



CALL FOR PAPERS

Attention: More than 100 abstracts were reviewed. Now the last chance to submit an abstract until May 15!

The 10th Global Communication Associational Conference
 Berlin, Germany
 July 16-18, 2015

**Organized by
 Stuttgart Media University and Humboldt School - Digital Management University**

Academicians, policy makers, corporate executives, media professionals, representatives from NGOs and research scholars are invited to contribute papers on topics related to the theme of the conference. A 400-word abstract of the paper should be sent, preferably as an email attachment, by **May 15, 2015**. The abstract should include research objectives, methodology and significance, followed by keywords. The abstracts will be refereed. All scholarly methodologies are welcome. Author's name, academic institution, address, phone number, email address, and a brief biography must be included on a separate page. Acceptance of the abstracts will be notified by **May 31, 2015**.

Conference Themes and Topics *Digital Transformation*

Media Management, Digital Education, Media Convergence, and Globalization

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|----------------------------------------------------|-----------------------------------------------|----------------------------------------------------------------|
| Media Convergence and Community Communication | Social Media and Mobile Convergence | The Next Big Developments in Communication Technology |
| Globalization and Education – Trends and Prospects | New Media and New Opportunities | Digital Education vs. Traditional Education – A Paradigm Shift |
| Media Management in the Digital Age | Digital Culture: Challenges and Opportunities | Education and Social Responsibility |
| Virtual Teaching and Learning | Education and Open Sources | Global Education and Collaboration |
| Global Information Flow | The Business and Global Media | Media and Education |

Important Dates:

| | |
|--------------------------------------|----------------|
| Abstract Submission | - May 15 2015 |
| Acceptance Notification | - May 31 2015 |
| Full Length paper Submission | - June 15 2015 |
| Last Date for Registration | - June 15 2015 |
| Get together evening | - July 16 2015 |
| Conference Inaugural & Presentations | - July 17 2015 |
| Conference panels continued | - July 18 2015 |
| Cultural Programme | - July 19 2015 |

Submission guidelines:

- A 500-word abstract of the paper should be sent, as an email attachment by May 15, 2015. The abstract should include research objectives, methodology and significance followed by keywords.
- All scholarly methodologies are welcome.
- Author's name, academic institution, address, phone number and email address must be included in a brief author profile on a separate page.

Length and Settings:

The full length paper should be in Papers should be 25 pages or less (Times New Roman, font 12, and 1,5 space), in addition to tables, images and references. Paper size should be set for standard 8.5x11. The American Psychological Association (APA) style must be used for referencing. For APA details see <https://owl.english.purdue.edu/owl/resource/560/01>.

The GCA 2015 Best Student Paper Competition:

The Best Student Paper Competition is established to give students a unique opportunity to attend an international conference and receive individual feedback on their papers.

In order to be qualified for the award, the students must submit a paper (invited or contributed) for the conference using the usual submission process and the best three papers will be presented at the conference (fee and hotel are funded by sponsors). Open to graduate and undergraduate students.

Conference Location (auditoria and seminar facilities):

The conference would take place in the rooms of the Westin Hotel (conference hotel) directly in the Centre of Berlin and in close vicinity to the main building of Bertelsmann Berlin. All important places of interest are in the surroundings (e.g., Pergamon Museum, Cathedral Berlin, Friedrichstrasse, unter den Linden).

Conference Accommodations:

The conference members are accommodated in the Westin Grand Hotel (<http://www.westingrandberlin.com>), one of the leading hotels of Berlin. There are very attractive special conditions for the conference members. Other hotels—such as the NH hotel—are in close vicinity of the meeting place and also located in the attractive Centre of Berlin (Gendarmenmarkt).

Travel Arrangements:

The conference place is to be reached by the direct binding of the airport Berlin-Tegel comfortably. A VIP's shuttle service for the conference members with Audi is planned.

Conference Registration Fees:

An attractive and inclusive package (including lodging, food, local transportations, and conference fees) will be offered to all international participants. For details, check the Berlin GCA conference website www.gca.2015.com/registration/

Contact and Abstract Submissions:

All communication will be directed towards the first author of the paper. Any abstract or paper related queries may be uploaded on the website (submit abstracts) or via email directed to info@gca2015.com or Prof. Dr. Mike Friedrichsen (Stuttgart Media University and Humboldt School) friedrichsen@hdm-stuttgart.de.

Panel Proposals may be directed to Prof. Dr. Yahya R. Kamalipour, Chair of the Department of Journalism and Mass Communication, North Carolina A&T State University, ykamalip@ncat.edu.

For background information about further conferences, visit:
www.globalcomassociation.com