

Global Insights: Smart Technology in Marketing and Education Forum

全球洞察:智能科技在行銷與教育中的應用論壇

Date: 2025, 10, 23 (Thursday) 9:00-17:00
Venue: Conference Hall(1F), St. Francis Hall, Providence University

Join us for an innovative forum exploring the transformative power of smart technology across marketing and education sectors. This comprehensive agenda brings together leading experts from universities across Asia to share cutting-edge insights and practical applications.

<div>1</div> <div></div> <div>Opening Ceremony</div> <div>9:00-9:10</div> <div>An opening ceremony begins with a welcome and speech</div>	<div>2</div> <div></div> <div>Promoting digital citizenship and competence in higher education: insights and implications from the context of Viet Nam</div> <div>9:10-10:10 EdTech Session</div> <div>Le Hoang Dung</div> <div>Vice President (Associate Professor)</div> <div>Ho Chi Minh City University of Social Sciences and Humanities 越南胡志明市國家大學社會科學與人文大學</div>	<div>3</div> <div></div> <div>Harnessing EdTech for active learning in university environments</div> <div>10:00-10:50 EdTech Session</div> <div>Scott Chen 陳謝鈞</div> <div>Assistant Professor</div> <div>National Changhua University of Education 國立彰化師範大學</div>
<div>4</div> <div></div> <div>Tea Break</div> <div>10:50-11:00</div> <div>Morning refreshments and networking</div>	<div>5</div> <div></div> <div>Beyond Automation in Education: How Smart Tools Are Enhancing Personalized Education</div> <div>11:00-11:50 EdTech Session</div> <div>Patcharin Panjaburee</div> <div>Associate Professor</div> <div>Khon Kaen University泰國孔敬大學</div>	<div>6</div> <div></div> <div>Smart Technology, Smarter Learning: Digital Tools in EMI Education</div> <div>11:50-12:30 EdTech Session</div> <div>Catherine Pei Wern Chou 周珮雯</div> <div>Associate Professor</div> <div>National Taiwan University 國立臺灣大學</div>
<div>1</div> <div></div> <div>Lunch Break</div> <div>12:30-13:30</div> <div>lunch and cultural exchange</div>	<div>2</div> <div></div> <div>EdTech Panel Discussion</div> <div>13:30-14:20</div> <div>Moderator: Pei-Ling Tsai 蔡佩玲</div> <div>Panelists: Le Hoang Dung, Scott Chen 陳謝鈞, Patcharin Panjaburee, Catherine Pei Wern Chou 周珮雯</div>	<div>3</div> <div></div> <div>AI-Powered Marketing:Predicting Consumer Behavior with Smart Data</div> <div>14:20-15:00 MarTech Session</div> <div>Amit Kumar Pandey</div> <div>Professor</div> <div>Institute of Management Studies Ghaziabad 印度加濟阿巴德管理研究學院</div>
<div>4</div> <div></div> <div>Tea Break</div> <div>15:00-15:10</div> <div>Afternoon refreshments and networking</div>	<div>5</div> <div></div> <div>Career in MarTech:What Skills Will Marketers Need in the AI Age?</div> <div>15:10-16:00 MarTech Session</div> <div>Wu Chih-Yun 吳祉芸</div> <div>Associate Professor</div> <div>Tunghai University 東海大學企業管理學系主任</div>	<div>6</div> <div></div> <div>MarTech Panel Discussion</div> <div>16:00-16:40</div> <div>Moderator: Rushikesh Khire 柯羅許</div> <div>Panelists: Amit Kumar Pandey, Wu Chih-Yun 吳祉芸</div>

EdTech Focus Areas

- Digital citizenship development
- Active learning methodologies
- Personalized education tools
- EMI (English as Medium of Instruction) integration

International Collaboration

Featuring experts from Vietnam, Thailand, Taiwan, and India, showcasing diverse perspectives on technology integration in education and marketing.

Practical Applications

Real-world case studies and implementation strategies for smart technology adoption in academic and business environments.

Future-Ready Skills

Essential competencies and career pathways for professionals navigating the AI-driven landscape of education and marketing.

☐ **Forum Highlights:** This comprehensive program spans both morning EdTech sessions focusing on educational innovation and afternoon MarTech discussions exploring marketing technology trends. Interactive panel discussions provide opportunities for cross-cultural knowledge exchange and networking among academic professionals from leading Asian universities.