**TENTATIVE PROGRAM**

**Event title:**

“**2022 International Conference on Innovation & Breakthrough in Business”**

**Purpose:**

The Conference is to focus on exploiting topics related to Business in the 4.0 era, such as Entrepreneurship; Ecommerce; Digital marketing; Technology; Innovation Management and Start-ups.

**Date&Time:**

15:00-17:10 (VN time)/ 16:00-18:10 (TW time)/ 10:00-12:10 (Germany time) on May 12th, 2022.

**Organizers:**

* NCKU Overseas Hub in Vietnam

**Participants:**

* Dr. Ngo Thi Minh Hien (Moderator), Director of NCKU Overseas Hub in Vietnam
* Prof. Volker Nitsch, International Economics, Technical University of Darmstadt (TUDa);
* Prof. Yu - Yu Chang, Institute of International Management, National Cheng Kung University (NCKU);
* Dr. Do Thi Hai Ninh, School of International Business & Marketing, University of Economics Ho Chi Minh City (UEH).

**Platform:**

Cisco Webex and Livestream on FB Fanpage: NCKU Overseas Hub in Vietnam

**Link to join:**

*Cisco Webex link on May 12th (The link will send to the private email of the register)*

**The Agenda:**

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| ***VN time*** | ***TW time*** | ***DE time*** | **Content** | **Speaker** |
| 15:00 – 15:15 | 16:00 – 16:15 | 10:00 – 10:15 | **Opening Remark** | * Dr. Ngo Thi Minh Hien * Representative of NCKU |
| 15:15 – 15:20 | 16:15 – 16:20 | 10:15 – 10:20 | Group Photos |  |
| 15:20 – 15:40 | 16:20 – 16:40 | 10:20 – 10:40 | Topic 1 | * Prof. Volker Nitsch |
| 15:40 – 16:00 | 16:40 – 17:00 | 10:40 – 11:00 | Topic 2 | * Dr. Do Thi Hai Ninh |
| 16:00 – 16:20 | 17:00 – 17:20 | 11:00 – 11:20 | Topic 3 | * Prof. Yu-Yu Chang |
| 16:20 – 17:10 | 17:20 – 18:10 | 11:20 – 12:10 | Panel Discussion | * TUDa, NCKU, UEH speakers |
| **Closing** | | | | |