



FORUM ON INTERNATIONALIZATION IN HIGHER EDUCATION (FIHE) 2024

*International Branch Campuses: New Approach for Multinational Higher Education Institutions
in Emerging Countries*

Date: Nov 1, 2024

CALL FOR SUBMISSIONS

Foreign Trade University (FTU) is pleased to host the seventh Annual Forum on Internationalization of Higher Education (FIHE) under the theme “*International Branch Campuses: New Approach for Multinational Higher Education Institutions in Emerging Countries*” in Hanoi, Vietnam. The Forum this year expects to gather and connect in-person activators, expats, scholars from local and international higher education institutions and organizations to create a borderless environment to discuss the importance of International Branch Campuses (IBC) in the context of emerging countries.

In today's rapidly evolving global landscape, emerging countries are assuming a prominent role in international higher education. With their economies on the rise, there's a growing demand for high-quality education that aligns with global standards. International branch campuses have emerged as a transformative solution, bringing the expertise, resources, and prestige of multinational institutions directly to students in these countries. This approach represents a significant departure from traditional models of internationalization, facilitating cross-cultural understanding, innovation, and sustainable development by establishing physical campuses in emerging markets.

In emerging countries, universities are striving to expand their campuses, but are often limited by resource constraints such as in funding, infrastructure, and qualified personnel. Conversely, foreign institutions face challenges when attempting to establish independent branches in these countries such as navigating complex regulatory environments, adapting to cultural differences, and ensuring financial sustainability. Additionally, they may encounter resistance from local authorities or competition from established institutions, making it difficult to establish a foothold in the market. Given these obstacles, international branch campuses serve as catalysts for innovation and collaboration, fostering economic growth and societal advancement in many emerging countries. By breaking down geographical barriers and promoting cross-cultural exchange, these campuses create opportunities for students to develop a global perspective and acquire skills needed to thrive in an interconnected world. Moreover, they play a crucial role in driving research, technology transfer, and entrepreneurship, contributing to the

development of a more inclusive and globally minded workforce capable of addressing complex challenges and seizing opportunities on a global scale.

The seventh Annual Forum on Internationalization of Higher Education (FIHE) aims to bring together a diverse group of stakeholders, including educators, researchers, policymakers, and industry experts, to discuss and advance the conversation on international branch campuses. We invite participants to share insightful ideas, discussions, case studies, and practical examples including the following key aspects but not limited to:

1. **Models and Strategies for Establishing International Branch Campuses:** Exploring different approaches and partnership models used by multinational institutions to establish and run international branch campuses in emerging countries.
2. **Collaborative Partnerships and Stakeholder Engagement:** Examining the role of partnerships between multinational institutions, local governments, industries, and academic institutions in the success of international branch campuses.
3. **Curriculum Adaptation and Localization:** Discussing strategies for adapting curriculum, programs, and teaching methods to meet the specific needs and cultural contexts of host countries.
4. **Student Mobility and Cultural Integration:** Exploring ways to promote student mobility, cultural exchange, and integration within international branch campuses, creating diverse and inclusive learning environments.
5. **Research and Innovation:** Assessing the contribution of international branch campuses to research and innovation ecosystems in emerging countries, including knowledge transfer, technology development, and collaboration with industries.
6. **Regulatory Frameworks and Policy Considerations:** Analyzing the regulations, accreditation processes, and policies governing the establishment and operation of international branch campuses in emerging markets.
7. **Economic and Social Impact:** Evaluating the economic, social, and cultural impact of international branch campuses on host countries, including job creation, infrastructure development, and community engagement.
8. **Addressing Brain Drain:** By offering globally recognized degrees and growth opportunities locally, international branch campuses help retain talent in emerging economies, mitigating brain drain and contributing to socio-economic development.

We invite you to share your insights and research at the Forum. Let's explore how international branch campuses can revolutionize higher education and drive sustainable development in emerging countries.

Important Dates

September 20, 2024	Paper submission
October 11, 2024	Notification of acceptance/rejection
October 25, 2024	Registration deadline
November 1, 2024	Forum event

Instructions to Authors

The official language of the Forum is English. There is no limitation on the length of the papers. References should follow Harvard Style. Authors are invited to submit their full papers (in English) in WORD, no later than September 20, 2024, to qhqt@ftu.edu.vn.

All submissions are required to include the following information on a separate cover page: title of paper, name(s) of author(s), organizational affiliation(s), e-mail addresses, and telephone number of the lead author.

Accepted papers will be published in Proceedings of the Forum with an ISBN number unless authors request otherwise. The forum organizers, in consultation with the Editors of Journal of International Economics and Management (ISSN 2615 – 9856), will invite the authors of high-quality papers to submit their manuscripts to the Journal.

Forum Program Committee

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Contact

Office of International Affairs – Foreign Trade University
Room A903, 9th floor, Building A
91 Chua Lang Str., Dong Da Dist., Hanoi, Vietnam
Email: qhqt@ftu.edu.vn
Hotline: +84-34 9900 326 (Ms. Mai Nguyen)