

Hanoi, September 16<sup>th</sup> 2019

**INVITATION LETTER**  
**CALL FOR PAPER FOR INTERNATIONAL CONFERENCE**  
**Topic: Digital Business and Marketing in globalization era**

The National Economics University in collaboration with the University of Bremen-Germany, the Asian-German knowledge Network for Logistics and Transport (AGKN) and several other agencies and units in and outside the country organize international conference towards the goal of updating, sharing and exchanging the latest research findings and practical experience. This is also an opportunity to meet and learn about the ability to cooperate among researchers, businesses, organizations and related individuals, in order to build and promote the development of a career network in the era of globalization.

**Participants:** participants are coming from universities, research institutions, international organizations, NGOs and those concerning to socio-economic, Digital Business and Digital Marketing in development in Vietnam and other countries.

**Time:** 12 November 2019

**Venue:** The National Economics University, Hanoi, Vietnam

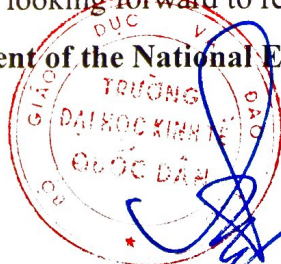
*We would like to invite you submit papers, focusing on the following topics (but not limited):*

- New advantages, difficulties, opportunities and challenges in the digital economy
- Business digital and digital marketing: advantages, difficulties, opportunities & challenges
- New business models in the digital era
- Enhance competitiveness and effective Marketing of digital technology period
- Experience using Digital Marketing Tools on digital technology platform
- Trends in contemporary Marketing development: content strategy, customer experience, consumer behaviour, brand community, electronic retail (e-tailing) etc.
- Marketing-based data technology (Small Data & Big Data)
- Other economic issues, management, business administration; and digital technology.

Paper should be written in Vietnamese or English (detailed regulations, please refer to: <http://ktpt.neu.edu.vn/quy-dinh-huong-dan-gui-bai>); send an email to: **hoithaomkt2019@gmail.com** and C/C: **hienct@neu.edu.vn** before date **25 October 2019**. Best papers will be chosen to post in full text in a published license proceedings for widespread referrals to the public. Further information please contact above mentioned emails or via the website <http://khoamarketing.neu.edu.vn/> and <http://neu.edu.vn/>

We are looking forward to receiving your papers and to welcoming you at the conference!

**President of the National Economics University**



HIỆU TRƯỞNG

PGS.TS *Phạm Hồng Chương*