

檔 號：

保存年限：

靜宜大學 函

機關地址：433303 臺中市沙鹿區臺灣大道
七段200號

聯 絡 人：白書榕

連絡方式：04-26328001#19251

電子郵件：sjpai2@pu.edu.tw

受文者：國立聯合大學

發文日期：中華民國114年10月1日

發文字號：靜大國際字第1140002273號

速別：普通件

密等及解密條件或保密期限：

附件：論壇海報.jpg、論壇議程.pdf(附件1 0002d107e22415df5ca8ce28504abf55_
114H000412_1_01133636382.jpg、附件2 0002d107e22415df5ca8ce28504abf55_
114H000412_2_01133636382.pdf)

主旨：檢送本校國際學院辦理「全球洞察：智能科技在行銷與
教育中的應用論壇」，敬請惠予轉知並鼓勵貴校師生踴
躍報名參加，請查照。

說明：

- 一、活動目的：邀請東南亞國家之專家學者至本校參與國際
論壇，透過分享各國在教育科技和行銷科技領域的最新
研究成果、實踐經驗以及創新技術，促進學術上之合作
與交流。
- 二、論壇時間：114年10月23日(星期四)上午9時至下午5時。
- 三、報名網址：<https://activity.pu.edu.tw/actnews/index.php?Sn=42>
- 四、報名截止時間：114年10月17日(星期五)。
- 五、檢附論壇海報及議程表，敬請協助公告宣傳。
- 六、活動聯絡人：白書榕助理，聯絡電話：04-26328001分機
19251，聯 絡信箱：sjpai2@pu.edu.tw。

正本：各公私立大學校院

副本：國際學院、寰宇外語教育學士學位學程



.....
裝

.....
訂



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 日期

2025.10.23
Thu. 9:00-16:30

Venue 地點

The Conference Hall(1st Floor),
St. Francis Hall, Providence University
靜宜大學方濟樓惠三廳

指導單位：教育部

Advisory Organization: Ministry of Education

主辦單位：靜宜大學

Organizer: Providence University

承辦單位：國際學院 · 寰宇外語教育學士學位學程 · 寰宇管理學士學位學程

Co-organizer: International College, Global Foreign Language Education Program, International Management Education Program

0002d107e22415df5ca8ce28504abf55_114H000412_1_04133636382.jpg

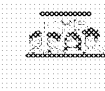


Global Insights: Smart Technology in Marketing and Education Forum

全球洞察:智能科技在行銷與教育中的應用論壇

2025.10.01 (Wed.) 14:00-18:00
Venue: Conference Hall 101, 10th Floor, NNU Education Building

Join us for an exclusive forum exploring the transforming power of smart technology across marketing and education sectors. This comprehensive agenda brings together leading experts from worldwide universities 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 Linh Phuong (Associate Professor) Viet Phuc University of Social Sciences and Humanities 越南社會科學與人文大學	3  Harnessing EdTech for active learning in university environments 10:00-10:50 EdTech Session Linda Chen (張麗珍) Assistant Professor National Chengchi University of Education 國立台北師範大學
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 Shao-Ling Hsieh (謝少玲) Associate Professor Kuan-Kuan University 關關大學	6  Smart Technology, Smarter Learning: Digital Tools in EFL Education 11:50-12:30 EdTech Session Chun-Yen Chen (陳君恩) Associate Professor National Taiwan University 國立臺灣大學
7  Lunch Break 12:30-1:30 Lunch and culture exchange	8  AI-Powered Market Research 13:30-14:20 Moderator: Pei-Ling Tsai (蔡麗玲) Panelists: Le-Hsiung Hung, Scott Chen (陳國誌), Fei-Chun Pangjourns, Catherine Pui Wan Chau (張麗霞)	9  AI-Powered Marketing/Predicting Consumer Behavior with Smart Data 14:20-15:00 MarTech Session Aurelie Simon (裴麗兒) Professor Institute of Management Studies, Chinese University of Hong Kong 香港中文大學
10  Tea Break 15:00-15:10 Afternoon refreshments and networking	11  Create in MarTech/What Skills Will Marketers Need in the AI Age? 15:10-16:00 MarTech Session Anita Chan (陳麗英) Associate Professor Hong Kong Baptist University 香港 Baptist 大學	12  MarTech in Practice: Case studies 16:00-16:30 Moderator: Shufeng Ni (倪淑芬) Panelists: Anita Chan (陳麗英), Michelle Chan (陳麗英)

EdTech Focus Areas

- Digital citizenship development
- Active learning methodologies
- Personalized education tools
- EdTech as a 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
This forum provides a unique platform for international academic professionals to share their research, experiences, and insights, fostering cross-cultural knowledge exchange and networking among academic professionals from leading Asian universities.

Research Applications
This forum provides a unique platform for international academic professionals to share their research, experiences, and insights, fostering cross-cultural knowledge exchange and networking among academic professionals from leading Asian universities.

Entrepreneurial Skills
This forum provides a unique platform for international academic professionals to share their research, experiences, and insights, fostering cross-cultural knowledge exchange and networking among academic professionals from leading Asian universities.

0002d107e22415df5ca8ce28504abf55_114H000412_2_01133636382.pdf

opportunities for cross-cultural knowledge exchange and networking among academic professionals from leading Asian universities.