

CALL FOR PAPERS
An International Conference
will be held at the
CHIANG MAI UNIVERSITY, THAILAND
17-21 DECEMBER 2015

on the theme of

**“COMMUNICATION/CULTURE AND THE
SUSTAINABLE DEVELOPMENT GOALS (SDGs).
Challenges for a new generation”**

IMPORTANT DATES:

Abstracts Submission Deadline: **15 July 2015** at 9cssc9@gmail.com

Final Paper (Camera-Ready) Submission Deadline: **1 October 2015** at
9cssc9@gmail.com

Early Bird Registration Deadline: 1 November 2015

CONFERENCE THEME:

The problems we face today regarding climate change, terrorism, pandemics, and deep fractures in world trade and commerce are unlikely to be solved quickly. The ASEAN region is faced with specific problems, such as, land grabbing, dam construction, transboundary management, cross-border migration, etc.

Whereas in the past, we were able to increase food production over a few cropping cycles, or establish income generating ventures in a couple of years, the “new” problems we face may take years, and in the case of climate change, several generations for the world community to resolve. How do we build consensus and muster the altruistic intent of the present generation to consume less, de-escalate conflict, and subject ourselves to medical research so that future generations who will exist long after we are gone may inherit a habitable planet?

The tried and tested methods of agriculture extension, social mobilization, community participation, and multi-lateral negotiation are unlikely to succeed on their own as these systemic problems grow in their severity and people submit to innate human instincts for self-preservation and compete even more keenly for rapidly dwindling natural resources, ratchet-up violence, resist Hippocratic principles to share limited supplies of vaccines and medicines, hoard energy and water, and close markets to international commerce.

We do not have appropriate strategies to begin addressing these “new” and highly complex challenges. At the 2012 edition of the World Economic Forum in Davos, Switzerland, the background report on the *global risks* our world faces clearly stated that three common, crosscutting observations emerged from the varied groups of experts consulted:

— Decision-makers need to improve understanding of incentives that will improve collaboration in response to global risks;

— Trust, or lack of trust, is perceived to be a crucial factor in how risks may manifest themselves. In particular, this refers to confidence, or lack thereof, in leaders, in the systems which ensure public safety and in the tools of communication that are revolutionizing how we share and digest information;

--- Communication and information sharing on risks must be improved by introducing greater transparency about uncertainty and conveying it to the public in a meaningful way.

In other words, more and more one considers *communication and culture* to be crucial to effectively tackle the major problems of today. The challenge for us is to assess the role and importance of Communication and Culture in the new Sustainable Development Goals, especially for the ASEAN region.

We call for papers that outline and assess these future challenges for theory and praxis from a number of inter-related and transdisciplinary perspectives. How can communication and culture be understood, defined and practiced in order for different actors to find sustainable solutions? Papers presenting successful cases as well as papers critically assessing the possibility and limits of communication/culture in sustainable development are herewith invited.

REQUIREMENTS FOR SUBMISSIONS:

1. Abstracts of about 800 words, in English, have to be send to the organizers of the conference at 9cssc9@gmail.com before **15 July 2015**.
2. Panel Proposals are welcome for submission. A minimum of three papers centering on a specific topic will be accepted for submission under Panel Category.
3. Abstracts will be assessed by the scientific committee. Applicants will receive a reply before **15 August 2015**.
4. Full papers have to be submitted by **1 October 2015** the latest. Papers submitted must be original and have never been published in any format before. The paper should be of a length of 8000 words maximum. The submission must be in Word or rtf. format and sent to 9cssc9@gmail.com
Specific guidelines on formatting will be provided upon request. This is to facilitate compilation of papers for publication and anonymous review.

PUBLICATION OPPORTUNITIES:

A selection of the best papers will, after peer review, be published either as **special issues** in the following academic journals:

- Telematics and Informatics. An Interdisciplinary Journal on the Social Impacts of New Technologies <
http://www.elsevier.com/wps/find/journaldescription.cws_home/703/description#description>

- Asian Social Research ASR. Journal of Social Sciences and Humanities of Chiang Mai University <http://cmuj.cmu.ac.th>

or considered for the following book series:

- Communication, Culture and Change in Asia, Springer Publisher, Singapore
- Communication, Globalization, and Cultural Identity, Lexington Books, Rowman & Littlefield.

MEMBERS OF THE SCIENTIFIC COMMITTEE include:

Dr. Fackson Banda (UNESCO, Paris, France)
Prof. em. Royal Colle, (Cornell University, USA)
Dr. Maria Francesch-Huidobro (City University of Hong Kong)
Prof. Rico Lie (Wageningen University, Netherlands)
Dr. Patchanee Malikhao (Fecund Communication, Hong Kong)
Prof. Kiran Prasad (Sri Padmavati Mahila University, Tirupati, India)
Prof. Rachel Khan (University of the Philippines, Diliman, Philippines)
Prof Jan Servaes (City University of Hong Kong)
Dr. Leszek Jan Sibilski (C4C, World Bank, Washington DC, USA)
Prof. Marianne Sison (RMIT Melbourne, Australia)
Dr. Song Shi (McGill University, Montreal)
Prof. Jo Tacchi (RMIT Melbourne, Australia)
Prof. Chayan Vaddhanaphuti (Chiang Mai University, Thailand)
Prof. Karin Wilkins (University of Texas at Austin, USA)
Prof. Loes Witteveen (Wageningen University, Netherlands)

PRACTICAL INFORMATION AND UPDATES:

The conference will be hosted by the Regional Center for Social Science and Sustainable Development (RCSD) at Chiang Mai University in partnership with the Asian Congress of Mass Communication (ACMC), BGreen Project, Connect4Climate/World Bank, RMIT Melbourne, Southeast Asia Research Centre (SEARC) at City University of Hong Kong, and Wageningen University.

Detailed information on fees, access and hotel possibilities will be provided in due time. Please check <http://rcsd.soc.cmu.ac.th> for regular updates.



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