



The
Global
Communication
Association

9TH INDIA CONFERENCE

8-9 JANUARY 2015 | JW MARRIOTT | BENGALURU

Breaking Barriers
Creating new communication horizons

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ಬೆಂಗಳೂರಿಗೆ
ಸುಸ್ವಾಗತ!

Welcome to
Namma
Bengaluru!

*Bangalore is
now Bengaluru!



About the conference

The Global Communication Association (GCA) is pleased to announce the ninth international conference of communication experts and specialists from around the world, to be held in Bengaluru (Bangalore is now called, Bengaluru!), India on 8-9 January, 2015. For the latest details and most updated information regarding the conference, always stay tuned to www.gcaconference.com

Established in the year 2007, GCA objectives are promotion of academic research in global communication studies among major universities worldwide; facilitation of joint projects and research opportunities among scholars and students. More importantly, GCA provides an eclectic international platform for corporate executives, communication specialists, policy makers, academicians, bureaucrats, political leaders, public relations practitioners and co-related industry professionals to meet, interact and generate new ideas for growth.

In the past, GCA conferences have been successfully organised in different countries across the globe including China, Oman, India, Malaysia, Poland, Zambia, Canada and most recently in Russia. For more information on the past GCA conferences, visit: <http://blogs.purduecal.edu/gca/>

The 2015 Bengaluru GCA conference will focus on 'Breaking Barriers: Creating new communication horizons'. At a time when communication is assuming stronger meaning and deeper significance together with the opening up of new frontiers on a variety of social media, the importance of the conference and its timing for adopting fresh public and business communication strategies and avenues need not be over-emphasized.

Continued...

Important dates & deadlines

- 14 December 2014: Last date for abstract submission
- 15 December 2014: GCA will send abstract acceptance notification latest by this date
- 31 December 2014: Last date for all registrations
- 25 December 2014: Full length paper submission

Note: GCA will send formal invitations, via e-mail, immediately against each registration received, in order to support the foreign participants to apply and obtain entry visa to India. Please note that the process of applying for and obtaining visa in some countries may take longer time than expected. Hence, all foreign delegates are advised to register to the conference at the earliest and obtain visa in time, without any further delay.

- 7 January 2015: Check-in for delegates staying at Hotel JW Marriott, Bengaluru by 14:00 hrs
- 8 & 9 January 2015: Conference inauguration, paper presentations and panel discussions
- 8 January 2015: Cultural evening and networking dinner
- 9 January 2015: Communication excellence awards night, entertainment and gala dinner
- 10 January 2015: Check-out by delegates staying at Hotel JW Marriott, Bengaluru by 12:00 hrs and optional site-seeing tour to Mysore / in Bengaluru (at additional actual costs)

Conference venue

The Grand Ballroom, Hotel JW Marriott
Vittal Mallya Road, Bengaluru - 560 001, Karnataka, India

Hotel JW Marriott
Bengaluru

Call for papers and speakers

A few topics for discussion at the conference, but not limiting to the same

- Employee/ internal communication and cultural identities
- Impact of continued globalization on communications
- Why is communication critical during change management
- New requirements of corporate/ external communications and government relations
- Changing media trends and their effect on inter-personal relations
- The role of Internet tools in bringing about revolutions
- The growth of Online marketing and the challenges it poses to traditional businesses and brands
- Can brick-and-mortar shops survive the competition, but how
- Do social media like Facebook, Twitter bring communities closer or create barriers to personal communication
- The huge challenges before marketers, advertisers and brand communicators in the ever-changing communication milieu
- Giving a new meaning and thrust to corporate social responsibility (CSR) communications and community relations
- How can we make government/ public communications attractive, people friendly and reach the target audience effectively
- Should not the governments find value in the new wave of people-to-people social media communication, than feel threatened
- Bridging the gap between doctor, patient and hospital through better healthcare communications
- Using the Internet and the social media for better transparency in government-people relations
- Effective communication to help universities and colleges to attract funding, find placement for students and for corporates to locate the right talent
- Importance of new media and tools in political communication and the art of winning elections
- Giving substance and credibility to not-for-profit organisation communications through use of digital and other new media
- How do governments, industries and institutions best-leverage the new youth-communications wave on social media
- Governments and private organisations managing communications with their various stakeholders during hours of crisis and/ or disasters

Full program agenda and time-schedule will be available closer to the conference dates

Paper submission guidelines

- A not-more-than 400-word abstract of the paper should be sent, as an email attachment, to reach latest by 5 December, 2014.
- The abstract should include research objectives (if any), methodology and significance, followed by keywords.
- The abstracts will be refereed.
- All scholarly methodologies and presentations are welcome.
- Author's name, organization/ institution, address, phone number, email address, and a brief CV must be included on a separate page for consideration.
- Acceptance of the abstracts will be notified latest by 6 December, 2014.
- Full papers of accepted abstracts will then have to be submitted latest by 25 December 2014.

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Conference paper length and settings

- The full length paper should be in around 4000-5000 words, 1.5 line spacing and Times New Roman 12-point size. Margins should be set at 1.0" on all sides.
- Paper size should be set for standard 8.5"x11.0".
- The American Psychological Association (APA) style must be used for referencing. For APA details see <https://owl.english.purdue.edu/owl/resource/560/01>

Contact for abstract submissions

- Any abstract or paper related queries and panel discussion proposals should be directed to: The Conference Secretary, 9th GCA Conference, Bengaluru at info@gcaconference.com
- All return communications from GCA's end will be directed towards the first author of the paper.
- Please call Mr. Krishna B. Mariyanka, Conference Secretary, on India phone: +91-9900235054 (6 am to 10 pm, India time) for more information on the conference.

Conference registration packages

- Indian delegates can have a choice to stay at Hotel JW Marriott, Vittal Mallya Road, one of the leading 5-star hotels of Bengaluru. This means that Indian delegates can choose conference package A, B or C. See the table below for entitlement details.
- All foreign delegates can choose conference package A or B only. See the table below for entitlement details.
- Please note that a very limited number of rooms at Hotel JW Marriott, Bengaluru are available at a special tariff with GCA for the conference, on first-come-first-served basis only. The conference package details are listed below. Please [CLICK HERE](#) to register Online to the conference after choosing your package.
- All registrations are Online and on prepaid basis; and there will be no spot-registrations at the conference.

Conference Package - C Cost per delegate (Indian only) CLICK HERE	Conference Package - B Cost per delegate (Indian / Foreign) CLICK HERE	Conference Package - A Cost per delegate (Indian / Foreign) CLICK HERE
<ul style="list-style-type: none"> ■ Registration fee (8th & 9th January 2015) ■ Networking lunch (8th & 9th January 2015) ■ Tea / coffee (8th & 9th January 2015) ■ Cultural night (8th January 2015) ■ Awards night (9th January 2015) ■ Gala dinner (8th & 9th January 2015) 	<ul style="list-style-type: none"> ■ Registration fee (8th & 9th January 2015) ■ Deluxe DOUBLE occupancy room (7th, 8th & 9th January 2015) ■ Buffet breakfast (8th, 9th & 10th January 2015) ■ Networking lunch (8th & 9th January 2015) ■ Tea / coffee (8th & 9th January 2015) ■ Cultural night (8th January 2015) ■ Awards night (9th January 2015) ■ Gala dinner (8th & 9th January 2015) 	<ul style="list-style-type: none"> ■ Registration fee (8th & 9th January 2015) ■ Deluxe SINGLE occupancy room (7th, 8th & 9th January 2015) ■ Buffet breakfast (8th, 9th & 10th January 2015) ■ Networking lunch (8th & 9th January 2015) ■ Tea / coffee (8th & 9th January 2015) ■ Cultural night (8th January 2015) ■ Awards night (9th January 2015) ■ Gala dinner (8th & 9th January 2015)
INR 9,750 + applicable charges	INR 23,700 + applicable charges	INR 39,500 + applicable charges

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Following notes for conference A & B package delegates only

- Delegate check-in at Hotel JW Marriott by 14:00 hrs on 7 January 2015 and check-out by 12:00 hrs on 10 January 2015. Early check-in / late check-out is only subject to availability
- Accommodation in well-appointed rooms
- Complimentary usage of health club and swimming pool
- Complimentary buffet breakfast is only for conference packages -A and -B delegates on 8th, 9th and 10th January 2015
- All delegate-guests would be required to produce valid photo identification at the time of check-in and at all times during the conference proceedings for security reasons
- Request for upgrades and / or twin-bedded rooms are only subject to availability and may attract additional costs

Conference registration, cancellation and refund policy

- The above special tariffs are applicable for only Online registrations only up to 7 December 2014 and are subject to limited seats availability on first-come-first-serve basis. The tariffs will change after 7 December 2014 without prior notifications at the discretion of GCA. Please [CLICK HERE](#) to register Online to the conference.
- There are no discounts available and there will be no refund against any requests for cancellation of registrations.

Confirmation of registration only via email

- All confirmations of Online registrations will be sent via e-mail only.
- Please allow up to 24 hours for the confirmation of your Online registration.
- Please [CLICK HERE](#) to register Online to the conference.

About entry visa to India

- Remember, Bangalore is now called Bengaluru. You may still find the name Bangalore at many places for some more time to come. This is for your information.
- Appropriate official invitation letters to speakers / delegates to help them in obtaining entry visas to India for participating in the conference will be sent by GCA India Coordinating Office, Bengaluru, only after receiving the complete registrations from interested participants and not otherwise. Please [CLICK HERE](#) to register to the conference.
- Please [CLICK HERE](#) for general information regarding entry visa to India. We suggest foreign delegates to contact well in time, the respective Indian visa offices in their countries for the most appropriate and latest official information regarding applying for Indian visa to participate in the conference.

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Sponsor and support opportunities

Following are the support opportunity categories, subject to availability

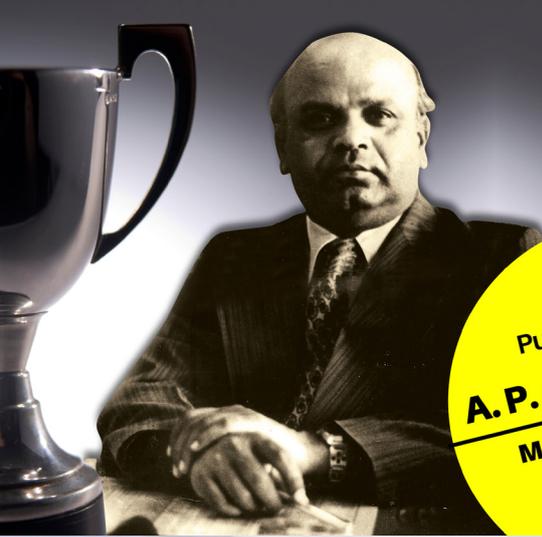
Support Category	Support Amount (INR / USD)	Branding and Logo Visibility	Sponsored Speaker Opportunity	Promotional Video Playout (2 mins.)	Exhibit / Stall / Kiosk Space	Package-C Delegate Passes
Title support(s)	20,00,000 / 32,259	All	Yes	Yes	4m x 3m x 2m	10
Gold support(s)	15,00,000 / 24,194	All	Yes	Yes	3m x 3m x 2m	7
Silver support(s)	10,00,000 / 16,129	All	Yes	Yes	2m x 3m x 2m	5
Bronze support(s)	5,00,000 / 8,065	Limited	No	No	1m x 2m x 2m	3
Associate support(s)	3,00,000 / 4,839	Limited	No	No	1m x 1m x 2m	2

Please note that support logos will have visibility in various conference communications that will be sent out from time to time by GCA, to different stakeholders and target audiences across the country as well as overseas, until about 15th January 2015.

Following are some of the associate support categories for sponsorship, subject to availability

- Website
- Brochures and fliers
- Electronic direct mailers
- Social media promotions
- Press releases
- Media conference
- University partnership
- Online media partnership
- Backdrop, banners, posters, roll-ups etc.
- Exhibitor stall (3mX3m, 3mX2m)
- Corporate video (maximum 3 minutes)
- Cultural night and entertainment
- Awards night
- Networking lunch
- Coffee & tea
- Cocktails
- Gala dinner
- Speakers sessions
- Badges and lanyards
- Sponsorship kits
- Site-seeing tours
- Hospitality partner
- Logistics
- Airport transfers
- Others

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A
Doyen of
Public Relations
A. P. CHOWDAPPA
Memorial Award for
Excellence in
Communication
2014-15



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9TH INDIA CONFERENCE

8-9 JANUARY 2015 | JW MARRIOTT | BENGALURU

Breaking Barriers
Creating new communication horizons

A. P. Chowdappa Memorial Award for Excellence in Communication, 2014-15

9 January 2014, 7pm onwards, JW Marriott, Bengaluru, India

In evolving a crucial and often facilitating interaction between academics and industries on an international platform, the Global Communication Association (GCA) has played a significant role in the last one decade. The international conferences that the GCA has organized in places as varied as Beijing and Russia, Zambia and Canada have been recognized worldwide as significant landmarks in the field of business communications.

Bangalore, now Bengaluru, is privileged to host the 9th International Conference in India on 8 and 9 January 2015, and in fact, the city has earned the honour of hosting this global mega-event for the second time in five years.

On this very prestigious occasion, it is befitting to honour the memory of Bengaluru's one of the most pre-eminent public relations professionals of all times, Mr. A. P. Chowdappa, fondly acknowledged by the industry as "a veritable PR institution", with the institution of the first international award in his name. In his distinguished career spanning over five decades, Mr. A. P. Chowdappa is best remembered as General Manager (PR) of HMT Limited, which, in its 'hey-days', was very famously known as the 'Time-keeper of the nation'. Mr. A. P. Chowdappa is an inspirational and legendary figure, who nurtured many a talent, particularly in the fields of media and communications.

The Bengaluru 2015 GCA Conference will honour six eminent personalities/ organisations, who have immensely contributed to the media and communications profession/ industry across academia, government, corporate, non-government, media as also, agency sectors (6 categories), with the presentation of A. P. Chowdappa Memorial Award for Excellence in Communication for the year 2014-15. A jury of six distinguished individuals from different industry sectors will select the awardees from a list of nominations received for the year 2014-15 awards. The grand ceremony and awards gala night will be held at 7.00 pm on 9 January 2015 at The Grand Ballroom, Hotel JW Marriott, Bengaluru, India. Entry to the programme is for registered conference delegates and/ or by official guest-invitation only.

To send nominations for the below 6 category awards, please list full achievement details with complete contact information, and email to info@gcaconference.com or call +91-9900235054 for any queries.

Award Categories

- 1) A. P. Chowdappa Memorial Award for Excellence in Communication in Academic Sector for the year 2014-15
- 2) A. P. Chowdappa Memorial Award for Excellence in Communication in Government Sector for the year 2014-15
- 3) A. P. Chowdappa Memorial Award for Excellence in Communication in Corporate Sector for the year 2014-15
- 4) A. P. Chowdappa Memorial Award for Excellence in Communication in Non-Government Sector for the year 2014-15
- 5) A. P. Chowdappa Memorial Award for Excellence in Communication in Media Sector for the year 2014-15
- 6) A. P. Chowdappa Memorial Award for Excellence in Communication in Agency Sector for the year 2014-15

The last date to send nominations is 25 December 2014.

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7 January 2015, 14:30 hrs - 17:00 hrs

Curtain Raiser to GCA India Conference: Panel Discussion

Auditorium, Christ University, Bengaluru, India

Start time	End time	Programme	Topic	Speakers
14:30 hrs	15:30 hrs	Curtain raiser panel session	Challenges in the era of new media communications	<ul style="list-style-type: none">■ Prof. Dr. Yahya R. Kamalipour, Professor & Chair, Department of Mass Communication & Journalism, North Carolina A&T State University, Greensboro, United States of America; Chairman, Global Communication Association (GCA)■ Prof. Dr. Mike Friedrichsen, Full Professor, Media Economics, Research & Innovation, Stuttgart Media University; Founding President, Humboldt School of Digital Management, Germany■ Mr. Naresh Rao H., Associate Professor & Head, Department of Media Studies, Christ University, Bengaluru, India■ Prof. Dr. Matthew Hibberd, Professor of Communications and Head of Communications, Media and Culture, University of Stirling, United Kingdom■ Mr. Ramakrishna Upadhya, Former Senior Editor, Deccan Herald, Bengaluru, India■ Mr. Adrian Cropley, Founder & President, Cropley Communication, Melbourne, Australia■ Dr. Payal Arora, Assistant Professor, Department of Media & Communication, Erasmus School of History, Culture & Communication, EUR, Rotterdam, The Netherlands <p>Session chair & moderator</p> <ul style="list-style-type: none">■ Mr. Krishna B. Mariyanka, Conference Curator & Organising Secretary, The 9th Global Communication Association (GCA) India Conference; Former Advisor, Corporate Communications, Shell Technology India
15:30 hrs	16:00 hrs	Q & A / Interaction with audience / faculty & students		
16:00 hrs	17:00 hrs	High tea		

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8 January 2015, 08:00 hrs - 21:00 hrs

Inauguration, Panel Discussions & Plenary Presentations

Grand Ballroom, Hotel JW Marriott, Bengaluru, India

Start time	End time	Programme	Topic	Speakers	
12:45 hrs	13:00 hrs	Special talk	The advent and success of online news distribution in digital technology era	■ Ms. Taru Agarwal, Managing Director, Business Wire India, New Delhi	
13:00 hrs	13:30 hrs	Lunch Break			
13:30 hrs	13:45 hrs	Paper presentation-2	Corporate social responsibility and employee engagement: Evidence from India	■ Prof. Vidhi Chaudhri, Assistant Professor, Department of Media & Communication, Erasmus University Rotterdam, The Netherlands ■ Prof. Asha Kaul, Professor, Communication Area, Indian Institute of Management Ahmedabad (IIMA), India	
13:45 hrs	14:45 hrs	Panel session-2	Communication planning in government schemes & Public-Private Partnership (PPP) projects	■ Prof. B. K. Chandrashekar, Chairman, Bangalore Climate Change Initiative - Karnataka (BCCI-K); Former Chairman, Karnataka Legislative Council; Former Minister for Primary Education, Government of Karnataka, Bengaluru, India ■ Prof. Dr. M. V. Rajeev Gowda, Member of Parliament, Rajya Sabha, New Delhi; Former Professor, Economics & Social Sciences & Former Chairperson, Centre of Public Policy, Indian Institute of Management, Bangalore (IIMB), India ■ Lt. Manivannan P, IAS, Managing Director, Karnataka Urban Water Supply & Drainage Board (KUWSDB); Chief Project Officer, Karnataka State Highway Improvement Project (KSHIP), Government of Karnataka, India ■ Mr. M. B. Jayaram, Communications Advisor, National Thermal Power Corporation Limited (NTPC); Former Director, Karnataka Power Corporation Limited (KPCL), Bengaluru, India Session chair & moderator ■ Mr. C. B. Yeshwanth Kumar, Director, Apex Media, Bengaluru; Former Special Correspondent, The Pioneer, New Delhi, India	
14:45 hrs	15:00 hrs	Special talk	Sustainability Communications: A 360 degree Communication Using the Golden Triangle Approach	■ Mr. Deepak Jolly, Senior Vice President, Public Affairs & Communication, Coca Cola India, New Delhi	
15:00 hrs	15:15 hrs	Paper presentation-3	How can we make government/ public communications attractive, people friendly and reach the target audience effectively?	■ Ms. Maya Chandra, Founder & Director, MAYA, Bengaluru, India	
15:15 hrs	15:30 hrs	Coffee / tea break			

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8 January 2015, 08:00 hrs - 21:00 hrs

Inauguration, Panel Discussions & Plenary Presentations

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8 January 2015, 08:00 hrs - 21:00 hrs

Inauguration, Panel Discussions & Plenary Presentations

Grand Ballroom, Hotel JW Marriott, Bengaluru, India

Start time	End time	Programme	Topic	Speakers
15:30 hrs	15:45 hrs	Special talk	Branding - the blinding flash of the obvious	<ul style="list-style-type: none"> ■ Mr. Sridhar Ramanujam, Founder & Chief Executive Officer, Brand-Comm, Bengaluru, India
15:45 hrs	16:45 hrs	Panel session-3	Digesting the new digital journalism & social media surprises	<ul style="list-style-type: none"> ■ Mr. Madhavan Narayanan, Senior Editor & Technology Columnist, Hindustan Times, India ■ Mr. M. A. Deviah, Consultant Editor, World Bank Group, Bengaluru, India ■ Mr. Kiruba Shankar, Social Media Expert; Chief Executive Officer, Business Blogging, Chennai, India ■ Mr. Kapil Nakra, Co-founder, Digital Vidya, New Delhi, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Chetan Krishnaswamy, Country Head, Public Policy, Google, India
16:45 hrs	17:00 hrs	Paper presentation-4	Big data: How marketers are collecting and using big data for consumer profiling and Online marketing	<ul style="list-style-type: none"> ■ Dr. Kavita Karan, Professor, School of Journalism, College of Mass Communication & Media Arts, Southern Illinois University, Carbondale, United States of America ■ Prof. Tao Fu, Assistant Professor, School of International Studies, University of International Business & Economics, Beijing, China
17:00 hrs	18:00 hrs	Panel session-4	Challenges in multi-cultural communications across different industry sectors	<ul style="list-style-type: none"> ■ Mr. Biren Ghose, Country Head, Technicolor, Bengaluru, India ■ Prof. Dr. Matthew Hibberd, Professor of Communications and Head of Communications, Media and Culture, University of Stirling, United Kingdom ■ Mr. Girish Ranade, Bollywood Film Producer & Talent Manager, Mumbai, India ■ Mr. B. N. Kumar, Executive Director, Concept PR, Mumbai, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Ms. Vasanthi Hariprakash, Radio & Television Journalist; Former Special Correspondent, NDTV 24X7, India
18:00 hrs	18:15 hrs	Paper presentation-5	Importance of new media technology in political communication	<ul style="list-style-type: none"> ■ Mr. Intakhab Alam, Lecturer, Department of Communication Studies, College of Applied Sciences, Salalah, Sultanate of Oman ■ Dr. Kushal Kumar, Professor, Department of Journalism & Mass Communication, SDM College, Ujre, Karnataka
18:15 hrs	19:00 hrs	Coffee / tea break		
19:00 hrs	21:00 hrs	Cultural evening with networking dinner		

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Start time	End time	Programme	Topic	Speakers
09:00 hrs	10:00 hrs	Panel session-5	Creating, building and managing brands that are sustainable and profitable	<ul style="list-style-type: none"> ■ Mr. Sanjay Kapoor, General Manager and Head of Corporate Communications, Retail and Advertising Business, L & T Metro Rail (Hyderabad) Limited, India ■ Mr. Akash Sahu, General Manager, Brand Communications, SABMiller India, Bengaluru, India ■ Mr. Peter Browning, Founding Managing Director, Browning & Associates, London, United Kingdom ■ Mr. Adrian Cropley, Founder & President, Cropley Communication, Melbourne, Australia <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Peter Yorke, Chief Executive Officer & Co-founder, Yorke Communications Private Limited, India
10:00 hrs	10:15 hrs	Paper presentation-6	Nobody knows Snowden! Digital privacy, surveillance and big data policy in emerging economies	<ul style="list-style-type: none"> ■ Dr. Payal Arora, Assistant Professor, Department of Media & Communication, Erasmus School of History, Culture & Communication, EUR, Rotterdam, The Netherlands
10:15 hrs	11:15 hrs	Panel session-6	Growing scope for meaningful community development and CSR communications	<ul style="list-style-type: none"> ■ Mr. Suresh Heblkar, Film Maker and Environmental Activist, Eco-Watch, Bengaluru, India ■ Mr. Vijaya Shankar S. R., Head of Corporate Affairs, Group Marketing & Public Affairs, Intel India Technology Private Limited, Bengaluru, India ■ Mr. Raghavendra Rao, Head, Corporate Communication, JSW Steel Limited, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Yogesh Joshi, President, Association of Business Communicators of India (ABCI), Mumbai, India
11:15 hrs	11:30 hrs	Coffee / tea break		
11:30 hrs	11:45 hrs	Paper presentation-7	Documentary film making in Iran and the state	<ul style="list-style-type: none"> ■ Ms. Persheng Sadegh-Vaziri, Doctoral Candidate (ABD), Mass Media & Communication, Temple University, Philadelphia, United States of America
11:45 hrs	12:45 hrs	Panel session-7	Building trust through credible healthcare communications	<ul style="list-style-type: none"> ■ Mr. Vikram Bhaskar, Managing Director, Vikram Hospitals, Bengaluru, India ■ Ms. Sumathi Rao, Director, Corporate Communications, Philips India Limited, Bengaluru, India ■ Dr. Asha Benakappa, Professor, Paediatrics, Bangalore Medical College & Research Centre, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Krishna B. Mariyanka, Conference Curator & Organising Secretary, The 9th Global Communication Association (GCA) India Conference; Former Advisor, Corporate Communications, Shell Technology India
12:45 hrs	13:00 hrs	Paper presentation-8	An empirical study on social media as tools of political communication	<ul style="list-style-type: none"> ■ Ms. Safiya, Research Fellow, Department of Mass Communication and Journalism, Mangalore University, Mangalagangothri, Dakshina Kannada, Karnataka
13:00 hrs	13:45 hrs	Lunch break		

9 January 2015, 09:00 hrs - 22:00 hrs

Panel Discussions, Plenary Presentations & Awards Night

Grand Ballroom, Hotel JW Marriott, Bengaluru, India

Start time	End time	Programme	Topic	Speakers
13:45 hrs	14:00 hrs	Special talk	Digitization & convergence in media: Implications for communication education	<ul style="list-style-type: none"> ■ Prof Ujjwal K Chowdhury, Dean, DGMC, Mumbai University; Dean-Designate, Faculty of Social Sciences & Communication, Amity University Mumbai University; Former Dean of Symbiosis International University and Whistling Woods School of Communication.
14:00 hrs	15:00 hrs	Panel session-8	How different is marketing communications in digital space and for new ventures?	<ul style="list-style-type: none"> ■ Prof. Dr. Mike Friedrichsen, Full Professor, Media Economics, Research & Innovation, Stuttgart Media University; Founding President, Humboldt School of Digital Management, Germany ■ Ms. Prathibha Sastry, Director, Operations, Pluggd.in; Former Head, Operations & Marketing, Microsoft Ventures, India ■ Mr. Vivek Poonacha, Director, Marketing, Spry Social Media, Bengaluru, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Krishna B. Mariyanka, Conference Curator & Organising Secretary, The 9th Global Communication Association (GCA) India Conference; Former Advisor, Corporate Communications, Shell Technology India
15:00 hrs	15:15 hrs	Paper presentation-9	Reaching out: A study of communication strategies in selected hospitals	<ul style="list-style-type: none"> ■ Ms. Muna Said Nassib Titam Al Shahri, Lecturer, Department of Communication Studies, College of Applied Sciences, Salalah, Sultanate of Oman
15:15 hrs	15:30 hrs	Coffee / tea break		
15:30 hrs	16:30 hrs	Panel session-9	Success so far and persisting challenges in electoral and political communications	<ul style="list-style-type: none"> ■ Mr. M. Anil Kumar, Assistant Editor (Politics), Times of India, Bengaluru, India ■ Ms. Dhanya Rajendran, Managing Editor, The NEWS Minute; Former South India Bureau Chief, Times Now, Bengaluru, India ■ Mr. C. B. Yeshwanth Kumar, Director, Apex Media, Bengaluru; Former Special Correspondent, The Pioneer, New Delhi, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Mr. Girish Nikam, Consultant & Anchor, Rajya Sabha TV; Columnist & Journalism Educator, New Delhi, India
16:30 hrs	16:45 hrs	Paper presentation-10	Social media network and Indian Diaspora: A study among Indians in Sultanate of Oman	<ul style="list-style-type: none"> ■ Dr. Samskrati Gulvady, Assistant Professor, Faculty of Communication Studies, College of Applied Sciences - Sohar; Ministry of Higher Education, Sultanate of Oman ■ Dr. Kushal Kumar, Professor, Department of Journalism & Mass Communication, SDM College, Ujre, Karnataka

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9 January 2015, 09:00 hrs - 22:00 hrs

Panel Discussions, Plenary Presentations & Awards Night

Grand Ballroom, Hotel JW Marriott, Bengaluru, India

Start time	End time	Programme	Topic	Speakers
16:45 hrs	17:45 hrs	Panel session-10	Is corporate communication on an overdrive?	<ul style="list-style-type: none"> ■ Ms. Deepa Thomas, General Manager, Group Communications, Mahindra & Mahindra, Mumbai, India ■ Mr. Subhamoy Das, Head of Communications, PayPal, eBay Inc., Kanchipuram, India ■ Ms. Seema Ahuja, Head, Corporate Communications, Biocon Limited, Bengaluru, India <p>Session chair & moderator</p> <ul style="list-style-type: none"> ■ Dr. Rajeev Kumar, General Manager, Learning and Development, Tata Group Corporate Communications Tata Services Limited, Mumbai, India
17:45 hrs	18:00 hrs	Paper presentation-11	Cinema as a social communicator and a public impact medium	<ul style="list-style-type: none"> ■ Mr. S. V. Rajendra Singh Babu, Chairman, Karnataka Chalanachitra Academy; Film Maker & Producer, Bengaluru, India
18:00 hrs	19:00 hrs	Coffee / tea break		
19:00 hrs	20:00 hrs	A. P. Chowdappa Memorial Awards for Excellence in Communication, 2014-15	Awards for corporate, government, academic, non-government, media & agency sectors	<p>Welcome & about the awards</p> <ul style="list-style-type: none"> ■ Mr. Krishna B. Mariyanka, Conference Curator & Organising Secretary, The 9th Global Communication Association (GCA) India Conference; Former Advisor, Corporate Communications, Shell Technology India <p>Chief guests</p> <ul style="list-style-type: none"> ■ Mr. D. V. Sadananda Gowda, Hon'ble Union Minister of Law & Justice, Government of India; Former Chief Minister, Government of Karnataka ■ Dr. Justice Y. Bhaskar Rao, Hon'ble Lokayukta, Government of Karnataka <p>Guests of honor</p> <ul style="list-style-type: none"> ■ Mr. K. N. Tilak Kumar, Editor & Joint Managing Director, Deccan Herald, India ■ Mr. Manjunath Shetty, District Governor, Rotary International District 3190, Bengaluru, India <p>Keynote address</p> <ul style="list-style-type: none"> ■ Mr. Annurag Batra, Chairman & Editor in Chief, exchange4media, New Delhi, India <p>About GCA 2015 Berlin conference</p> <ul style="list-style-type: none"> ■ Prof. Dr. Mike Friedrichsen, Full Professor, Media Economics, Research & Innovation, Stuttgart Media University; Founding President, Humboldt School of Digital Management, Germany <p>Valedictory by GCA chairman</p> <ul style="list-style-type: none"> ■ Prof. Dr. Yahya R. Kamalipour, Professor & Chair, Department of Mass Communication & Journalism, North Carolina A&T State University, Greensboro, United States of America; Chairman, Global Communication Association (GCA)
20:00 hrs	21:00 hrs	Dinner		

(The above speakers lists stand confirmed by Global Communication Association (GCA) as on date, based on acceptances by speakers and presenters. GCA retains all rights to change the lists and agenda subject to any and last-minute modifications)