



***School of Economics and Business, University of Ljubljana, and Confucius Institute Ljubljana***

in partnership with ***Shanghai University of International Business & Economics*** and support of ***Hanban*** and the ***Chinese Academy of Social Sciences (Institute of European Studies and the 17+1 think tank network)***

are organizing

the **4<sup>th</sup> China-CEE Conference** on the topic of the

**“The Three C’s in China-CEE Relations: Culture, Connectivity and Creativity”**

**24. 9. - 25. 9. 2020 (arrival 23. 9., departure 26. 9.) in Ljubljana, Slovenia**

Dear colleagues,

We are pleased to invite you to the **4<sup>th</sup> China-CEE conference** that will take place on **September 23-26, 2020** at the **School of Economics and Business, University of Ljubljana, Slovenia**. Following the 1<sup>st</sup> China-CEE conference in Ljubljana, Slovenia in October 2013, the 2<sup>nd</sup> conference in historic Krakow, Poland in September 2015 and the 3<sup>rd</sup> China-CEE conference in October 2017 at Lake Ohrid in Macedonia, the 4<sup>th</sup> China-CEE conference will return to vibrant Ljubljana at the occasion of 10<sup>th</sup> anniversary of the Confucius Institute - CI Ljubljana.

Like the previous conferences, the 4<sup>th</sup> China-CEE conference will be an interdisciplinary conference, welcoming submissions related to language and culture, education, business, economics and international relations. China-CEE conference aims to gather distinguished scholars, young researchers and practitioners from China, CEE and all over the world. It provides an opportunity for the academia, policy makers and business community to collaborate, share and discuss the opportunities and challenges of China-Europe cooperation and connectivity.

The theme of the 4<sup>th</sup> China-CEE conference will revolve around the “**The Three C’s in China-CEE Relations: Culture, Connectivity and Creativity**”. Rising global uncertainties in the era of rapid technological transformations and weakening of the fundamentals of multilateral institutions in a highly intertwined and interdependent world pose increasing challenges to the global prosperity, peaceful relations among nations and a shared future. Regional initiatives and integration processes are becoming increasingly important, promoting stability and fostering connectivity. In this regard, the Chinese Belt and Road Initiative (BRI) creates an important platform and provides valuable facilities for promoting CEE - China cooperation along routes reminiscent of the ancient Silk Road. Furthermore, a new EU strategy “Connecting Europe & Asia” emphasizes sustainable, comprehensive and rules-based connectivity in terms of transport, energy, digital networks and people-to-people exchange between the EU and China. Both China and the EU recognised the importance of sustainable connectivity, though they differ in their approach and implementation.

How to bridge these differences, guarantee a sustainable connectivity between China and CEE and maintain constructive dialogue in a changing global landscape? What role can the BRI initiative play in this changing global landscape? What are the economic, political, cultural, and environmental implications of connectivity for China, CEE, and the world? The 4<sup>th</sup> China-CEE conference aims to move beyond the traditional understanding of China-CEE relations by focusing on the role that culture and creativity play in overcoming sometimes differing interests and leveraging the synergies from regional initiatives in new, innovative ways.

We are encouraging submissions of extended abstracts or full papers on various China-CEE issues in across different disciplines (e.g., economics, business, international relations, sinology, regional studies, history, linguistics etc.), which will be organized within the following conference tracks associated with the three C’s, as the main conference theme:

### Track #1: **Culture**

This track welcomes submissions related to culture, societies and language, which may include:

- Promoting Chinese language and culture within CEE: experience and best practices
- CEE language and cultural competencies in China: issues, experiences and best practices
- Comparative cross-cultural research between China and the CEE region or specific CEE countries
- A look at China’s and CEE intra-regional cultures
- Building bridges through cross-cultural dialogue and people-to-people exchanges
- Culture and human capital along the Belt and Road Initiative
- The future of the Confucius institute network (in CEE)
- How to reconcile traditional Confucian values with new forms of Confucianism?
- Societal challenges in dynamic societies (e.g., demographic changes, generational shifts etc.)

### **Track #2: Connectivity - Economic in Business Perspective**

This track welcomes submissions related to economic and business aspects in China-CEE relations:

- Leveraging the Belt and Road initiative and China-CEE 17+1 within China-CEE cooperation
- The Belt and Road initiative and EU strategy “Connecting Europe & Asia”: synergies or discord?
- China-CEE relations in light of the China-US trade war and growing de-globalization
- The position of CEE and China in global value chains
- Connectivity through trade and investment
- Transport, logistics and technology links between China, CEE and the world: implications for firms and people
- Changing patterns and trends in consumption: consumer cultures and more responsible consumption

### **Track #3: Connectivity – Policy Perspective**

This track welcomes submissions related to policy challenges of connectivity, including:

- Connectivity in infrastructure and transport
- Energy connectivity
- Digital connectivity
- People-to-people connectivity
- Sustainable connectivity and the environment

### **Track #4: Creativity**

This track welcomes submissions addressing issues related to creativity, innovation and technology, which may include:

- Strategic positioning and competitive advantages of China and CEE countries in industry 4.0 environment
- Scientific and technological innovation and cooperation between China and CEE countries
- China’s transformation into an innovation-driven society
- Development role of creative economies and creative cities in China and CEE
- Cultural and Creative Industries trends in China and CEE
- Cross-cultural differences in shaping creativity

The conference will also include a special research-skills and Paper Development Workshop sponsored by the **European Journal of International Management (EJIM)** published by Inderscience (Clarivate Analytics, JCR Impact factor 2019: 1.349). Selected papers at the workshop will be considered for publication in EJIM.

## PUBLICATION OPPORTUNITIES

Accepted works (either extended abstracts or full papers) will be published in **Conference Proceedings** with an ISBN number, provided that at least one of the authors have registered for the conference and presented the paper.

Furthermore, selected full papers will be invited for submission to the **special issue** on China-CEE economic and business connectivity in [Economic and Business Review](#) (ISSN 1580-0466, e-ISSN 2335-4216; indexed in Academic Journal Guide (AJG/ABS), IBSS) and **special section** in [European Journal of International Management](#) (ISSN 1751-6757, e-ISSN 1751-6765; indexed in SSCI (IF= 1.349) and SCOPUS). Authors are also encouraged to submit the full papers to [Frontiers of Business Research in China](#) (e-ISSN 1673-7431; indexed by ESCI and SCOPUS), [International Communication of Chinese Culture](#) (ISSN 2197-4233, e-ISSN 2197-4241) and [Asian Studies](#) (ISSN 2232-5131, e-ISSN 2350-4226; indexed in Scopus).

Authors will need to arrange and submit full papers according to the respective journal's specifications and requirements.

## IMPORTANT DATES

- **Submission of extended abstracts:** April 30, 2020
- **Acceptance notification to authors:** May 20, 2020
- **Registration deadline:** July 10, 2020
- **Submission of full papers (optional):** September 1, 2020

## SUBMISSION GUIDELINES

The fourth China-CEE Conference welcomes submissions of extended abstracts and full papers.

Please submit your work in Word (.doc) document via [form](#). The submissions of extended abstracts are expected to be received no later than April 30, 2020 (by 23:59 CET time). Each submission should also include an indication of the desired conference track.

**Extended abstracts:** between 500 and 1,500 words.

It should include a cover page which states 1) author information, and main body from the second page on which includes 1) submission title, 2) main text with purpose and goals, as well as the methods and main findings, 3) the key references.

After the acceptance notification in May, you can continue to work on the full paper and submit before September 1, 2020 through the system.

**Full papers:** max. 8,000 words.

The full paper would have opportunities to be published in the [affiliated journals](#). It should include a cover page which states 1) author(s)' information, and main body from the second page on which includes 1) submission title, 2) abstract and keywords, 3) main text which includes an introduction, theoretical framework, methodology, results and discussion (key contributions, limitations etc), tables and figures, 4) references.

## Technical guidelines for extended abstracts and full paper:

- Author information: names and surnames, position, institutional affiliation, corresponding author contact details (email address and phone number)
- Paper title: Font Times New Roman, size 14, capital letters, bold, centered
- Abstract (only apply to full paper): up to 100 words. Font: Times New Roman, size 12, justified
- Key words: please provide up to 5 key words (for assignment into relevant track)
- Headings: font: Font: Times New Roman, size 12, numbered sequentially, capital letters, bold
- Main text: Font: Times New Roman, size 12, 1.2-line spacing, justified. Use 1-tab indentations for paragraph separations.
- Tables and figures should be numbered and included **in the main text**.
- Referencing: please use APA referencing style (guidelines available here: <http://www.bibme.org/citation-guide/apa/>).

## REGISTRATION AND FEES

Through the generous support of Hanban, the conference **registration fee** is **150 EUR** and includes all conference materials, as well as coffee breaks, lunches and gala dinner according to the conference program.

Please, register no later than July 10, 2020 via [registration form](#).

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For more information, please visit the official conference website  
<https://conferencecee2020.ef.uni-lj.si/> or contact us at **ceeconference2020@ef.uni-lj.si**.

We are looking forward to greeting you in Ljubljana in September 2020!

Sincerely,

Scientific and Organizing Committee  
4<sup>th</sup> China-CEE conference  
School of Economics and Business, University of Ljubljana