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受文者：國立臺北教育大學

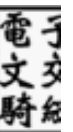
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密等及解密條件或保密期限：

附件：徵稿啟示call for paper、投稿者註冊表各1份 (A095G0000Q109220001900-1.pdf、A095G0000Q109220001900-2.odt)

主旨：檢送本校企業管理學系主辦「2020 International Conference on Business Administration (ICBA 2020) at NTPU」之徵稿啟示1份，敬請惠予公告，並鼓勵貴校師生踴躍投稿。

說明：

- 一、「2020 International Conference on Business Administration(ICBA 2020) at NTPU」於109年5月8日(五)，於臺北大學民生校區教學大樓7F研討室(臺北市民生東路三段67號)舉辦。
- 二、本研討會採全文審稿，論文全文截稿日期為109年3月16日(一)晚上24點止。請於徵稿期限內將「論文全文(含摘要)」及「投稿者註冊表」以word電子檔寄至ntpuconference@gm.ntpu.edu.tw。
- 三、隨函附上「徵稿啟示」及「投稿者註冊表」各1份，請惠予公告並邀請貴校師生踴躍投稿。
- 四、相關事宜請洽本校企業管理學系專員黃詩卉小姐，聯絡電



話02-2502-4654轉18100或電子郵件信箱：

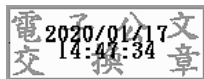
ntpuseminar@gm.ntpu.edu.tw。

五、本研討會相關訊息請詳見本校企業管理系網站：

<http://www.dba.ntpu.edu.tw/>。

正本：各公私立大專校院

副本：



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【Call for Papers】

2020 International Conference on Business Administration (ICBA 2020) at NTPU

May 8, 2020

Taipei Campus, National Taipei University, Taipei, Taiwan

2020 International Conference on Business Administration (ICBA 2020) at National Taipei University (NTPU) calls for English papers in the field of management, emphasizing innovative and interesting issues. As a prestigious academic conference, ICBA 2020, organized by Department of Business Administration at National Taipei University, has become an important event for academic researchers, practical experts, professors, Ph.D. and master students, managers, decision makers, and so on.

ICBA 2020 is not only an academic forum but also a professional platform for participants to share, learn, communicate, and exchange research ideas. Please submit full papers to ntpuconference@gm.ntpu.edu.tw before the due day, March 16, 2020, and join us immediately. Selected excellent papers will be given full consideration for publication in the special issue of Journal of Business Administration (JBA, ISSN: 1025-9627), which is indexed in EconLit, EBSCO, ABI/INFORM, and ProQuest. The submission scope of ICBA 2020 includes the following topics:

- | | | |
|-----------------------------|-------------------------------------|-------------------------------|
| ● Strategic management | ● Big data analysis | ● Artificial intelligence |
| ● Marketing management | ● Supply chain management | ● Leisure management |
| ● Financial management | ● Logistics management | ● Managerial accounting |
| ● Organizational behavior | ● International business management | ● Entrepreneurship management |
| ● Human resource management | ● Corporate social responsibility | ● Innovation management |
| ● Information management | ● Corporate sustainability | ● Technology management |
| ● Operation management | ● Knowledge management | ● Project management |
| ● Electronic commerce | ● Health care administration | ● Other topics |

Important Dates and Conference Venue

- Due day of paper submission: March 16, 2020
- Notification of acceptance: 14 working days after submission
- Due day of payment after paper acceptance: April 6, 2020
- Due day of submission of revised full paper, registration form, and postal remittance receipt (or electronic wire transfer receipt): April 8, 2020
- Conference date: 13:30-17:30 p.m. on May 8, 2020
- Conference venue: 7F Seminar Room, No. 67, Sec. 3, Min-Sheng E. Rd., Zhongshan Dist., Taipei Campus, National Taipei University, Taipei 10478, Taiwan

Submission

Authors are kindly invited to submit full papers to: ntpuconference@gm.ntpu.edu.tw by means of email for peer review before the due day, March 16, 2020. Only the paper titles, author names, affiliations, abstracts, and keywords of the accepted papers will be published in the proceedings of ICBA 2020. The proceedings of ICBA 2020 will not publish the accepted full papers.

Registration Fees and Payment Options

After receiving the notification of paper acceptance, the authors will be kindly invited to complete the payment of registration fees before the due day, April 6, 2020. There are two payment options listed as follows. If authors locate in Taiwan, please apply Option 1 to pay registration fees per accepted paper. Moreover, if authors locate in areas except Taiwan, please apply Option 2 to pay registration fees per accepted paper.

- **【Option 1】 :**

Postal Remittance via Post Office Giro Number (only for authors in Taiwan)

1. Registration fees per accepted paper: **student-NT\$1,500** or **non-student-NT\$3,000**

2. The details of postal remittance via post office Giro number are listed as follows:

Post Office Giro Number: 19456481

Payee's Name: 國立臺北大學

Message: ICBA 2020 at NTPU

- **【Option 2】 :**

Electronic Wire Transfer via SWIFT code (for authors in areas except Taiwan)

1. Registration fees per accepted paper: **student-US\$50** or **non-student-US\$100**

2. The details of electronic wire transfer via SWIFT code are listed as follows:

Institution (Company) Name: National Taipei University

Account Name: National Taipei University

Account Number: 112056000022

Bank Address: 83, Minsheng St., Sanxia Dist., New Taipei City 237, Taiwan (R.O.C.)

Branch Name: Land Bank of Taiwan, Sanshia Branch

SWIFT Code: LBOTTWTP

• **After the completion of the above payment, please email revised full paper, [registration form](#), and postal remittance receipt (or electronic wire transfer receipt) to: ntpuconference@gm.ntpu.edu.tw before the due day, April 8, 2020.**

Formatting Guidelines

- Papers must be in English of up to 15 pages in conference paper format.
- References and citations must follow the APA (American Psychological Association) Referencing Guide and APA Citation Format.
- Paper content must be original and relevant to one of the conference topics.
- Authors should ensure the accuracy of quotations, citations, figures, and tables.
- Figures and tables must be clear and placed at the right positions in the text.
- Papers must follow the format according to the downloadable [Word](#) template.

More Information

- Organizer: Department of Business Administration at National Taipei University
Co-organizers: Taipei Business Administration Association,
Alumni Association of Department of Business Administration at NTPU
- If you have any questions, please feel free to contact the conference executive secretary, Ms. Michelle Huang, via email: ntpuconference@gm.ntpu.edu.tw

2020 International Conference on Business Administration (ICBA 2020)

Registration Form

Personal Profile			
Name	First name	Middle name	Last name
(Mobile) Phone Number			
E-Mail Address			
Postal Address			
University (Institution)			
Department			
Country			
Academic title	☐ Professor ☐ Associate Professor ☐ Assistant Professor ☐ Doctoral Student ☐ Master Student ☐ College Student ☐ Others _____		
Submission Information			
Title of Paper			
Authors			
Academic area	☐ Strategic Management ☐ Marketing Management ☐ Financial Management ☐ Organizational Behavior ☐ Information Management ☐ Operation Management ☐ Human Resource Management ☐ Others _____		
Submit to the special issue of Journal of Business Administration			☐ Yes ☐ No
Payment Information			
Amount of payment and payment option	☐ 【Option 1】 : only for authors in Taiwan NT\$ (Postal Remittance via Post Office Giro Number)		
	☐ 【Option 2】 : for authors in areas except Taiwan US\$ (Electronic Wire Transfer via SWIFT code)		
Payment date			