



THUONGMAI UNIVERSITY



COLLEGE OF ECONOMICS
HUE UNIVERSITY



HAIPHONG UNIVERSITY

CALL FOR PAPERS INTERNATIONAL CONFERENCE

ENTREPRENEURSHIP AND CREATIVITY OPPORTUNITIES AND CHALLENGES FOR VIETNAM'S ENTERPRISES

Dear our valued partners,

Integration with the world economy and implementation of Government's project "Supporting the innovation and creativity for the national startup ecosystem to 2025" has recently brought the unprecedented opportunities to Vietnam's enterprises. Nevertheless, entrepreneurship is an issue which has not been fully realized by Vietnam's enterprises. Furthermore, Vietnam has not had a complete startup ecosystem as in other developed countries in the world.

With the purpose of identifying opportunities and challenges for Vietnamese enterprises in startups as well as suggesting solutions and adequate policies, the College of Economics, Hue University along with Thuongmai University and Haiphong University jointly organize the international conference on "*Entrepreneurship and creativity – Opportunities and challenges for Vietnam's enterprises*". The International Conference is the premier forum for policy makers, managers, and researchers in Vietnam and in foreign countries to share experience of the issues relating to opportunities and challenges in the period of startup of Vietnamese enterprises.

The international conference will be organized in the middle of September 2019 at the College of Economics, Hue University, Hue city. The Organization Committee cordially invites you to submit papers for the conference. The conference topics include, but are not limited to:

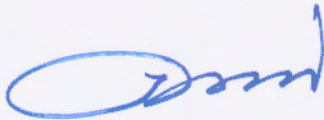
1. Entrepreneurship and creativity experiences from nations in the world;
2. Policies of government for entrepreneurship, innovation and creativity;
3. Capital and financial policies for entrepreneurship and creativity;
4. Solutions to reforming public administrative services for enterprises' entrepreneurship and creativity;

5. Innovation of enterprise management in order to support entrepreneurship and creativity;
6. Role of adopting information technology in enterprises;
7. Innovation of training and managing human resources in enterprises;
8. Other related topics (Marketing; Tourism; Supply chain management; Green consumption; Relationship between production and product consumption...)

The full paper, written in Vietnamese or English (please refer the annex). For further information, please kindly visit www.conference.tmu.edu.vn or www.tmu.edu.vn. Authors are invited to submit complete papers to Department of Scientific Management, Thuongmai University (email: khoahoc@tmu.edu.vn) by May 24th, 2019.

We look forward to your cooperation!

Yours sincerely,



Prof. Dinh Van Son, PhD

President

Thuongmai University