

2nd INTERNATIONAL CORPORATE AND MARKETING COMMUNICATION IN ASIA CONFERENCE

A Research Conference for Asian Perspectives

January 29 and 30, 2015

Pathumwan Princess Hotel, Bangkok, Thailand

Following the very successful first International Corporate and Marketing Communication in Asia Conference (ICMCAC), held in November 2013, Chulalongkorn University and Bournemouth University are again providing a scholarly platform for research into Asian perspectives of corporate and marketing communication in all forms and time scales.

The conference will be conducted over two days (January 29 and 30, 2015) with a keynote speaker on both days. It is organised by a partnership of two leading research and teaching universities in the field of corporate and marketing communication with the aim of creating an Asian perspective in research and scholarship.

Advertising, corporate communication, marketing communications, mass communication, media and public relations researchers, educators and graduate students from Asia and Australasia are invited to submit competitive abstracts for paper and poster presentation at the 2nd ICMCAC. Researchers from outside these regions are most welcome to submit abstracts with cross-cultural or Asian perspectives.

Call for Abstracts & Papers

There are three themes for the 2nd ICMCAC:

- Corporate Social Responsibility (CSR) in Asia
- Creativity in corporate and marketing communications, including creative industries perspectives
- Cultural identity and norms in mass communication in Asia

General papers are welcomed on a range of topics, as well.

The conference is especially seeking Asian perspectives: alternatives to Anglo-American models of theory, practice and education. It calls for Papers and Posters on academic research on the Past: the history and narratives; the Present: current theory, practice and education; and Future: trends in practice, theory and education.

Papers and Posters for presentation at the conference will be selected, after peer review by an international academic panel, on the basis of abstracts of no more than 500 words, including any references.

The Abstract should express the purpose, methodology, findings, implications and originality of the study. Author and affiliation details are to be printed on a separate sheet and the author(s) should not be identified in the Abstract.

Abstracts must be presented in Word format, in 1.5 line spacing and 12 point font size on A4 format pages with one-inch (2.54cm) margins. Word count is limited to 500 words within two pages.

Manuscripts of the selected Papers are to be submitted with Harvard referencing. The manuscript of 3000 to 6000 words, plus references, must be presented in Word format, in 1.5 line spacing and 12 point font size on A4 format pages with one-inch (2.54cm) margins. Poster formats will be advised after acceptance and will be a single sheet of information mounted on a panel.

Deadlines

- Submission of Abstracts: Friday, October 24, 2014 to comira@chula.ac.th
- Acceptance notification (by email): week of Monday, November 24-28, 2014
- Submission of selected Papers and Posters: Friday, January 16, 2015 to comira@chula.ac.th

All accepted abstracts will be published online prior to the conference. Conference papers will be published subsequently online in Proceedings. See the conference website for Proceedings of the 1st ICMCAC,

<http://cuprimconference.files.wordpress.com/2014/02/icmcac-2013-proceedings.pdf>

Conference registration and related information will be published shortly

The conference website is: <http://cuprimconference.net>

