



Cross-Cultural Communication Conference 2017

26-27th January 2017, Bangkok, Thailand

Conference co-organised by:



Chulalongkorn
University



Bournemouth
University



Zayed
University



Emerson
College



Blanquerna-Ramon Llull
University

Cross-Cultural Communication Conference is an international conference held annually in Bangkok. Its subject reflects a growing interest in intercultural aspects of communication. The conference is organised by five universities: Chulalongkorn University (Thailand), Bournemouth University (UK), Zayed University (UAE), Emerson College (USA) and Blanquerna-Ramon Llull University (Spain). Together the universities are providing a platform for a broad scope of research embracing cross-cultural communication adaptation and intercultural communication challenges. The conference will be conducted over two days (January 26 and 27, 2017) with a keynote speaker on the first day.

Papers for presentation at the conference are selected after peer review by an international academic panel. All accepted full papers will be published subsequently in the conference proceedings. Selected papers from the conference will be included in the special edition of the Journal of Promotional Communication (UK) and the Journal of Communication Arts (Thailand).

Advertising, corporate communication, marketing communications, mass communication, media and public relations researchers, educators and graduate students are invited to submit competitive abstracts for papers with cross-cultural and intercultural communication perspectives.

Last year the conference attracted submissions from 20 countries, including Australia, Canada, China, Hong Kong, India, Indonesia, Japan, Lebanon, Malaysia, Pakistan, Singapore, South Korea, Spain, Thailand, Turkey, Russia, Vietnam, UAE, UK and USA.

Call for Abstracts & Papers

There are seven themes for the conference:

- **Marketing communications across cultures;**
- **Communication challenges within global media contexts;**
- **Corporate communication in diverse cultural environments;**
- **Organizational communication in multinational companies;**
- **Communication between and within subcultures;**
- **Online subcultural communication;**
- **Communication across cultures within higher education.**

General papers are welcomed on a range of topics, as well. The conference is especially seeking cross-cultural communication strategies adaptation perspectives. What are the issues that companies face when they expand to new markets? How is organisational culture affected when new offices are open abroad? Do corporate communication strategies require additional adjustments to local environments? How do global media outlets adapt their content to local audiences? Do cultural background assumptions formulate different requirements for design and visual communications? How do different subcultures find a common language? How do cultures deal with communication issues of exclusion?

Papers for presentation at the conference will be selected after peer review by an international academic panel, on the basis of abstracts of between 500-1000 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. 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 14, 2016 to comira@chula.ac.th
- Acceptance notification (by email): week of November 13-18, 2016
- Submission of selected Papers and Posters: Friday, January 13, 2017 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.

- Conference registration and related information will be published shortly on our website www.ccccbangkok.com.