XESCOM: IV INTERNATIONAL SYMPOSIUM ON COMMUNICATION MANAGEMENT

COMMUNICATION, MEDIA, CREATIVE INDUSTRIES AND ENTREPRENEURSHIP IN THE DIGITAL ERA

Organized by XESCOM (Red Internacional de Investigación de Gestión de la Comunicación), in collaboration with IMMAA (International Media Management Academic Association), PIMENED (Project of Innovation in Media, Entrepreneurship and Digital Drivers) and University of Porto

Late Registration
(until April 10, 2019)

Researchers of a general nature: 150€
Researchers members of XESCOM: 125€
Masters or PhD students: 125€

25-27 APRIL 2019
PORTO, PORTUGAL
FACULTY OF ARTS AND HUMANITIES OF UNIVERSITY OF PORTO
XESCOM is a scientific collaboration project (R2016/019), funded in regime of competitive concurrence by Consellería de Cultura, Educación e Ordenación Universitaria of the Government of Galicia (Spain), launched in 2014 and involving nearly one hundred researchers from universities around the world: University of Castilla-La Mancha, University of Huelva and Carlos III University Madrid (Spain); University of Porto, University of Minho, University of Beira Interior, Fernando Pessoa University and University of the Azores (Portugal); University of Hull and University of Leeds (UK); Università degli Studi di Firenze and Sapienza Università of Rome (Italy); Technical University of Loja, Technical University of Machala, Pontifical Catholic University of Ecuador Ibarra Headquarters, Laica University Eloy Alfaro de Manabí and CIESPAL (Ecuador); Federal University of Bahia and Federal University of Santa Catarina (Brazil); Autonomous University of Ciudad Juarez, Autonomous University of Tamaulipas, University of Sonora and Autonomous University of Chihuahua (Mexico).

Since 2015, XESCOM has organized an international symposium to promote the meeting of researchers in the field of communication and other related areas. The first edition (2015) took place in the city of Pontevedra, Spain; the city of Quito, Ecuador, received the second edition (2016); the third symposium (2018) took place in A Coruña, Spain; and the city of Porto will host the fourth edition in April 2019.

This symposium was structured in order to promote forums dedicated to scientific research and analysis of the current situation of communication management in the media and in business and in institutional organizations, from a theoretical, instrumental and empirical perspective. In this sense, it is intended to address issues related to communication management, technological advances, social responsibility of the media and other issues that, every day, constitute a constant challenge for professionals in the area of communication and affiliated areas.

In the 2019 edition, the main areas of work of XESCOM are extended to other themes such as creative industries and entrepreneurship in the digital era. The fourth symposium will be held in collaboration with IMMAA (International Media Management Academic Association), PIMENED (Integrated Project for Mentoring, Entrepreneurship and Business Models in Digital Edition) and the University of Porto.
The XESCOM symposium will host both expert conferences as well as communications from researchers around the world. If you want to participate in the 2019 edition, which will be held at the Faculty of Arts of the University of Porto, from April 25 to 27, you can submit your work based on the following topics:

- Media and communication in the creative industries;
- Business models and innovation of communication, media and culture;
- Market, production, editorial management and digital challenges;
- The economics and management of the arts and culture;
- Marketing in creative and cultural industries;
- Entrepreneurship in communication, culture and creative industries;
- Regional development and clusters in the cultural and creative industries;
- Creative, intelligent cities and urban art;
- Technology applied to the communication and culture industries;
- Theories and methods in media, communication and culture studies;
- Communication management in the context of cultural diversity;
- Production dynamics and culture, leisure and tourism market;
- Policies for publication in communication, media and creative industries;
- Media and Creative Industries Sustainability in Africa;
- Television and future of the audiovisual public service;
- Traditional media (press, radio and television), digital metamedia (blogs, websites, platforms), generalist and scientific social networks;
- Journalism in the ecosystem of multi-platform convergence, multiscreeen, transmedia and mobility;
- Organization, management, models and formats of electoral debates;
- Corporate, political and institutional communication;
- Public relations management;
- Corporate Social Responsibility: strategy, impact, implementation, evaluation, certification and social action;
- Traditional advertising or new forms of persuasive communication, sponsorship, patronage, bartering, product placement;
- Neurocommunication and neuromarketing;
- Free communications.
Submission of abstracts shall comply with the following rules:

- Be written in English, Portuguese, Spanish, Galician, Basque, Catalan or French.
- Have up to 500 words;
- Identify the title of the communication;
- Contain the author / authors of communication;
- Identify the university and / or research center to which they belong;
- Specify the e-mail address of author / authors.

After the deadline for submitting the abstracts, the proposals will be analyzed by the jury of the 2019 edition of the XESCOM symposium. Subsequently, authors whose works are approved will be contacted and may attend the symposium. As such, after reporting the results, authors should submit the full texts of the communications, which must be adapted to the editorial standards.

The works must be submitted through the e-mail addresses:

xescom.19@gmail.com, paulo.faustino.immaa@gmail.com and valejand@udc.es

CALL FOR PAPERS - EXTRA CALL*

Submission of abstracts:
until March 30, 2019

Communication of the evaluation of abstracts:
until April 8, 2019

Full communication submission:**
until April 12, 2019

Registration:
until April 10, 2019

Conference:
from April 25 to 27, 2019

* Participants who have only submitted papers for this extra call, can only apply for late registration (April 10). The full communication submission for this call can be done until April 12.

** The full paper is only required if the author intends to publish it in the conference book or in JOCIS. If you do not want to, you only need to send an extended abstract.