

*Business and Applied Sciences
Academy of North America – Viet Nam*



BAASANA

International Conference

May 15-17, 2018

*Foreign Trade University
91 Chua Lang Street, Dong Da District
Hanoi, Viet Nam*



TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
Foreign Trade University



**Business and Applied Sciences
Academy of North America
(BAASANA)**



The Business and Applied Sciences Academy of North America (BAASANA) 2018 International Conference

Call for Papers

The Business and Applied Sciences Academy of North America (BAASANA) is an interdisciplinary, not for profit, professional association of business, sciences, and technology. It seeks dissemination of advanced knowledge and skills among scholars and practitioners of business and applied sciences toward resolving issues and problems of the 21st century. By sharing knowledge, expertise, and facilitating transfer of know-how across the digital divide, BAASANA programs seek to contribute toward improvement of human conditions.

The first BAASANA conference was held during the summer of 2009 in Philadelphia. In the subsequent years, the conference was held in the different parts of North America. Considering the convenience of the international participants, Foreign Trade University in Ha Noi, Vietnam was selected as the site of BAASANA 2018 International Conference, organized by the BAASANA and Foreign Trade University.

The International Conference of the **Business and Applied Sciences Academy of North America (BAASANA)** will be held during May 15-17, 2018 at Foreign Trade University, 91 Chua Lang Street, Dong Da District, Ha Noi, Vietnam.

Scholarly papers, abstracts, proposals for panel from all academic and applied disciplines in business, natural, social, behavioural sciences including fields of applied humanities such as journalism, mass communication, law and legal studies, educational administration health sciences, engineering and IT technologies are being invited for presentation at the conference. **The paper Submission Deadline is March 15, 2018.** Earlier submission is highly encouraged.

Since visa formalities and travel arrangements could take months, international participants are advised to submit paper, abstracts, and panel proposals ASAP. An acceptance letter will be sent following an expedited peer review process. Volunteers to serve as track Chairs, session Chairs, paper reviewers and/or discussants should contact the Conference Co-Chairs, Prof. Dr. Lam Nguyen (lnguyen@bloomu.edu) and/or Assoc. Prof. Dr. Nam Vu (namvn@ftu.edu.vn).

BAASANA publishes proceedings of conferences at www.baasana.org. Our annual proceedings are submitted to Google Scholars for indexing in addition to the U.S. Library of Congress ISSN: 2471-6847. Proceedings for the 2018 International Conference in Viet Nam will be published in October, 2018 and it will be submitted for indexing by Thompson Reuter in November-December 2018.

The best papers of the conference upon further review are considered for publication in the following associated journals:

1. [*International Journal of Business and Globalisation \(SCOPUS, Inderscience\): Special Issue "Research on Business and Globalisation in Vietnam"*](#)
2. [*International Journal of Technology Intelligence and Planning \(SCOPUS, Inderscience\)*](#)
3. [*International Journal of Social Entrepreneurship and Innovation \(Cabell, Inderscience\)*](#)
4. [*International Journal of Business and Applied Sciences \(Cabell, BAASANA\)*](#)

Submission Guidelines:

1. Paper/Abstract: Submit a complete paper (page limit: 20 double spaced pages including tables, references) or an abstract up to 250 words (the title, authors' name, address, and email address) via online via www.baasana.org or BAASANA@bloomu.edu

2. Proposal for a Panel Discussion (for Practitioners only 60-90 minute session): Submit 300-500 words with a title, indicating the track names. The Chair takes the responsibility of summarizing the discussion for publication in the proceedings.

3. Only electronic submission via the link above of a Microsoft word document is accepted. The "Best Paper" in each track will be recognized in the Conference at the conference Banquet.



Conference Registration:

At least one author of accepted papers, abstracts, panel proposals will be required to register and attend the conference.

Early bird registration fee (payable by April 15, 2018 or within 2 weeks of the receipt of acceptance letter) is as follows:

- Participants from developed countries: \$US300
- Participants from developing countries: \$US200
- Participants from Vietnam: \$100
- Student participants: \$US75

Regular registration fee after April 15 is \$US350, \$US250, \$US150, and \$US125 respectively. To be included in the conference program, all participants must be preregistered the conference by **April 30, 2018.**



All payments (conference registration fee, accommodation costs) will need to be made online by credit/debit card when you register at www.baasana.org. Personal checks only from the U.S. participants will be accepted.

Participants from Vietnam: please contact qlkh@ftu.edu.vn or 84-4-974168906 (Ms. Nguyet) for payment instructions.

Payment on site will be accepted on cash basis but meals cannot be guaranteed unless preauthorized for payment on site.

All participants must register online. The regular registration fee will cover the conference material (name badge; printed program, the publication of paper/abstract in the *Conference Proceedings*), admission to all conference sessions, activities, and sponsored meals, snacks and tea/coffee breaks.

Important Dates

March 15, 2018

Applications for participation at the conference and submission of an extended abstract or a full paper (see requirements)

March 31, 2018

Notification of acceptance; feedback from reviewers

April 15, 2018

Early Bird Registration Fee Deadline

After April 15, 2018

Regular Registration Fee

April 30, 2018

Submission of full paper (revised version-camera ready) for the conference proceedings. Registration Deadline for papers to be included in the Conference Program.

May 15-17, 2018

Conference dates



Conference Co-Chair:

Prof. Dr. Lam Nguyen

Professor of Management and IB
Director of Global Business Institute
Zeigler College of Business
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Assoc. Prof. Dr. Nam Vu

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Web: www.ftu.edu.vn

The conference will be organized on the following tracks and topics:**Business, Management & Economics**

Sustainability and Circular Economy
Accounting /International Accounting
Applied/Health Economics
Business Intelligence/Big Data Analytics
Business/International Business
Finance/International Finance
Marketing /International Marketing
Management/HRM/International Management
Innovation/Operations/Supply Chain Management

Social Sciences

Public Sector Management
Public Policy/e-Governance
International Relations
Clinical and Applied Psychology
Sociology/Social Work
Political Science (Applied)
Social Problems and Issues
Gender Issues and Development
Law and Legal Studies

Mass Communication & Humanities

Communication Studies
Journalism/film/digital communication
Convergent Media/Communication
New Media and Society
Political communication
Organizational Communication
Integrated Strategic Communications
Marketing Communications
Intercultural/International Communication
Media Ethics
Human Rights Issues
Tourism and Cultural Communications

Information Sciences and ITM

Computer Engineering
Applied Computer Science
Network security and Computer Forensic
Human Computer Interaction
Information System and Software
Tele Communication Systems and the Network
Data Mining & "Big" Data
Business Intelligence
Mobile Computing
E-Commerce (IT Issues)

Science and Technology

Biology and Bio-Technology
Chemical/Industrial Engineering
Civil/ Mechanical/Electrical Engineering
Petroleum and Petro-chemical Engineering
Applied Chemistry/Applied Physics
Applied Math/Statistics
Environmental Engineering
World Weather & Climate Issues
Pollution and Waste Issues

Medical Sciences and Practices

Diagnostic Technologies
Medical Professions
Public Health
Pharmacy and Pharmaceutical Sciences
Hospital Administration
Health care plans and HMO
National Healthcare Issues and Solutions

PhD Colloquium (Student Track)

A doctoral colloquium will be offered to Post-graduate students (PhD/MPhil/MRes). The Best Doctoral/Master's Dissertation Awards will be announced at the conference.

The BAASANA 2018 International Conference (Vietnam) Program Committee

Associate Professor Dr. Anh Tuan Bui, President, Foreign Trade University, Vietnam

Associate Professor Dr. Thu Thuy Nguyen, Vice President, Foreign Trade University, Vietnam

Associate Professor Dr. Hoang Nam Vu, Conference Co-Chair, Foreign Trade University, Vietnam

Professor Dr. Jeffrey Krug, Dean, Zeigler College of Business, Bloomsburg University, U.S.A.

Professor Dr. M Ruhul Amin, BAASANA President, Bloomsburg University, U.S.A.

Professor Dr. John Okpara, BAASANA Executive Vice President, Bloomsburg University, U.S.A.

Professor Dr. Lam Nguyen, Conference Co-Chair, Bloomsburg University, U.S.A.

Travel and Accommodation

Visa

International Guests entering Vietnam for a temporary stay may be eligible for visa exemption or are eligible for visa upon arrival. Please check accordingly for visa information: www.lanhsuvietnam.gov.vn (Visa Exemption to Vietnam).

Participants who need to have visa to enter Vietnam will be assisted with the invitation letter, visa document and application.

Transportation

International Airport: Noi Bai International Airport (HAN)

Including public taxis, minibus and public buses, are available between Hanoi and HAN.



Taxi

Highly recommended taxi brands

- Taxi Mai Linh: 024-3-8616161
- Taxi Group: 024-3-8262626
- Taxi Thanh Nga: 024-3-8215215
- Taxi Thanh Cong: 024-3-2575757
- Taxi My Dinh: 024-3-8333888

Taxi price (price can change depending on each taxi brand)

- 4 seat cab: VND 9,000 for the first 0,7km, then VND 12,000/km.
- 7 seat cab: VND 12,000 for the first 0,7km, then VND 14,500/km.
- Waiting time in traffic is added.

Accommodation

Nearby hotels as exemplified as follows are recommended for the participants

Hotel	Distance from NCC	Star-Rating	Price Range (\$US)
Lotte Hotel Hanoi http://www.lottehotel.com/hanoi/en/	2 km	5 star	\$US210+
Hanoi Daewoo Hotel http://www.daewoohotel.com/default-en.html	2 km	5 star	\$US150+
Fortuna Hotel Hanoi http://www.fortuna.vn/	1.5 km	4 star	\$US90+
Hanoi Hotel http://www.hanoihotel.com.vn/	2 km	4 star	\$US90+
Bao Son International Hotel Hanoi http://www.baosonhotels.com/	0.5 km	3.5 star	\$US70+
OASIS Hotel http://www.oasishotel.com.vn	1,5km	3 star	\$US60+
Sunny Hotel 1 http://www.sunnyhotelgroup.com/sunny1	1km	3 star	\$US50+

Currency

Money exchange

VND (which is pronounced in Vietnamese as “dong”) is the currency of Vietnam. Paper notes come in denominations of VND 1,000; 2,000; 5,000; 10,000; 20,000; 50,000; 100,000; 200,000; and 500,000.

You can exchange USD/EUR/Yen... for VND at any banks in Noi Bai international airport or banks all over the countries. At Noi Bai international airport, banks such as Vietcombank, INCOMBANK, BIDV, Techcombank... are available 24/7. We recommend you exchange currency at banks in the city because the rate is often a bit higher.

List of banks near FTU campus

- Vietcombank (VCB): 33 Chua Lang Street, Hanoi (Highly recommended)
- Techcombank: 126 Chua Lang Street, Hanoi
- Vietcombank and Techcombank: 52 Nguyen Chi Thanh Street, Hanoi (two banks share the same building)
- VIB Bank and VP Bank: 71 Nguyen Chi Thanh Street, Hanoi (two banks share the same building)
- MBBank: 6 Chua Lang Street, Hanoi

Climate

Hanoi has a humid, tropical climate, characterized by monsoons, like most of other cities in northern Vietnam, with four seasons. Summer (May to September) is hot with plenty of rain. Rains often come suddenly. The temperature in summer is often more than 32°C.

Research papers presented at the conference will be published in the conference proceedings and may be considered for publication in the conference affiliated journals



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