



Department of Modern Languages
and Business Communication



Romanian
Association
for Quality
Language
Services



International Conference
Synergies in Communication
Bucharest, 16 - 17 November 2017

co-organised by

The Department of Modern Languages and Business Communication
The Faculty of International Business and Economics,
The Bucharest University of Economic Studies (ASE București)
and

The Romanian Association for Quality Language Services QUEST

Event dedicated to the European Day of Languages 2017, entered in the Council of Europe EDL data base

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 and in co-operation with QUEST Romania, an Associate Member of the International Association Eaquals.

Confirmed Keynote Speakers:

Professor Roswitha Badry, University of Freiburg, Germany

Mr. Michael Carrier, International Association Eaquals, UK

Professor Domnica Rădulescu, Washington and Lee University, Lexington, VA, USA; currently Fulbright Scholar at the University of Bucharest.

Thematic strands: the conference will be organized around the following **sections:**

- ★ **Synergies in business communication. Training, education and research**
- ★ **Interdependences: Quality Assurance, academics' professional development & internationalisation of Higher Education**
- ★ **Education through (inter)cultural studies**
- ★ **East and West within interdisciplinary frames**
- ★ **European Year of Cultural Heritage 2018** *(more details below)*

SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH

Business communication is a synergistic field where effectiveness is given by knowledge from diverse domains and by aligning best practice with the rapid pace of the world today. Papers are invited on topics such as:

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

INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION

This section provides an interdisciplinary forum for specialists in various fields to share expertise and to reflect together on ways forward, to the benefit of education, in general, and for better career prospects for young and experienced professionals alike. Possible topics include (but are not restricted to):

- Quality assurance in language education – a multi-perspective approach
- The relevance of language learning and intercultural awareness for international mobility
- Continuing Professional Development for academics – interdisciplinary approaches
- The role of language proficiency for academic success and the university's internationalisation.
- Insights derived through European projects and their added value for the internationalisation process of HE.

EDUCATION THROUGH (INTER)CULTURAL STUDIES

Nowadays Intercultural Studies represent an important dimension of education, as both learners and teachers need intercultural competences not only for professional interactions 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

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 derived 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 on (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

EUROPEAN YEAR OF CULTURAL HERITAGE 2018

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 can be written in *English, French, German, Spanish, Italian, or Romanian*. The authors are responsible for preparation of the articles according to the guidelines provided. 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 in the IDB indexed journal associated with the conference: **Synergy** (www.synergy.ase.ro) or in **Dialogos** (<http://www.cromanice.rei.ase.ro/dialogos>).

KEY DATES

Submission of abstracts (extended)	15 October 2017
Notification for acceptance of abstracts	20 October 2017
Full paper deadline (<i>papers received between 16 September and 25 October will be published in the Conference proceedings on CD</i>)	25 October 2017
Notification of acceptance of full paper	30 October 2017

CONFERENCE FEES

The fee includes conference materials and CD, coffee breaks and the conference dinner on Thursday. Participants are responsible for their own travel and hotel booking and expenses.

Early registration (till 15 October 2017)	250 RON/60 EUR
Registration after 15 October 2017	300 RON/65 EUR
Members of the Research Centres “Teodora Cristea” and “Lingua Economica”, and members of QUEST Romania	200 RON
PhD candidates	180 RON/40 EUR

Payments will be made by bank transfer according to the guidelines in the Registration Form. A scanned copy of payment via bank transfer will be sent to the organizers. Please mention if you need an invoice.

Abstracts & full papers, and the scanned copy of the bank transfer will be sent to:

synergies.in.communication@gmail.com and questromania@gmail.com

Link to the relevant page on the ASE web site: http://www.ase.ro/Conferinta_ASE/index.asp

Facebook page: [ASE - Synergies in Communication Conference – SiC](#)

Conference venue:

Academia de Studii Economice București (ASE),
Piața Romană 6, Sector 1, București, ROMANIA

WE LOOK FORWARD TO SEEING YOU IN BUCURESTI IN NOVEMBER!

The Conference Organisers