

5th Global Communication Association Conference [GCA] 2011

Global Power Shifts:
Impact on
**Economics,
Politics,
Culture and
Media**

Hotel Istana
Kuala Lumpur, Malaysia
18-20 October 2011



Global Communication Association



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Reasons to Attend:

- First ever international conference to be held in an ASEAN country.
- More than 50 global paper presenters.
- First hand information on the latest research findings.
- Networking with international colleagues.
- Certificate of participation.
- 100% Human Resource Development Fund (HRDF) claimable.
- Eight complimentary meals.



KEYNOTE SPEAKERS

DR. YAHYA R. KAMALIPOUR

Head, Department of Communication and Creative Arts
Director, Center for Global Studies, Purdue University Calumet (USA)

Dr. Yahya is the Head of Department of Communication and Creative Arts and Director of the Center for Global Studies, Purdue University Calumet, Indiana, USA. He is the man behind GCA, as the founder and director of Global Communication Association. With vast experience in serving on the advisory and editorial boards of prominent communication journals and professional organizations, Kamalipour also hold leadership roles as the founder and managing director of Global Media Journal as well as the co-founder and co-editor of Journal of The Globalization for the Common Good. A noted scholar, he is a professor of Mass and International Communication and has 30 years of teaching and administrative experience. He has been at Purdue University Calumet since 1986. Besides that, Kamalipour is also a respected author of 14 books. Among his notable works are Global Communication (second edition) and recently published Media, Power, and Politics in the Digital Age: The 2009 Iranian Presidential Election Uprising in Iran.

PROFESSOR EMERITUS TAN SRI ANUWAR ALI

President and Vice-Chancellor, Open University Malaysia (OUM)

Professor Emeritus Tan Sri Anuwar Ali, currently the President and Vice-Chancellor of Open University Malaysia (OUM), has been holding the post since January 2004. He is also the Group Chief Executive of OUM's parent company, Multimedia Technology Enhancement Operations Sdn. Bhd. (METEOR) which is the consortium of 11 Malaysian public universities. Prior to this, he was the Vice-Chancellor of Universiti Kebangsaan Malaysia (UKM) for five years (1998-2003). Prof. Anuwar has more than 30 years experience in teaching at UKM and has proven himself as an academic leader as he was the first academic being posted to the Ministry of Education as its Director of Higher Education. He has been the appointed Chairman and board member of many advisory panels and esteemed organizations including Malaysian Institute of Economic Research (MIER), Jakarta-based Southeast Asian Open Learning Centre (SEAMOLEC) and Bank Pembangunan Malaysia. An accomplished economist, he was appointed as Economic Consultant to a number of national and international projects such as UNIDO Consultant to the Industrial Master Plan for Malaysia and Bhutan in the 80s and 90s and the country's Action Plan for Small and Medium Scale Industries. He is the current Chairman of lifelong learning Critical Agenda Project (CAP) under the Ministry of Higher Education.



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TRACKS AND TOPICS

ECONOMICS AND BUSINESS

Macro and Micro-Economics
Management
Human Resource Management
Marketing
Accounting
Finance
Banking
Business Administration
E-Business
The Business and Global Media
Media and the Economic Crisis

POLITICS

Global Power Shifts
Globalization and the Youth
Globalization and the Third World Welfare
Globalization and Localization
Global Information and Personalization
Media and Human Rights
Media and the Minorities
Media and Politics
International Relations

CULTURE AND MEDIA

Press in the Age of Globalization
The Role of Schools in Media Education
Changes in Media Education
Trends in Intercultural Communications
Digital Culture and Social Networking
Corporate Media and Global Hegemony
Media and the Art - Creative Responsibility
and other communication related topics

TECHNOLOGY AND INNOVATION

Technopreneur
E-Marketing
E-Procurement
E-Takaful
E-Business
E-Services
and other Technology and Innovation related topics

Tuesday, 18 October 2011

Wednesday, 19 October 2011

8.00am	Registration Welcome Coffee/Tea with homemade cookies	8.30am	Welcome Coffee/Tea with homemade cookies
9.00am	Welcome Address by the Vice-Chancellor of UCTI / Advisor of GCA 2011 Committee Prof. Datuk Mohd Yusof Kasim Opening Address by Dr. Yahya R. Kamalipour, Founder & Director, Global Communications Association (GCA) Conference Launch by the Prime Minister of Malaysia	9.00am	Prof. Emeritus Tan Sri Anuwar Ali, President and Vice-Chancellor, Open University Malaysia (OUM)
10.00am	Morning Coffee Break	9.30am	Morning Coffee Break
10.30am	Conference in session (3 groups)	10.00am	Conference in session (3 groups)
12.30pm	Luncheon Talk Dato' Sri Mohd Nadzmi Mohd Salleh, Chairman, PROTON Holdings Berhad	12.30pm	Luncheon Talk Prof. Dato' Sri Dr. Syed Arabi Syed Abdullah Idid, President of the Commonwealth Association for Education in Journalism and Communication
2.00pm	Panel Discussion	2.00pm	Conference in session (3 groups)
3.30pm	Afternoon Coffee Break	4.30pm	Afternoon Coffee Break
5.00pm	End of Day 1	5.00 pm	Collection of Certificate of Participation End of Day 2

WHO SHOULD ATTEND : CEOs and Senior Managements | Director and Managers | Academicians and Educationists | Economists and Policy Makers | Research Scholars | Journalists and Corporate Executives | Representatives from NGOs

Officiated by:

YAB Dato' Sri Mohd Najib Tun Abdul Razak,
The Prime Minister of Malaysia

Organized by:

UCTI Asia Pacific University College
of Technology & Innovation

Co-organized by:

UiTM Universiti Teknologi MARA
CUCST City University College of Science and Technology
OUM Open University Malaysia
MMU Multimedia University
IIUM International Islamic University of Malaysia
RUSS RUSS Consulting

Supported by:

MOHE Ministry of Higher Education
MOSTI Ministry of Science, Technology & Innovation
MOICC Ministry of Information, Communication & Culture

BENEFITS OF ATTENDING

Outstanding papers from each discipline will be selected and awarded and the winning articles will be considered for publication in relevant journals.

Papers will stand a chance for publication in notable e-Journals.

All accepted papers will be published in online Referred Conference Proceeding after a blind peer review.

Presentation of additional papers - can present up to two papers.

Networking with international colleagues and selected researchers in a friendly and scholarly environment.

The opportunities to chair any of the sessions and review committee membership.



VENUE

Hotel Istana Kuala Lumpur City Centre
 73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia
 Tel : +603.2141.9988
 Fax : +603.2144.0111
 Email : general@hotelistana.com.my
 Website : http://www.hotelistana.com.my

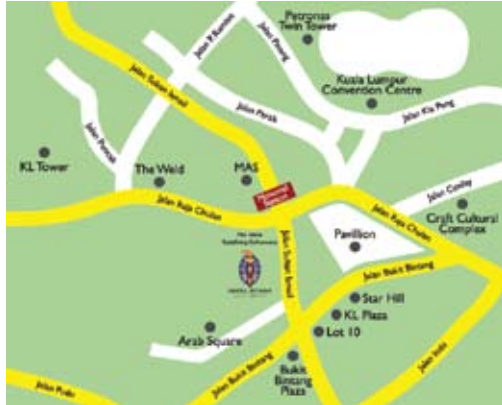
ABOUT RUSS CONSULTING



RUSS Consulting is an integrated marketing solutions consultancy based in Kuala Lumpur and backed by 30 years of experience; specializing in Training, Mentoring and Coaching alongside Branding, Media Profiling and Corporate Responsibility.

At RUSS, we revolve around the letter 'R' - Responsibility, Relationships, within Reach.

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CONFERENCE CONFIRMATION FORM

1. PARTICIPANT INFORMATION

Title*: Prof / Assoc. Prof / Dr / Mr / Mrs / Ms Others: (*Delete where appropriate)

Name:

First Name	Last Name

Institution Name:

Institution Address:

Zip Code:

Country:

Email Address:

Office Tel. Number:

Mobile Number:

Fax Number:

2. CONFERENCE FEES

[please tick ✓ where relevant]

- Payment received
- Will pay during conference
- Participant **MYR 1,500.00**
- Student Rate **MYR 800.00**

3. CONFIRMATION

By sending in this confirmation form, I acknowledge that I have already paid or committed myself to the payment of the full conference fee and/or optional activities fee upon arrival in Kuala Lumpur, Malaysia.

Signature:	Date:

The 5th Global Communication Association Conference 2011
 Kuala Lumpur, Malaysia
 October 18-20, 2011
www.gca2011.mfbiz.com

Complete and return, as an attachment, by e-mail to:
 Ms. Santhana
santhana.russconsulting@gmail.com
 or
 Ms. Atika
atika.russconsulting@gmail.com
 by October 17, 2011

Conference mailing address and contact information:

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