

3rd Global Advances in Business Communication Conference & Exhibition (GABC 2011) "Trends and Issues"

Venue:

**Persada Johor International
Convention Centre,
Johor Bahru, Johor, Malaysia**

Date:

**8 -10 June 2011
(Conference & Exhibition)
11 June 2011
(Tour to Malacca UNESCO
Heritage City)**

Important Dates

31 JANUARY 2011
Submission of Abstract

18 FEBRUARY 2011
Notification of Abstract

28 FEBRUARY 2011
Early Bird

28 FEBRUARY 2011
Submission of Extended Abstract

30 MARCH 2011
Payment Due for Paper Presenters

Introduction

GABC is a tri-continental initiative on Global Advances in Business Communication among USA, Europe and Asia. USA is represented by Eastern Michigan University, Europe by Antwerp University and Asia by Universiti Teknologi Malaysia. The 1st GABC was hosted by EMU in Michigan (2008), the 2nd by Antwerp University in Belgium (2010) and the 3rd is going to be hosted by Universiti Teknologi Malaysia (June 2011).

The conference will bring together academics and practitioners to share and explore ongoing scholarly activities and business practices which shape and are shaped by the changing nature and level of global business communications.

The conference will have five tracks:

- 1 International and cross-cultural business communication and negotiations
- 2 Global aspects of integrated marketing communications (IMC)
- 3 Communication aspects of international law and global business ethics
- 4 Languages and business communication
 - Health communication
 - Communication and technology (e.g. green technology, biotechnology)
- 5 E-Semantics (cross-cultural, language-based international issues associated with search terms, string searches, web design, website user-friendliness and electronic advertising keywords)

Who Should Attend?

- Heads of Department
- Human Resource Managers
- Corporate Communication Officers
- Training Managers
- Performance Improvement Managers
- Knowledge Information Managers
- Business Managers and Entrepreneurs
- Sales and Marketing Managers
- Team and Project Leaders
- Management Consultants
- Strategic Planners
- Facilitators/ Lecturers/ Teachers
- Performance Coaches and Mentors
- Vocational and Career Guidance Counselors
- Communication Professionals
- Community Leaders

Submission procedure

Papers must be submitted online to the Conference Secretariat on or before the specified deadlines at:
<http://seminar.spaceutm.edu.my/gabc2011>

Selected papers sent in by the submission deadline will be published in the Conference Proceedings CD, which has an ISBN number.

For further information, please contact:

GABC2011 Secretariat
School of Professional and Continuing Education (UTMSPACE)
Universiti Teknologi Malaysia
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Email: gabc2011@spaceutm.edu.my

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Keynote Speakers



Assoc. Prof. Dr. Francesca Bargiela
Honorary Associate Professor,
University of Warwick, United Kingdom
and Visiting Professor at UIBE, Beijing, China



Dato' Sharifah Mohd. Ismail
President,
Institute of Marketing Malaysia

Plenary Speakers



Assoc. Prof. Catherine Nickerson
Zayed University, United Arab Emirates



Prof. Dr. Naoki Kameda
Doshisha University, Kyoto, Japan



Assoc. Prof. Shameem Rafiq-Galea
Universiti Putra Malaysia, Malaysia

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