

Conference Agenda

International Conference on Contemporary Issues in Economics, Management and Business 4th CIEMB 2021

National Economics University, Hanoi, Vietnam
November 11-12, 2021

Pre-Conference: Wednesday, November 10, 2021

16:00 – 17:00 Campus Tour
Registered Authors

Day One: Thursday, November 11, 2021

8:00 – 8:30 REGISTRATION

8:30 – 8:45 WELCOME AND OPENING CEREMONY

CONFERENCE HALL
BUILDING A1

Welcoming Address
Assoc. Prof. Pham Hong Chuong
The President of NEU

8:45 – 10:00 MORNING KEYNOTE ADDRESS

CONFERENCE HALL
BUILDING A1

8:45 – 9:10 Keynote 1: In the Eye of the Perfect Storm: SMEs, Global Modes of Production and Resilience for Local Development in a Post-Pandemic World

Keynote Speaker: **Prof. Lisa Magnani**
Professor of Economics, Macquarie University, Australia

9:10 – 9:35 Keynote 2: Markets and Marketing as Constructive Engagement toward Sustainable Prosperity, Peace and Well-Being

Keynote Speaker: **Prof. Clifford J. Shultz**
Professor of Marketing, Loyola University Chicago, the US

9:35 – 10:00 Q&A Session

10:00 – 10:30 Photo Session and Coffee/Tea Break

10:30 – 12:30 MORNING PARALLEL SESSIONS

LEVEL 5
BUILDING A1, A2

12:30 – 14:00 Lunch

Level 17
Building A1

14:00 – 14:40 AFTERNOON KEYNOTE ADDRESS

CONFERENCE HALL
BUILDING A1

14:00 – 14:25 Keynote 3: How to Strengthen Vietnam's Medium-term Economic Prospects

Keynote Speaker: **Mr. Francois Painchaud**

	<i>IMF Resident Representative, Vietnam/Lao PDR</i>	
14:25 – 14:40	Q&A Session	
14:40 – 15:00	Coffee/Tea Break	
15:00 – 17:00	AFTERNOON PARALLEL SESSIONS	LEVEL 5 BUILDING A1, A2
17:00 – 17:30	CLOSING PLENARY	CONFERENCE HALL BUILDING A1
	Best Paper Awards	
	Closing Speech	
	Assoc. Prof. Bui Huy Nhung <i>The Vice President of NEU</i>	
18:00 – 20:00	GALA DINNER	LEVEL 17 - BUILDING A1
Day Two: Friday, November 12, 2021		
8:00 – 10:00	Executive Workshop: Experiences and Strategies to Publish in High Quality International Publications Speaker: Dr. Abel Duarte Alonso <i>RMIT University, Australia</i>	CONFERENCE HALL BUILDING A1
Afternoon	Study Tour	

Wifi: CIEMB2021 (no password)

Website: <http://ciemb.neu.edu.vn/>

Facebook: <https://www.facebook.com/CIEMBNEU/>

List of sessions: <http://ciemb.neu.edu.vn/agenda-2021/>

**Below are the online links for those who can not attend offline and registered to attend online:
1. Opening Ceremony and Morning Keynote Address (8am), Afternoon Keynote Address (2pm), Closing Plenary (5pm) on November 11, 2021**

<https://us02web.zoom.us/j/81191643512?pwd=SHNHazhuY1A5ZzY5cW5MZWdNQnV4QT09>

Meeting ID: 811 9164 3512

Passcode: 2021

2. Executive Workshop (8am, November 12, 2021)

<https://us02web.zoom.us/j/83525681801?pwd=blhVbmVBZVNadUpQSDN1YksrdW5kdz09>

Meeting ID: 835 2568 1801

Passcode: 2021