

PLAN
Organization of the International Scientific Conference
"International Conference on Economic and Business Development in the Digital Era - ICEBDDE 2025"

In implementation of the plan for science and technology activities in the academic year 2025–2026, and with the objective of successfully organizing the International Scientific Conference on Economic and Business Development in the Digital Era in 2025, the Rector of Thanh Dong University hereby promulgates the Plan as follows:

TIME, VENUE, FORMAT, AND PARTICIPANTS

Date: November 11–12, 2025
Venue: Thanh Dong University, No. 3 Vu Cong Dan Street, Tu Minh Ward, Hai Phong City, Vietnam
Format: In-person

PARTICIPANTS

- Prof Christopher Gan, PhD. Lincoln University, New Zealand
- Prof Jiazhou Yang, PhD. Fujian Agriculture and Forestry University, China
- Prof Benxi Lin, PhD. Fujian Agriculture and Forestry University, China
- Prof Liqiong Lin, PhD. Fujian Agriculture and Forestry University, China
- Assist. Prof. Dongfang Wang, PhD. Wuyi University, China
- Dr. Amogh Ghimire Xiamen University, China
- Dr. Linh Ho Lincoln University, New Zealand
- Hai Phong City Guests: Leaders of the People’s Committee, Department of Science and Technology, Department of Finance, Union of Science and Technology Associations, Business Associations, and leaders of universities located in Hai Phong City.
- Conference Organizing Committee; organizations and individuals from co-organizing institutions: Lincoln University (New Zealand), University of Economics - University of Danang, and Can Tho University.
- Authors with accepted papers; scientists, lecturers, students, graduate students, and PhD candidates from domestic and international institutions interested in the Conference theme.
- Thanh Dong University: The University Board of Rectors, leaders of faculties and departments, and all lecturers and students from faculties related to the Conference topics.

CONTENT AND AGENDA OF THE CONFERENCE

Conference Content

The Conference will be held from November 11 to November 12, 2025, including the Opening Ceremony and two thematic sessions with presentations under nine main topics of the International Conference on Economic and Business Development in the Digital Era (ICEBDDE), specifically: Digital Transformation in Business, E-Commerce and Digital Markets, FinTech and Digital Finance, Digital Entrepreneurship, Cybersecurity and Data Privacy, Economic Impacts of Digitalization, Digital Marketing and Consumer Behavior, Sustainability and Green Digital Innovation, Policy and Regulation in the Digital Economy, Global Business and Trade in the Digital Era.

Conference Agenda

November 10, 2025: Reception of conference guests			Venue
Conference Day 1			
7:30-8:30	Welcoming of delegates	Organizing Committee	Main hall
8:30-9:00	Opening Ceremony	- Welcome Performance - Opening Address by the Rector of Thanh Dong University	Main hall
9:00-10:45	Plenary I	Plenary Session Presentations (3 × 35 min including discussion)	Main hall
10:45-11:00	Tea Break		
11:00-12:10	Plenary II	Plenary Session Presentations (2 × 35 min including discussion)	Main hall
12:10-13:30	Lunch		
13:30-15:30	Sessions by each topic of the conference		Main hall, Conference room A203
15:30-16:00	Closing		
Conference Day 2			
All day	Field Trip Con Son – Kiep Bac Historical Relic Site		

IMPLEMENTATION

Heads of relevant units and individuals shall, based on their assigned functions and responsibilities, proactively coordinate with the Organizing Committee to implement the tasks under this Plan, ensuring timely progress and effective results.

For further information, please visit:

quanlykhoahoc.thanhdong.edu.vn/icebdde-2025-cn932.html

or contact Dr. Tran Minh Canh, PhD – Head of the Office of Scientific Research Management and International Cooperation (Hotline: +84 985 839 994 / Email: canhtm@thanhdong.edu.vn).

Scan the QR code to register for the conference:

