

## Detailed Agenda

The 3<sup>rd</sup> International Conference on Business (ICB 2019)

05 - 06 November 2019

Ho Chi Minh City Open University, 97 Vo Van Tan, Dist. 3, Ho Chi Minh City, Vietnam

05 November 2019 (Tuesday)					
Time	Event				
8:00 - 8:30	Registration				
8:30 - 8:45	<b>Welcome speech:</b> Assoc.Prof. Nguyen Minh Ha, Rector, Ho Chi Minh City Open University				
8:45 - 9:30	<b>Keynote speech 1:</b> <i>Building a Sustainable Business</i> Speaker: Madam Cao Thi Ngoc Dung Chairwoman, HAWEE and PNJ				
9:30 - 10:00	<b>Keynote speech 2:</b> <i>Don't underestimate your clients! How to succeed on tomorrow's domestic market</i> Speaker: Mr. Florian J. Beranek UNIDO Lead Expert Societal Responsibility & Responsible Business Conduct RBC				
10:00 - 10:30	Photo session Tea break				
10:30 - 11:00	<b>Keynote speech 3:</b> <i>Marketing in platform ecosystems: Secrets inside</i> Speaker: Assoc. Prof. Liem Viet Ngo UNSW Sydney, Editor-in-Chief, Australasian Marketing Journal				
11:00 - 12:00	<b>Parallel session: Session A</b>				
	A1 (R.408)	A2 (R.409)	A3 (R.412)	A4 (R.113)	A5 (R.120)
	Present #001 #025 #020	Present #026 #043 #002	Present #021 #031 #034	Present #014 #053 #046	Present #004 #003 #049
12:00 - 13:00	Lunch Time				
13:00 - 14:00	<b>Panel session 1:</b> <i>Leadership Development in the Connected Age</i> Moderator: Luong Ngoc Tien Panelist: Bob Connelly, Huynh Thi Xuan Lien, Trinh Thuy Anh				
14:00 - 15:00	<b>Panel session 2:</b> <i>Sustainable Development - Understanding, Adopting and Monitoring</i> Moderator: Nguyen Cong Minh Bao Panelist: Ha Thi Thu Thanh, Bui Van Trinh, Nguyen Thi Bich Ha, Lynn Luc, Hoang Anh Dzung				
15:00 - 15:30	Tea break				
15:30 - 17:00	<b>Parallel session: Session B</b>				
	B1 (R.409)	B2 (R.408)	B3 (R.412)	B4 (R.113)	B5 (R.120)
	Present #005 #033 #035	Present #030 #036 #038	Present #039 #054 #041 #024	Present #007 #052 #008	Present #017 #027 #029

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06 November 2019 (Wednesday)					
Time	Event				
8:00 - 8:30	Registration				
8:30 - 9:15	<b>Keynote speech 4:</b> <i>New wave of brand management: Strategy, Tactics, and Tools</i> Speaker: Prof. Carsten Baumath Berlin School of Economics and Law (Germany)				
9:15 - 10:15	<b>Panel session 3:</b> <i>Customer Engagement in Brand Building</i> Moderator: Lam Binh Bao Panelist: Carsten Baumath, Le Ho My Duyen, Nguyen Thanh Danh, Tran Thanh Tung				
10:15 - 10:45	Tea break				
10:45 - 12:00	<b>Parallel session: Session C</b>				
	C1 (R.305)	C2 (R.408)	C3 (R.412)	C4 (R.113)	C5 (R.120)
	Present #032 #037 #051	Present #022 #044 #048	Present #042 #045 #040	Present #006 #012 #016	Present #013 #047 #050
	Lunch Time				
12:00 - 13:00	Lunch Time				
13:00 - 14:00	<b>Move to Sihub (Center for Innovation and Entrepreneurship)</b> <b>273 Dien Bien Phu, Dist. 3, HCMC</b>				
14:00 - 14:45	<b>Keynote speech 5:</b> <i>Challenges of innovation and entrepreneurship</i> Speaker: Mr. Huynh Kim Tuoc Director of Sihub				
14:45 - 15:30	<b>Keynote speech 6:</b> <i>How to win Alibaba – experience from a start-up company</i> Speaker: Ms. Vo Thi Phuong Lan CEO, ASL Corp.; Chairwoman, National Advisory Council for Entrepreneurship in the South				
15:30 - 16:00	Tea break				
16:00 - 17:00	<b>Panel session 4:</b> <i>Start-up: Transformation and Innovation in the Success of a Business</i> Moderator: Mr. Le Nhat Truong Chinh Panelist: Ha Xuan Trung, Huynh Kim Tuoc, Pham Lan Khanh, Ho Chi				
17:00 - 18:00	<b>5 minute presentaion competition</b>				
18:00 - 19:00	Move to Restaurant				
19:00 - 21:00	Gala dinner				