

THE FIRST GLOBAL CREATIVE INDUSTRIES CONFERENCE

FROM CULTURE TO BUSINESS AND VICE VERSA

18-19 APRIL 2015

Call for Papers

On behalf of the Global Creative Industries Programme of the School of Modern Languages and Cultures, The University of Hong Kong, we are delighted to invite scholars, researchers, postgraduate and undergraduate students from all disciplines in humanities, education, social sciences and business to propose papers and panels for the First Global Creative Industries Conference to be held 18-19 April 2015 at The University of Hong Kong, Hong Kong.

Since its establishment in 2012, the Global Creative Industries Programme has been endeavoring to foster the development of the creative industries, enhance interdisciplinary research on creativity and nurture creative talents. *From Culture to Business and Vice Versa*, the 2015 conference theme, highlights our emphasis on cross-disciplinary scholarly collaboration and discussions. Conference participants are welcome to address various issues in the study of the creative industries from a whole range of fields, including anthropology, business studies, communication, creative arts, culture, economics, education, environment, film, health, history, language, literature, management, media, philosophy, politics, psychology, religion and sociology. *From Culture to Business and Vice Versa* also espouses the interaction and integration between the academia and the industry on the prospect and sustainability of the creative industries. In addition to the panel and individual paper presentations, we will include roundtable forums, workshops and other creative forms of communication platform to engage scholars and practitioners in dialogues.

The deadline for panel and individual paper proposal submissions is **January 16, 2015 at 5:00 p.m. HKT**. All proposals must be submitted to the Organizing Committee by email at gci.con2015@gmail.com for review. You will find detailed instructions for submissions below. If you have any questions regarding the conference details, please contact Feng Rui at gci.con2015@gmail.com.

Theme and Sub-themes

The main theme of the conference will be “From Culture to Business and Vice Versa”

The sub-themes include the following areas:

- 1) Business model and ethics of creative industries;
- 2) Creativity, copyright and legal regulations;
- 3) Creative economy and social development;
- 4) Creative labor, management and training;
- 5) Creative process and evaluation;
- 6) Cultural policy and nation-building;

- 7) Cultural production and consumption under globalization;
- 8) Financing creative industries;
- 9) Multiculturalism in creative industries;
- 10) New media and digital culture;
- 11) Organizational form of creative industries;
- 12) Politics of creativity and social change;
- 13) Sustainability and prospect of creative industries;

Participants are very welcome to submit paper proposals on other themes.

Panel and Individual Paper Proposals Submission

The panel organizer should provide a list of all the papers proposed (including email address and affiliation of the presenter/chair/discussant) plus an abstract of 250-word (maximum; in English/Chinese) for each paper to the Organizing Committee by email at gci.con2015@gmail.com.

Individual paper proposals are equally welcome. The title of the proposed paper (including email address and affiliation of the presenter) and its abstract of 250-word (maximum; in English/Chinese) should also be sent to gci.con2015@gmail.com.

Official languages: English and Chinese (Putonghua and Cantonese). Other languages, such as Japanese and Korean, are also welcome. Please mention in your proposal the specific language that panel members / individual presenters will use.

Registration Fees

Conference registration fee: HK\$300 for each presenter, panel chair and discussant; HK\$150 for retired resident and postgraduate student; and \$50 for undergraduate student.

Important Dates

Deadline for abstract submission: January 16, 2015

Notice of acceptance: January 30, 2015

Registration deadline: February 13, 2015

Organizing Committee

Convener & Chief Advisor

WONG Heung Wah (The University of Hong Kong)

Advisor

CHAU Ling-fung Karin (The University of Hong Kong)

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Conference Website

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