CONFUCIUS INSTITUTE
AT THE
UNIVERSITY OF TIRANA

is organizing

in collaboration with

the 1st International Conference on

"Chinese Language, Philosophy and Business"

November 14-15, 2023
Venue: Aula Magna
Tirana, Albania

The year 2023 marks the 10th anniversary of Confucius Institute at the University of Tirana. On this occasion, among the series of activities that commemorate the past achievements of the Institution and outline its goals and aspirations for the future, Confucius Institute is pleased to announce its call for applications for the **International Conference on Chinese Language, Philosophy and Business.** This conference brings together academics, professionals, and researchers from various fields to discuss current issues related to China's rise as an economic power and its implications for language, philosophy, and business.

Tracks

Several tracks and related topics have been selected for this year's conference. They have been grouped in the following themes and, *in addition to these three tracks comprising a non-exhaustive list of topics, papers can be submitted to the conference's general theme*.

1. **Exploring innovative and effective methods of teaching Chinese as a foreign language.**

The conference may feature keynote speakers, panel discussions, and paper presentations. It provides a platform for participants to exchange ideas, share their research findings, and learn about the latest trends and best practices in Chinese language education. Some of the topics that may be covered at this conference include:
- Innovative approaches to teaching Chinese language and culture.
- Technology-enhanced Chinese language teaching
- Intercultural competence in Chinese language education
- Teaching Chinese as a second language in different contexts, such as online, in-person, and hybrid settings
- Pedagogical strategies for teaching different language skills, such as speaking, listening, reading, and writing.
- Assessment and evaluation in Chinese language education
- Professional development and training for Chinese language teachers

2. **Current issues related to China's rise as an economic power and its role in EU and the Western Balkans.**

It is an opportunity for participants to exchange ideas, share their research findings, and learn from experts in the field. Topics covered at the conference may include the following:
- Chinese language and its role in business communication
- Cultural differences and their impact on business negotiations and practices
- Consumer behavior and marketing strategies on the two regions
- Cross-cultural management and leadership in Chinese and multinational organizations
- Entrepreneurship and innovation in China and Western Balkan countries
- Regulatory issues in Chinese business and trade
- Doing business across borders, between China and Western Balkan, challenges, and opportunities.
- China's Belt and Road and 14+1 Initiative and their impact on international business
- Sustainable development and social responsibility in Chinese business

3. Chinese philosophy, culture, and language. Ideas and dialogue on cross-cultural understanding.

Some of the topics that may be covered at this conference include:
- The influence of Confucianism, Taoism, and other Chinese philosophical traditions on Chinese culture
- The role of language in Chinese philosophy
- The relationship between Chinese language and culture in contemporary China
- The impact of Chinese philosophy on modern society and international relations
- The study of Chinese language and culture as a means of cross-cultural understanding
- The integration of Chinese philosophy into educational curricula in the West
- The preservation and promotion of Chinese language, culture, and philosophy in the digital age

Policy talks proposals.
The Organizing Committee encourages proposals for panel sessions of up to five presenters, composed of researchers, policymakers, and practitioners, focusing on a topic of policy relevance. The topics outlined above are of particular interest and will be prioritized, but all policy-relevant topics are welcome.
The proposal should clearly state the policy topic and explain its relevance. It should describe the panel's format and provide relevant information on panelist backgrounds and expected contributions.
Policy talk proposals can be up to 3 pages in length and should include the following:

☐ Background/Relevance
☐ Policy Topic
☐ Description of Panel
☐ Panelists and their Expected Contributions

Conference format
The Organizing Committee anticipates an in-person conference.
Conference Language
The conference language will be English.

Call for papers: Abstract of no more than 300 words in English, should contain the purpose, methods, results, and conclusions of the paper. Please submit it in doc/pdf by email at ciutconference@unitir.edu.al, with the title of your paper, name, affiliation, email address before **June 10th, 2023**. Following the conference, the publication of selected papers is expected, with modalities to be defined.

Important dates
-Abstract submission: **June 30th, 2023**
-Notification of acceptance: **July 15th, 2023**
-Full paper submission: **September 15th, 2023**

-Full Paper confirmation of acceptance: **October 10th, 2023**

Conference schedule: **14-15 November 2023**
Conference Venue: **Aula Magna**
City: **Tirana, Albania**

No registration fees.
All submitted papers are subject to a double-blind peer-review process. Full selected papers will be published in the book of proceedings *only* if presented by the authors at the conference.

Contact
For more information and updates, feel free to contact the organizing committee at ciutconference@unitir.edu.al

We look forward to reading your proposals.

Partners:

University of Tirana   *Beijing Foreign Studies University*   *ELTE Eotvos Lorand University*