

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.

1



Opening Ceremony
9:00-9:10
An opening ceremony begins with a welcome and speech

2



Promoting digital citizenship and competence in higher education: insights and implications from the context of Viet Nam
9:10-10:10 | EdTech Session
Le Hoang Dung
Vice President (Associate Professor)
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

3



Harnessing EdTech for active learning in university environments
10:00-10:50 | EdTech Session
Scott Chen 陳謝鈞
Assistant Professor
National Changhua University of Education 國立彰化師範大學

4



Tea Break
10:50-11:00
Morning refreshments and networking

5




Beyond Automation in Education: How Smart Tools Are Enhancing Personalized Education
11:00-11:50 | EdTech Session
Patcharin Panjaburee
Associate Professor
Khon Kaen University 泰國孔敬大學

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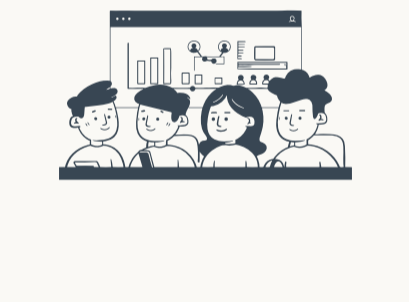
Smart Technology, Smarter Learning: Digital Tools in EMI Education
11:50-12:30 | EdTech Session
Catherine Pei Wern Chou 周珮雯
Associate Professor
National Taiwan University 國立臺灣大學

1




Lunch Break
12:30-13:30
lunch and cultural exchange

2




EdTech Panel Discussion
13:30-14:20
Moderator: Pei-Ling Tsai 蔡佩玲
Panelists: Le Hoang Dung, Scott Chen 陳謝鈞, Patcharin Panjaburee, Catherine Pei Wern Chou 周珮雯

3




AI-Powered Marketing: Predicting Consumer Behavior with Smart Data
14:20-15:00 | MarTech Session
Amit Kumar Pandey
Professor
Institute of Management Studies Ghaziabad 印度加濟阿巴德管理研究學院

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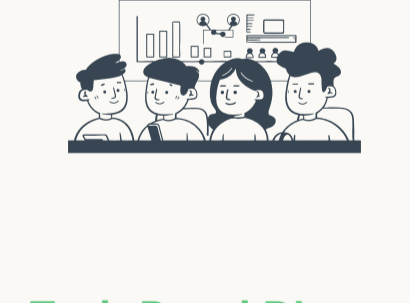
Tea Break
15:00-15:10
Afternoon refreshments and networking

5



Career in MarTech: What Skills Will Marketers Need in the AI Age?
15:10-16:00 | MarTech Session
Wu Chih-Yun 吳祉芸
Associate Professor
Tunghai University 東海大學企業管理學系主任

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MarTech Panel Discussion
16:00-16:40
Moderator: Rushikesh Khire 柯羅許
Panelists: Amit Kumar Pandey, Wu Chih-Yun 吳祉芸

EdTech Focus Areas

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

MarTech Innovations

- AI-powered consumer behavior prediction
- Smart data analytics applications
- Future skills for marketing professionals
- Career development in the AI age

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.