

# Call for Papers



Organised by

**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Office of  
Corporate Affairs

In collaboration with



UNESCO-Bangkok  
Asia-Pacific Programme of  
Educational Innovation for  
Development



## INTERNATIONAL UNIVERSITY SOCIAL RESPONSIBILITY CONFERENCE & EXHIBITION

# IUSRCE<sub>2010</sub> (2<sup>nd</sup> USRIC<sub>2010</sub>)

<http://seminar.spaceutm.edu.my/iusrce2010>

DATE >>> 5 - 6 OCTOBER 2010

VENUE >>> PUTRA WORLD TRADE CENTRE (PWTC),  
KUALA LUMPUR, MALAYSIA



### WHO SHOULD ATTEND

This conference caters for participation up to 150 paper presentations, 100 poster presentations, 50 exhibition booths, and 300 participants. Academicians, undergraduates and postgraduates, government agencies, corporate bodies, and non-governmental organisations who are directly involved with social responsibility field are welcome to participate. Companies who are interested to promote their products, specialities and technologies to enhance social responsibility activities are also invited to take part in the exhibition.



### OBJECTIVES

- ✓ To discuss and foster social responsibility in sustainable development.
- ✓ To explore methods, strategies and experiences of the institutions of higher learning, corporate bodies, government agencies and NGO(s) in organizing social-related activities.
- ✓ To build network and share experiences as well as practices between universities and corporate bodies.
- ✓ To provide a medium for social responsibility development via paper and poster presentations.
- ✓ To create opportunities for local and international students and staff to exchange ideas and views to further enhance the social responsibility programme.

### CONFERENCE SCOPES

- 1) Social Entrepreneurship
  - Women in Social Economy
  - Microcredit Enterprises
  - Students in Free Enterprises
  - Community-based Enterprises
- 2) Sustainability
  - Environmental Sustainability
  - Green Technology
  - Ecology
  - ICT & Social Inclusion
  - Healthcare
  - Social Eco-system
- 3) Poverty
  - Social Innovation
  - Poverty Reduction
- 4) Culture
  - Ethics & Morality
  - Social Change
- 5) Education
  - Globalisation
  - Human Capital Development
  - Knowledge-based Society
  - Life-long Learning
  - Service Learning
- 6) Other Related Issues

### INTRODUCTION

The **INTERNATIONAL UNIVERSITY SOCIAL RESPONSIBILITY CONFERENCE & EXHIBITION, IUSRCE 2010 (2<sup>nd</sup> USRIC 2010)** is an international conference on social responsibility first initiated in Malaysia and organised by Universiti Teknologi Malaysia in collaboration with UNESCO, USR Alliance, USA and Kolej Komuniti, Kementerian Pengajian Tinggi Malaysia. The conference provides a platform for those who are interested to share and exchange ideas on social responsibility related issues. It hopes to develop and strengthen relationship in view of building a strong network and fostering continuous future collaboration among participants. Organisations such as institutions of higher learning, corporate bodies, government agencies and NGO(s) are invited to take part in this international conference. In general, this conference welcomes paper presentations, poster presentations and exhibitions emphasising on social responsibility programme development from various aspects including those on entrepreneurship, sustainability, green technology, poverty, culture and education.

### → → → IMPORTANT DATES

- Submission of Abstract >>> 30 April 2010
- Notification of Abstract Acceptance >>> 31 May 2010
- Submission of Full Paper >>> 30 June 2010
- Notification of Full Paper Acceptance >>> 31 July 2010

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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