



Department of Modern Languages
and Business Communication



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
THE FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS
The Department of Modern Languages and Business Communication of ASE

6th International Conference: Synergies in Communication
Bucharest, Romania
16 - 17 November 2017

The Department of Modern Languages and Business Communication of the Bucharest University of Economic Studies is organizing the **6th edition** of its annual international conference **Synergies in Communication**, to be held in **Bucharest**, on **16 - 17 November 2017 (Thursday-Friday)**. The event will be organized under the auspices of the Faculty of International Business and Economics.

The conference is organized around the following **sections**:

SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH

Business communication is a synergistic field where effectiveness is given by knowledge from diverse fields and by aligning its best practices with the rapid pace of the world today. This section of our conference welcomes papers focusing on (but not restricted to) topics related to the following main areas:

- Language training, education & research
- Current and upcoming challenges in bilingual education
- Current developments for academic and research communication, education and training in the field of languages
- Languages and business opportunities
- Research methodologies and professional development
- Technological impact on language learning
- Translation studies;
- Traductology and terminology in business and economics
- The inter-disciplinary dimension of business communication - changing mentalities through environmental education.

EDUCATION THROUGH (INTER)CULTURAL STUDIES

Nowadays Intercultural Studies are one of the most important dimensions of education, as learners need intercultural competences not only for professional and socio-economic mobility, but also as life skills. This section of our conference welcomes papers focusing on topics related to the following main areas:

- Literature and culture
- Intercultural dimensions of business communication
- Education through (inter)cultural (and literary) studies
- Intercultural competences as professional transferable skills
- European cultural identity and synergies with the labour market
- Theory and practice in intercultural education
- Analyses of culturally determined mentalities, actions, attitudes, etc.

EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

In today's increasingly nationalistic arena, identity faces considerable shifts in terms of definition, and shapes the voices of individual or social entities, negotiating Eastern and Western cultural values from multiple angles in both public and private contexts. The Eastern multicultural space, ranging from Eastern Europe, Middle East and South Asian countries to the Far East, has shaped its own specifics which sometimes led to misrepresentations and misinterpretations.

This section tries to approach the complex topic of East-West cultural conventions in relation to literature, arts and media studies by carefully examining the observations and insights made by scholars and by increasing our own cultural awareness. On the other hand, in order to increase the visibility of the relationship between Eastern and Western cultures, we invite participants to reflect on a series of questions such as:

Does the world literary system have geography?; How uneven is the geography of knowledge?; What are the East-West literary relations?; How do we articulate the relationship between "major" and "minor" literatures, between "centres" and "peripheries"?; What are the literary images of otherness in non-Western representations?; Would a literary system oriented towards other world regions, other historical periods or literary genres produce different models of world literature?

Cross-disciplinary papers are welcome, *but not limited* to the following areas:

- The Self and the Other
- Media, Popular Culture and Visual Anthropology
- Women Identity and Memory
- Psychology and Trauma Studies
- Image, Imagination and Imaginary Worlds
- Mythology, Folklore and Traditional Heritage
- Cultural Studies
- Translation Studies

This section welcomes papers focusing on the contribution of the (Romanian and not only) educational system to the creation, preservation and promotion of the European cultural heritage, with points of interest such as:

- the role of the (Romanian) cultural heritage within the European Union and beyond
- the role of local and regional communities in supporting educational approaches aimed at
- forming multilingual and multicultural skills
- examples of good practices regarding the collaboration between Romanian and foreign educational institutions
- promoting the cultural heritage: *the tangible culture* (such as buildings, monuments, landscapes, books, works of art, and artifacts), *intangible culture* (such as folklore, traditions, language, and knowledge), and *natural heritage* (including culturally significant landscapes, and biodiversity) in educational institutions
- modern educational means in disseminating Romanian knowledge, values and traditions

INFORMATION FOR AUTHORS

The articles for the Conference shall be written in **English, French, German, Spanish, Italian, and Romanian**. **Articles will not be edited**; authors are responsible for preparation of articles according to the guidelines. Each participant can submit **maximum 2 papers** as author or co-author.

Submitted papers are subject to a **double blind peer-review process**. All review comments and suggestions should be addressed in the final submission. Submitted papers must be original and not previously published or currently submitted for publication elsewhere.

PUBLICATION

The accepted articles will be published in the **Conference Proceedings (CD with ISSN)** by ASE Publishing House. A selection of the presented papers will be published by **Synergy (www.synergy.ase.ro)**, the IDB indexed journal associated with the conference and by **Dialogos (<http://www.cromanice.rei.ase.ro/dialogos>)**.

CONFERENCE FEES

Fees include conference materials and CD, coffee breaks and closing dinner. Members of the Research Centres “Teodora Cristea” and “Lingua Economica” will benefit from a *special fee* of 200 RON.

Early registration (till 15 October 2017)	250 RON/60 EUR (to be paid in advance)
Registration after (15 October 2017)	300 RON/65 EUR
PhD candidates	180 RON/40 EUR

Participants are responsible for their own travel and hotel booking and expenses. Payments will be made by bank transfer according to the guidelines in the Registration Form (to be sent upon registration). A scanned copy of the payment receipt will be sent to the organizers after receiving the final acceptance notification.

KEY DATES

Submission of abstracts	30 July 2017 (new)
Notification for acceptance of abstracts	10 August 2017 (new)
Full paper deadline	15 September 2017
Notification of acceptance of full paper	30 September 2017

Abstracts & full papers will be sent to: synergies.in.communication@gmail.com (please **specify the chosen section** **in** both **the subject of the email** & **the registration form**).

Facebook page: ASE - Synergies in Communication Conference - SiC

Conference venue

(RO) *Academia de Studii Economice București*, Piața Romană 1-6, Sector 1, București, ROMANIA
(EN) *The Bucharest University of Economic Studies*, 6 Piata Romana Street, District 1, Bucharest, ROMANIA