

Global Creative Industries Programme, SMLC, HKU

Call for Papers

**Young Scholars Workshop on
Creativity in Cultural and Business Practices**

27 - 28 March, 2013

The University of Hong Kong, Hong Kong SAR

The Global Creative Industries Programme of the School of Modern Languages and Cultures at The University of Hong Kong invites postgraduates and young scholars to submit papers for the “Young Scholars Workshop on Creativity in Cultural and Business Practices”.

Following the rise of the creative industries in recent years, scholarly interest in the studies on creativity has been increasing. Creativity plays an increasingly important role in shaping economic activities, social behaviours and various national policies. To better understand the new creative economy, it is essential to study the nature, function and content of creativity. This workshop provides a platform for the discussion of the role of creativity in business, social and cultural spheres. It aims to bring together young scholars from different disciplines to examine the actual production process of creativity through business organization, cultural production, branding and marketing, consumption and social mobilization practices.

Themes

- Business Organization
- Cultural production, branding and marketing, consumption
- Social mobilization
- Community studies

Publication opportunity

We intend that the papers will result in an edited volume to be published in English. Thus it is a condition of all conference attendees that they attend all sessions and agree to submit their paper as a chapter in a forthcoming volume.

Details of Paper Submission

If you are interested in submitting a paper, please send your abstract to Miss Zoe Zhu Yi (chambord_tour@hotmail.com), the convenor of the workshop or Miss Karin Chau (karinclf@hku.hk) of the GCI programme by **31 January 2013**. The abstract should be around 200 to 300 words and written in English. After we receive your abstract, we will review it and notify you the result of paper acceptance by **8 February 2013**. Confirmed invitees have to submit their full paper written in English by **17 March 2013**.

For workshop participants outside Hong Kong whose abstracts have been accepted and who have submitted the full paper by **17 March 2013**, subsidy for transportation and 2 nights' accommodation will be provided and paid for by The University of Hong Kong.

If you have any questions about the paper submission, accommodation and transportation arrangement, please contact Miss Zoe Zhu Yi at chambord_tour@hotmail.com and (+852) 9226-5113 or Miss Karin Chau at karinclf@hku.hk.