially invite scholars, educators, and practitioners to contribute their research findings and insights on various facets of language teaching and learning, as well as those pertinent to international business.

**Organizers:** College of International Business and Foreign Languages, Department of Applied English, Chihlee University of Technology

The Conference Program Committee welcomes papers from a wide variety of interdisciplinary and theoretical perspectives, and submissions are organized into the streams and sub-streams listed below:

<b>English Teaching</b>	<b>Business Management</b>
➤ AI and English Language Instruction	➤ Accounting & Auditing
➤ Smart CALL	➤ Corporate Ethics & Management Ethics
➤ English as a Medium of Instruction (EMI)	➤ Corporate Finance
➤ Content and Language Integrated Learning (CLIL)	➤ Branding and Customer Brand Relationship
➤ Culture in Language Education	➤ Consumer Behavior & Customer Journey
➤ Teaching Methodology	➤ CRM & e-CRM
➤ Curriculum Development	➤ Cross-Cultural Management Issues
➤ Language Assessment and Evaluation	➤ E-commerce / E-business
➤ English for Specific Purposes (ESP)	➤ Global Competitive Strategy
➤ Sociolinguistics	➤ CSR, Performance & Disclosure
➤ Intercultural Communicative Competence (ICC)	➤ Knowledge & Intellectual Capital Management
➤ Education for Sustainable Development (ESD)	➤ Social Media and Digital Marketing
	➤ International Business Management
	➤ Telecommunication Management

**Abstract submission: (maximum 250 words with 5 key words)**

- **Deadline: April 30, 2024** (Submission link: <https://forms.gle/UYquY93Pp9DPRCi29>)
- **Notification: May 15, 2024**

- The language of the conference is **English**, and each accepted paper will be allotted a **20-minute** presentation slot.

**Registration dates for presenters: May 16- July 15, 2024 (Registration link: <https://forms.gle/ZqoZbyJkZSxHo2as8> )**

**Registration dates for attendees: May 16-September 13, 2024 (Registration link: <https://forms.gle/QS4QCRkKfoTSXNB97>)**

**Paper submission: (2,500-3,000words, APA 7<sup>th</sup>)**

- **Deadline: June 30 2024** (Final papers are only accepted in Microsoft **Word** format. Papers can be submitted via email to [p100dae@gmail.com](mailto:p100dae@gmail.com), including “**2024 Conference paper submission-Name(s)**” as the subject line.)
- All submissions will undergo a **blind peer review** process, with each paper being evaluated by **two reviewers**.

For any questions and inquiries, please do not hesitate to contact us by email: [p100dae@gmail.com](mailto:p100dae@gmail.com)