

25 April 2024

Dr. Dian Anita Nuswantara

*Universitas Negeri Surabaya
Indonesia*

Dear Dr. Nuswantara,

The College of Business Administration will hold its 1st CBA International Business Conference 2024 (CBA-IBC 2024) on May 9-10, 2024, at Co Po Ty Audio Visual Hall with the theme “*Navigating Global Business Landscapes Through Academic Partnerships and Collaborations: Challenges and Opportunities*”. The said Conference aims to:

1. Explore possibilities of strengthening partnerships and collaborations with the invited participating HEIs through a strong faculty and students exchanges;
2. Form an organization of business schools among CBA partners and collaborators to address concerns and issues on business curriculum, instruction, resource materials, community extension and related areas; and
3. Showcase the various research outcomes of students and faculty from the participating HEIs and host university which can be a potential source of publication materials of CBA Business Journal.

The Conference will be conducted through hybrid (online and onsite) mode of delivery. It plans to target foreign HEIs as resource speakers, participants, or paper presenters. These invited foreign HEIs have either existing MOA or proposed partnerships and collaborations with CBA.

In connection, may we invite you or your representative to be one of our Resource Speakers. ***You will be scheduled to talk on the main theme showcasing University Negeri Surabaya experience in terms of research engagement and activities to enlighten our participants to be more proactive dealing with academic research.*** Your time slot will be on Day 2 (May 10) at 11:30 AM, Manila time. After your 10-minute talk, Q and A will follow to give way for the participants to ask questions. We will be glad to see you in person but let us know should you opt to do your talk via a virtual platform.

CBA will greatly appreciate your favorable and immediate action on this request on or before April 27, 2024. Please find the attached Draft Program for your reference. Should you have a query, kindly email us at business.administration@adamson.edu.ph or ruben.nayve.jr@adamson.edu.ph and our team will be glad to answer your concern. Thank you in advance.

Truly yours,



RUBEN M NAYVE JR., PhD
Dean