

International Conference of Commerce, Production and Markets in Creative Industries

24-25 October 2014, The University of Hong Kong

Call for Papers

We are happy to invite young scholars, researchers, and postgraduate students from all disciplines in humanities, education and social sciences to propose papers and panels for the Conference of **Commerce, Production and Markets in Creative Industries**. Conference participants are welcome to address various issues in the study of creative industries from a whole range of fields, including anthropology, business studies, communication, creative arts, culture, economics, education, film, history, management, media, politics, psychology, sociology. The Conference will be held at the University of Hong Kong on *24-25 October 2014*.

Theme and Sub-themes

The main theme of the 2014 conference will be “**Commerce, Production and Markets.**”

The sub-themes include the following areas:

- (1) Business strategies and social entrepreneurship;
- (2) Creativity, creative process, brainstorming;
- (3) Celebrity, stars, idols;
- (4) Advertisement, production, design;
- (5) Television, publication, media and culture and
- (6) Markets, marketing, promotions.

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

[About the Keynote Speaker]

Professor David Marshall is Professor at School of Communication & Creative Arts of Deakin University Australia and Chair in New Media, Communication and Cultural Studies. Professor Marshall has published several books that have helped establish the study of celebrity and the public personality as well as explore new media cultures, media and popular culture from a cultural studies perspective. His works are included *Celebrity and Power: Fame in Contemporary Culture*. Minneapolis: University of Minnesota Press (1997), *Web Theory* (cowritten w/ Robert Burnett) (Routledge: London and New York 2003), *New Media Cultures*. (Edward Arnold/Oxford, London UK – for the Cultural Studies in Practice series, 2004), *Celebrity Culture Reader* (Routledge: London and New York, November 2006), etc.

Panels, Individual Paper Proposals, and Deadline for Submission of Your Paper Abstract

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 200-500 words for each paper to the Organizers by email at:

zhangmeipk@yahoo.co.jp & bamei.japan@gmail.com

Individual paper proposals are equally welcome. The title of the proposed paper and its abstract of 200-500 words should also be sent to:

zhangmeipk@yahoo.co.jp & bamei.japan@gmail.com

Official languages: **English**

The deadline of submission will be *October 1, 2014*. If your panel or paper proposal is accepted, the letter of acceptance will be sent to you by email before *4 October 2014*.

Registration Fees

Conference registration fee: free of charge (Participants have to cover their own travel costs)

Important Dates

Deadline for Abstract Submission: **1 Oct 2014**

Notice of Acceptance: 4 Oct 2014

Organizers

For conference details, please contact

Miss. Mei ZHANG, Ph.D. Candidate, School of Modern Languages and Cultures, The University of Hong Kong

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