



CALL FOR PAPERS

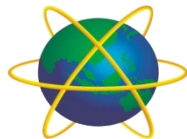
The 5th Global Communication Association Conference
“Global Power Shifts: Impact on Economy, Politics,
Culture and Media”

October 18-20, 2011

Hotel Istana, Kuala Lumpur, Malaysia



Organized by:



U . C . T . I
ASIA PACIFIC UNIVERSITY
COLLEGE OF TECHNOLOGY & INNOVATION

Asia Pacific University College of Technology & Innovation (UCTI)
Technology Park Malaysia, Bukit Jalil, Kuala Lumpur, Malaysia

Co-organized by:



**University Technology MARA (UiTM)
Shah Alam, Selangor, Malaysia**



**City University College of Science and Technology
Petaling Jaya, Selangor**



**Open University Malaysia
Jalan Tun Ismail, Kuala Lumpur**

and



Kuala Lumpur Malaysia

Supported by:



Purdue University, Calumet, USA
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The Istana
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Who Should Attend:

CEOs, Senior Managements, Directors, Managers, Academicians, Economists, Policy Makers, Research Scholars, Journalists, Corporate Executives, Educationists, and Representatives from NGOs are invited to contribute their research papers on topics related to the theme of the conference.

The Reasons to Attend the Conference:

1. Best Paper Award

Outstanding papers from each discipline will be selected and awarded. The winners will be announced on October 20, 2011 at the Conference Dinner. They will receive a citation certificate and Global Communication Association (GCA) Conference Fellowship Certificate. The winning articles may also be considered for publication in relevant journals **after the revision** of the papers subject to approval of the editorial board of the relevant journals.

2. Publication: Printed Journals

Global Media Journal - *Yahya R. Kamalipour, USA*
Global Media Journal – *Tomasz Pludowski, Poland*
Global Media Journal- *Mahboub Hashem, UAE*
Global Media Journal- *Hart Cohen, Australia*
Global Media Journal - *Mahmoud Eid, Canada*
Global Media Journal- *Xiguang Li, China*
Global Media Journal - *Md. Salleh Hassan, Malaysia*
Global Media Journal - *Syed Abdul Siraj, Pakistan*
Global Media Journal - *Soumendranath Bera, India*
Global Media Journal - *Vitaly Vinichenko, Russia*
Global Media Journal - *Gabrial J. Botma, South Africa*
Globalization for Common Good Journal- *Yahya R. Kamalipour, USA*
Management Communication Journal - *Marzura Abdul Malek, Malaysia*

The authors must however comply with the guidelines of the respective journals and revise the paper acc to the comments of the reviewers and editorial board of the respective journals and they must pay the conference submission fee as stipulated in the [Schedule of Fees](#).

3. Refereed Conference Proceedings: Online

All accepted papers after a peer blind review will be published in the **Refereed Conference Proceedings** with an ISBN. The Proceeding will be published online under an exclusive website (www.ucti.edu.my)

4. Presentation of Additional papers

An author can present up to two papers. An additional payment of USD100 for the additional research paper must be paid, if the paper is to be presented by the same author.

All presentations should be conducted in English.

5. Networking with International Colleagues

This International Conference provides an opportunity for the participants to meet selected researchers and to network with international colleagues in a scholarly and friendly environment.

6. Conference Accessories

Each participant will receive a conference bag, name tag, pen, note pad, payment receipt and a certificate of participation.

7. Chairing of Sessions and Reviewing Committee Membership

If you are interested, please indicate on the "Registration Form" your willingness to chair any of the Sessions. You are also welcome to volunteer as discussants, and members of the review and scientific committee. **A certificate will be issued to all volunteers for their roles in the Conference.**

8. Dining

The conference fee includes morning and afternoon coffee breaks and a Grand Asian Buffet Lunch for **TWO** days.

Important Dates:

Abstract Submission
and Early Bird Registration:

April 30, 2011

Acceptance Notification:
Full Length Paper Submission:
Last Date for Registration:

May 1 – May 15, 2011
September 15, 2011
September 20, 2011

Conference Tracks and Topics include:

Economics and Business

- **Macro and Micro-Economics**
- **Management**
- **Human Resource Management**
- **Marketing**
- **Accounting**
- **Finance**
- **Banking**
- **Business Administration**
- **E-Business**
- **The Business and Global Media**
- **Media and the Economic Crisis**

Politics

- **Global Power Shifts**
- **Globalization and the Youth**
- **Globalization and the Third World Welfare**
- **Globalization and Localization**
- **Global Information and Personalization**
- **Media and Human Rights**
- **Media and the Minorities**
- **Media and Politics**
- **International Relations**

Culture and Media

- **Press in the Age of Globalization**
- **The Role of Schools in Media Education**
- **Changes in Media Education**
- **Trends in Intercultural Communications**
- **Digital Culture and Social Networking**
- **Corporate Media and Global Hegemony**
- **Media and the Art - Creative Responsibility**
- **and other communication related topics**

Technology and Innovation

- **Technopreneur**
- **E-Marketing**
- **E-Procurement**
- **E-Takaful**
- **E-Business**
- **E-Services**
- **and other Technology and Innovation related topics**

Submission Guidelines of an Abstract:

A title of not more than eighteen (18) words must be provided. This will follow with author's name, academic institution or organization, contact address, fax and phone numbers and e-mail address.

A 250 to 300 word abstract of the research paper should be sent to the conference secretary, as an email attachment by April 30, 2011. The abstract should at least include research objectives, methodology (all scholarly methodologies are welcomed) and the significant contributions of the study.

The author is encouraged to provide Joint Electronic Library (JEL) Code and three to five keywords of the research. Please refer to website below to excess to JEL Code:
<http://www.nber.org/jel/>

Note:

A brief biography of the researcher(s) is required on a separate page.

Length and Settings:

The full length paper should be written in around 3,500-4,000 words, A4 size paper, 1.5 line spacing, "Times New Roman" using 12-point size. Margins should be set at 1.0" on all sides. The American Psychological Association (APA) style must be used for referencing.

All papers must follow the standard generic format: introduction, literature review, methodology, findings/discussions, conclusions/implications, (end notes, if any) and references.

Please send your paper in words format NOT PDF file. In case of non-compliance, your paper will be excluded from being published.

Review process, Review Report, Notification of Acceptance and Conference Payment

All submitted full papers will be reviewed by a Paper Review Committee. Authors will be notified by the conference secretariat within two weeks from the date the paper is received. An invoice will be attached to the notification of acceptance. Kindly send in your payment using the Registration Form, before **September 20, 2011**. The electronic receipts will be sent to the author/paper presenter via e-mail, as proof of submission to the Department of Immigration. The author will be given the original receipt of payment and a letter of participation during the Conference.

Conference Fees

The conference fee must be received by the secretariat before or on **September 20, 2011** to assure conference participation. Please contact the secretariat, in advance, if the conference fee will be delayed due to certain circumstances, so we can mutually plan to accommodate your attendance. The schedule of conference fees is as follows:

Conference Fees

Code	Description	Early Bird Fee USD	Normal Fee USD
A	Participant	670	770
B	Presenter	650	750
C	Graduate Student (presenter/ participant)	270	370
D	Special Package (3 presenters)	1,870	1,970
SP	Each Additional Paper Presentation by a Registered Delegate	100	150

Note: The conference fee does not include accommodation.

Cancellation and Substitution Policy

A cancellation fee of **USD120** is payable if it is made **before** September 20, 2011. No refund would be made on cancellations made after September 20, 2011.

When a registered participant is unable to attend, a substitute participant is welcomed at no extra charge. All substitute participants must be acknowledged and confirmed by the main organizer (via e-mail) before October 4, 2011, two weeks before the conference.

Additional Expenses

The conference organizer shall not be responsible for the following expenses:

1. Accommodation – please refer to List of Hotels
2. Ground transfer – Airport to Hotel: Airport Taxi USD60 (Return Fare)
3. Optional Tours (exclusive food) – USD100

**All abstract or paper related queries
may be directed to:**

Professor Dr. Che Ani bin Mad
Dean
Faculty of Business and Management,
Asia Pacific University College of
Technology & Innovation,
Lot 6, Technology Park Malaysia,
Bukit Jalil,
57000 Kuala Lumpur, Malaysia
Fax No: +6 03 8996 9646
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E-mail: dr.cheanimad@ucti.edu.my

Panel Proposals may be directed to:

Professor Dr. Yahya R. Kamalipour

Purdue University , Calumet
Email: yrkamali@purdue.edu

Communication and Contacts:

All communications will be directed towards the first author of the paper

**For future updates and further details,
please visit:**

www.ucti.edu.my

www.globalcomassociation.com