

**2024 International Conference on
“Creative English Teaching and Business Management”
September 27, 2024 | Chihlee University of Technology, New Taipei, Taiwan**

Call for Papers

Conference Objective

In the globalized era, adeptness in multiple languages is deemed indispensable for achieving success in international commerce. Pivotal to this achievement is the employment of inventive teaching methodologies in language instruction. This conference will focus on the innovative pedagogical strategies tailored to better equip individuals for the multifaceted challenges inherent in the global business landscape. To cater for the highly internationalized and digital business environments, topics in relation to business management require further exploration. As such, we cordially invite scholars, educators, and practitioners to contribute their research findings and insights on various facets of language teaching and learning, as well as those pertinent to international business.

Organizers: College of International Business and Foreign Languages, Department of Applied English, Chihlee University of Technology

The Conference Program Committee welcomes papers from a wide variety of interdisciplinary and theoretical perspectives, and submissions are organized into the streams and sub-streams listed below:

English Teaching	Business Management
<ul style="list-style-type: none">➤ AI and English Language Instruction➤ Smart CALL➤ English as a Medium of Instruction (EMI)➤ Content and Language Integrated Learning (CLIL)➤ Culture in Language Education➤ Teaching Methodology➤ Curriculum Development➤ Language Assessment and Evaluation➤ English for Specific Purposes (ESP)➤ Sociolinguistics➤ Intercultural Communicative Competence (ICC)➤ Education for Sustainable Development (ESD)	<ul style="list-style-type: none">➤ Accounting & Auditing➤ Corporate Ethics & Management Ethics➤ Corporate Finance➤ Branding and Customer Brand Relationship➤ Consumer Behavior & Customer Journey➤ CRM & e-CRM➤ Cross-Cultural Management Issues➤ E-commerce / E-business➤ Global Competitive Strategy➤ CSR, Performance & Disclosure➤ Knowledge & Intellectual Capital Management➤ Social Media and Digital Marketing➤ International Business Management➤ Telecommunication Management

Abstract submission: (maximum 250 words with 5 key words)

● **Deadline: April 30, 2024 (Submission link: <https://forms.gle/UYquY93Pp9DPRCi29>)**

● **Notification: May 15, 2024**

- The language of the conference is **English**, and each accepted paper will be allotted a **20-minute** presentation slot.

Registration dates for presenters: May 16- July 15, 2024 (Registration link:

<https://forms.gle/ZqoZbyJkZSxHo2as8>)

Registration dates for attendees: May 16-September 13, 2024 (Registration link:

<https://forms.gle/QS4QCRkKfoTSXNB97>)

Paper submission: (2,500-3,000words, APA 7th)

- **Deadline: June 30 2024** (Final papers are only accepted in Microsoft **Word** format. Papers can be submitted via email to p100dae@gmail.com, including “**2024 Conference paper submission-Name(s)**” as the subject line.)
- All submissions will undergo a **blind peer review** process, with each paper being evaluated by **two reviewers**.

For any questions and inquiries, please do not hesitate to contact us by email: p100dae@gmail.com