



**3<sup>rd</sup> International Conference on Communication and Management**  
(ICCM2016), 24-27 April 2017, Athens, Greece  
<http://coming.gr/index.php/call-for-papers/>

# Call for Papers

The [Communication Institute of Greece](http://coming.gr/) (COMinG) organises its [3<sup>rd</sup> International Conference on Communication and Management](http://coming.gr/index.php/call-for-papers/) (ICCM2017) **24-27 April 2017**, an Annual event, in Athens, Greece.

The aim of this cross-disciplinary conference is to bring together academics, students, researchers and professionals from different disciplines and cultural backgrounds, encourage them to present their work, exchange and collaborate. Participants can present a paper, chair a session, organise a panel, or even to be an observer.

## **Important Deadlines/dates:**

Abstracts submission: specified at <http://coming.gr/index.php/call-for-papers/>

Paper submission: specified in your Acceptance Letter

The Conference (!): **24-27 April 2017**

## **Conference Publication:**

All accepted papers will be peer reviewed and published by our Institute. Selected papers will be additionally published at [Cambridge Scholars](http://www.cambridge.org/scholars), the [Journal of Media Critiques \[JMC\]](http://www.jmcjournal.com) and the [Journal of Management and Training for Industries](http://www.managementandtraining.com)

## **Academic Members responsible for the Conference:**

- \* Dr Rudy R. Pugliese, Head of the Mass Communication part of the conference, Professor, School of Communication, Rochester Institute of Technology, New York
- \* Dr Christian Schnee, Head of the Political Communication & Political Marketing part of the conference, with Dr Carolin Rekar Munro, Associate Professor of Leadership, Faculty of Management, Royal Roads University, Canada
- \* Dr Omoregie Charles Osifo, Head of the Management part of the conference, Assistant Professor of Public Management at the University of Vaasa Finland, with Dr David H.Hartmann, Professor, Department of Operations and Supply Chain Management, University of Central Oklahoma, USA
- \* Dr Ané Pearman, Head of the cultural communication part ( Intercultural Communication) of the conference, Assistant Professor, Communication, Humanities Division, Tidewater Community College, USA, with Dr Catherine Herrgott (intangible cultural heritage), Associate researcher, Phonetics and Phonology, University of Paris III, Sorbonne Nouvelle, Paris, France

## **Conference Social Program:**

The cultural activities organised during the conference include an official dinner (Greek Night of entertainment with traditional food, music and dance), an educational tour around Athens (includes the Acropolis), a social dinner, a Greek islands' cruise, and a Delphi visit.

For more information: <http://coming.gr/index.php/conference-educational-program/>

### Conference Fees:

The registration fee is €300 (euro), covering access to all sessions, 2 lunches, coffee breaks and conference material.

### Conference Topics:

Papers can include topics on the areas of Communication, Management and Marketing. Topics are broadly defined as, but not limited to, the following:

#### COMMUNICATION

Rhetorical Communication, Cultural Communication, Advertising, Business communication, Communication Technology and Digital Media, Communication and education, Crisis/risk communication, Organizational communication, Health communication, Intercultural communication, Interpersonal communication, Journalism, Mass Communication, Political Communication, Public relations.

#### MANAGEMENT & MARKETING

Cultural Management, Enterprise Resource Management, Human Resource Management, Strategic Management, Leadership Management, Performance Management, Risk Management, Health Management, Media Management, Business to Business Marketing, Branding, Consumer Behavior Marketing, Cross-Cultural Marketing, Direct Marketing, Tourism Marketing, Online Marketing, Social Marketing, Small Business Marketing, Sports Marketing.

### Abstract Submission:

You can submit a 300-word abstract, using the [Abstract Form](#) at <http://coming.gr/index.php/abstract-submitting-form/>

The conference scientific committee will decide within one (1) week after your submission. In case you do not receive an acknowledgement of your registration, please contact [info@coming.gr](mailto:info@coming.gr) In case you would like to participate without presenting a paper, i.e. organise a panel (session, mini conference), chair a session, review papers to be included in the conference proceedings or books, contribute to the editing of a book, or any other contribution, please send an email to Dr. Margarita Kefalaki, President of Communication Institute of Greece ([mke@coming.gr](mailto:mke@coming.gr)).



The [Communication Institute of Greece](#) (COMInG) was established as an independent academic association with the mission to become a forum, where academics and researchers – from all over the world – can meet in Greece to exchange ideas on their research and to discuss future developments in their disciplines.

For more information please visit the conference website (<http://coming.gr/>) or send an email to [info@coming.gr](mailto:info@coming.gr)

**\*\*\* Please pass on the information to your network of people and organisations. Thank you! \*\*\***