

OUTLINE RESEARCHER LINKS WORKSHOP PROGRAMME, May 19-22, 2014, Bangkok (Updated March 12, 2014)

Title: The impact of social media upon corporate and marketing communication in Thailand and UK: Developing collaborative research programmes with reference to young people and their relationships with Government and other major organisations

Led by Bournemouth University and Chulalongkorn University

Date	Time	Topics	Speakers
Monday, 19 May	1000-1100	Introduction to Research Links Workshop: Aims and Operation	Discussion led by Workshop Coordinators: Prof Tom Watson (BU) and Assoc Prof Jirayudh Sinthuphan (CU) British Council speaker (TBA)
	1115-1230	Intercultural working	
	1330-1530	Keynote lectures on research methods <ul style="list-style-type: none"> - Introduction - Cultural research - Mixed method research - Action research 	Assoc Prof Jirayudh Sinthuphan (CU) Prof Parichart Sthapitanonda (CU) Dr Dan Jackson (BU) Assoc Prof John Oliver (BU)
	1900	Welcome reception for delegates	
Tuesday, 20 May	0900-1030	Researching communication – Reports by ECRs on their research and future plans	Early Career Researchers
	1115-1230		
	1330-1445	Briefing on research and funding opportunities in the UK and Thailand	Presentations by British Council and Thailand Research Fund All participants
	1500-1600	Plenary session	
	1900	Public engagement: Digital and social media panel	Industry speakers; Prof Tom Watson (BU), Asst Prof Duang-Kamol Chartprasert (CU)
Wednesday, 21 May	0900-1230	Forming international collaborations: Round table discussions facilitated by Senior Researchers	Assoc Prof John Oliver (BU), Dr Dan Jackson (BU), Asst Prof Duang-Kamol Chartprasert (CU) and Assoc Prof Saravudh Anatachart (CU)

	1330-1445	Career development pathways	Workshop Coordinators; Assoc Prof John Oliver (BU); Asst Prof Duang-Kamol Chartprasert (CU)
	1500-1600	Plenary session	All participants
	1900	Social event for delegates	
Thursday, 22 May	0900-1030 1045-1230	Workshop presentations by UK/Thai ECR groups on potential research projects	All participants
	1330-1445 1500-1600	“Getting published” discussion Planning dissemination opportunities; Final plenary session	Led by Prof Tom Watson (BU) All participants

- Lunch each day will be from 1230 to 1330; Refreshment breaks will be held from 1030 to 1045 and 1445 to 1500, except on Day 1 – Monday, 19 May, when they will be from 1100 to 1115.