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6. Tentative Conference Schedule:

June 29 (Sun.):

Details will be posted and updated at

<http://www.unc.edu/~wli/CEG/conference.html>

The Second Purdue University Conference on Business Chinese Language and Culture

Sponsors: Purdue University CIBER and the Confucius Institute

Theme: Corporate Needs and Academic Responses in the development, teaching and research in Business Chinese Language and Culture

Date/Location: September 21 and September 22, 2007, Purdue University, West Lafayette, Indiana.

Call for Papers: Interested colleagues are encouraged to submit a one-page abstract within 300 words along with an information page (name, department/affiliation, mailing address, email and fax) via email attachment to Dr. Wei Hong (hongwei@purdue.edu) at Purdue University. A review committee will make decisions on acceptance.

Submissions in the following areas are welcome but

On-site Registration; Opening Ceremony; Keynote Address; Panel Presentations, Round Table Discussions; Welcome Reception.

June 30 (Mon.):

Panel Presentations; Round Table Discussions; Calligraphy Demonstrations & Exhibition; Closing Ceremony.

July 1 (Tues.):

Calligraphy Cultural Heritage Fieldtrip, National Palace Museum, Taipei, Taiwan

7. Registration Fees:

\$80 (Early Registration: before April 1, 2008)

\$100 (Regular Registration: after April 2, 2008)

\$120 (On-site Registration)

8. Travel (International) & Accommodation:

Detailed information concerning international travel to conference site, conference-designated lodgings and group rates will be made available to each participant upon registration.

not limited to:

Effective teaching methodology of Business Chinese;
Course development/assessment/implementation;
Study Abroad and Internship Program in Business Chinese---success cases;
Technology-enhanced Business Chinese instructions;
Application of linguistic principles in Business Chinese classrooms;
Application of business/management principles in Business Chinese classrooms;
Graduate students/faculty training in Business Chinese;
Materials Development;
Cultural issues in Business Chinese;
Business Chinese faculty training in business/management principles.

Please note the important dates:

May 1, 2007: Deadline for abstract submission;

June 29, 2007: Acceptance announced;

September 21: Evening reception;

September 22: Conference.