



CALL FOR PAPERS

THE 2nd ACADEMIC CONFERENCE ON CHINA-CENTRAL AND EASTERN EUROPE (CEE) CROSS-CULTURAL DIALOGUE, EDUCATION AND BUSINESS

Under the honorary patronage of
HE Xu Jian, Ambassador of People's Republic of China
Prof. Wojciech Nowak, Rector of Jagiellonian University in Krakow

Key theme of the conference: "Societies, markets and cultures in transition"

Official conference website: www.china-cee.confer.uj.edu.pl

Date: **September 24 to 26, 2015**

Venue: Collegium Novum and Auditorium Maximum of **Jagiellonian University in Kraków, Poland**

Main organizers: *Jagiellonian University Centre of Chinese Language and Culture "Confucius Institute in Kraków"* and *Beijing Foreign Studies University (China)*. The conference will take part in collaboration with the Embassy of the Peoples' Republic of China in Warsaw.

Co-organizers: *Confucius Institute Ljubljana (Slovenia)*, *Confucius Institute in Sofia (Bulgaria)*, *Confucius Institute in Olomouc (Czech Republic)*, *Confucius Institute ELTE Budapest (Hungary)*, *Confucius Institute in Bucharest (Romania)*, *Confucius Institute in Skopje (Macedonia)*.

The conference is also supported by the Faculty of Economics, University of Ljubljana; Institute of European Studies at the Chinese Academy of Social Sciences; Shanghai University of International Business & Economics; and the Alliance of Chinese and European Business Schools (ACE).

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CONFERENCE AIM:

The conference aims to promote new kinds of cross-disciplinary academic, educational and professional dialogue and learning concerning any kind of China-CEE subject area. We shall also provide suitable publication outlets for high-quality papers presented at the conference.

We would like to use a comparative approach and combine the diverse experiences and different research approaches across various disciplines from China and CEE in order to analyse similarities between the two regions, as well as to address future challenges related to socio-economic and institutional transformations in China and CEE. Despite the great geographic distance that separating them, as well as obvious cultural differences, these two regions also have important common traits and can learn from each other. This offers great possibilities for interdisciplinary comparative research. Economic, socio-cultural and political transformations have dramatically altered both Chinese and Eastern European societies over the last few decades, and have created a new context in which both regions continue to undergo important changes and meet future challenges (such as i.e. aging population, social inequality, corruption, economic reforms, sustainable development, environmental issues, and others).

KEY TOPICS TO BE ADDRESSED:

The final conference panels will be organized according to the specific topics of accepted paper proposals. However, paper submissions should generally fit into one of the following subject tracks:

1. **LANGUAGE IN TRANSITION:** What influence have the recent socio-economic transformations had on language? What is the influence of foreign languages on local ones? What shapes national language policies? What are the approaches used and the challenges met when introducing Chinese in CEE countries? What interest have Chinese people taken in CEE languages?
2. **EDUCATION IN TRANSITION:** What role do education institutions (higher education institutions in particular) play in promoting closer relations between China and CEE? What kind of courses on doing business with/in CEE or China should business schools in these two regions offer? What kind of curricula and courses are needed in order to develop appropriate skills and to encourage closer collaboration between China and CEE? What is the role of Confucius Institutes in promoting Chinese language, culture and business? Examples of best practices in successful China-CEE education projects at all levels of education.
3. **CULTURES IN TRANSITION:** How have economic transformations in China and CEE affected culture? How could one define modern national culture? To what degree does culture follow/continue tradition (and what kind of tradition)? Have globalization and economic integration brought about cultural convergence, or are we seeing glocalization instead? Can we even talk about cultural divergence or convergence? How does culture “function” within the market economy and economic transition? How and which kinds of cultures impact cooperation between China and CEE? What is the role of the state or private sponsorship in the area of culture? How important are “raditionalist” and “revivalist” groups? What values do they want to uphold or revive?

4. **SOCIETIES IN TRANSITION:** What are the biggest challenges that societies in China and CEE currently face? What are the sources and consequences of such social changes? How has socio-economic transformation affected existing social structures and mechanisms? What influences have economic transformation and transition had upon various generations (i.e. the so-called “Generation Y”)? Do people born under the “new economic order” cope better than their parents? How do societies address growing social and economic inequality?
5. **MARKETS AND ECONOMIES IN TRANSITION:** What are the characteristics of markets and market reforms in China and CEE? Can the two regions learn from each other’s transformations? What market reforms are still necessary, and what kind of institutions should still be developed? What institutional voids prevent further market development? Is the present economic situation in China and CEE similar due to their past experience of fully planned economy? Are these similarities due to adaptation to the world economy and the challenges of globalization? What are the prospects of foreign direct investment and/or trade patterns between China-CEE? What role does the 16+1 pragmatic platform play in China-CEE economic integration? What are the implications from the so called New Silk Route for CEE?
6. **BUSINESS IN TRANSITION:** What business opportunities remain unexplored between Chinese and CEE firms? How much do companies in China and CEE know about each other, their customers, suppliers, competitors? Which resources and capabilities are needed in order to strengthen business collaboration between China and CEE? What are the key similarities/main differences between China and CEE managers, consumers, tourists, employees etc.? What are successful and unsuccessful business strategies in China-CEE business ventures?
7. **SPECIAL ACE TRACK:** This is a special and primarily business-oriented subject track for members of the ACE network (Alliance of Chinese and European business schools). The structure and content of the track will be organized based on received submissions. Please contact Wei Shen (wei.shen@lancaster.ac.uk) and Matevz Raskovic (matevz.raskovic@ef.uni-lj.si) for more details, and e-mail your submission directly to them.

SCIENTIFIC COMMITTEE OF THE CONFERENCE:

- Adam W. Jelonek, Jagiellonian University, Institute of Middle and Far Eastern Studies
- Joanna Wardega, Jagiellonian University, Institute of Middle and Far Eastern Studies & Confucius Institute in Krakow
- Adina Zemanek, Jagiellonian University, Institute of Middle and Far Eastern Studies
- Matevž Raškovič, University of Ljubljana, Faculty of Economics & Confucius Institute Ljubljana
- Luminița Bălan, University of Bucharest, Confucius Institute in Bucharest; Faculty of Foreign Languages and Literatures, Department of Sinology
- Jana Rošker, University of Ljubljana, Faculty of Arts, Sinology
- Mitja Saje, University of Ljubljana, Faculty of Arts, Sinology
- Andreja Jaklič, University of Ljubljana, Faculty of Social Sciences & Centre for International Relations
- Tony Fang, Stockholm University, Business School
- Wei Shen, Lancaster University, Management School & Confucius Institute Lancaster
- Richard Trappl, Vienna University, Sinology & Confucius Institute Vienna
- Kerry Brown, University of Sydney, China Studies Centre

- Zhao Gang, Beijing Foreign Studies University, School of European Languages & Cultures
- Ye Rong, Shanghai University of International Business & Economics, School of Languages
- Liu Zuokui, Chinese Academy of Social Sciences, Institute of European Studies
- Colin Sparks, Hong Kong Baptist University, School of Communication

IMPORTANT DATES:

- Submission deadline for abstracts (1,000 words): APRIL 30th 2015
- Notification to authors: MAY 31th 2015
- Deadline for registration and fee payment (if applicable): JULY 31th 2015
- Submission of full papers: full papers submitted only at the conference (on CD-rom or USB stick)

CONFERENCE FEE:

70 Euro (or 300 PLN) – conference materials, coffee breaks, lunch and banquet dinner included. No conference fee will be charged for representatives of participating CIs.

SUBMISSION GUIDELINES:

The official language of the conference is English. Papers and presentations of papers should be in English. An extended abstract of about 1,000 words (excluding references) should include: (1) Introduction with clear purpose, objectives, research questions and research motivation; (2) Short theoretical background with corresponding research hypotheses (if applicable); (3) Data and methodology (if applicable); (4) Key findings of the research; (5) Research contribution (can be a theoretical contribution, policy implications, and/or managerial recommendations). References should be provided according to the 6th APA referencing guide.

Abstracts should be submitted by APRIL 30th 2015 as a WORD file to the following e-mail address: conference.cikrakow@uj.edu.pl. Abstracts for the special ACE track should be submitted directly to wei.shen@lancaster.ac.uk and matevz.raskovic@ef.uni-lj.si.

ADDITIONAL INFORMATION:

For more information, visit the official conference website: www.china-cee.confer.uj.edu.pl

- Official conference e-mail: conference.cikrakow@uj.edu.pl
- CI in Krakow Director: Joanna Wardęga, PhD (e-mail: joanna.wardega@uj.edu.pl)
- Business-oriented subject track for members of the ACE network:
 - Wei Shen, PhD (e-mail: wei.shen@lancaster.ac.uk), and
 - Matevz Raskovic, PhD (e-mail: matevz.raskovic@ef.uni-lj.si).