



Cátedra Iberoamericana
Alejandro Roemmers de
Industrias Culturales y Creativas



GENERALITAT
VALENCIANA
Conselleria de Educació,
Investigació, Cultura y Deporte

CALL FOR PAPERS



CREATIVE INDUSTRIES GLOBAL CONFERENCE 2019 (CIGC-19)

Activity subsidized by the *Conselleria* of Education, Research, Culture and Sports of the Generalitat Valenciana

October 24th- 25th 2019 at the Faculty of Social and Legal Sciences of Orihuela

Presentation

Creative Industries Global Conference 2019 (CIGC-19), aims to become a transnational forum for researchers from the Creative Industries and the Orange Economy. These are topics of enormous interest considered as promoters of innovation, economic progress and social change.

For UNESCO (2009) the cultural and creative industries are: “Those sectors of organized activity whose main purpose is the production or reproduction, promotion, dissemination and / or commercialization of cultural goods, services and activities, artistic or patrimonial”.

The most important aspect of the event will be **digital transformation on the creative industries and the aim is to present research** cases or studies on the subject from experts. The group of speakers is composed of academics from Iberoamerica and EU in order to articulate the different perspectives of the subject. **The objective is to contribute to the dissemination of knowledge and the approach of research proposals between different countries** in such a way that the event becomes a platform to generate joint research projects, based on the thematic of creative industries.

There will be four **academic spaces distributed** as follows:

1. Keynotes (opening and closing)
2. Thematic Round Tables (with communication of papers proposed)
3. Presentation of books and magazines
4. Round tables with proposals for future projects

In this second edition, the chosen venue is the city of Orihuela, a privileged location with historic depth value and rich heritage, which will allow attendees to enjoy a beautiful Mediterranean city with a variety of attractions for the visitor. The Conference will be held at the Faculty of Social and Legal Sciences of Orihuela of Miguel Hernández University, located in the center of the city and equipped with all the necessary facilities for being a magnificent meeting place for researchers.



Topics covered:

- Digital transformation in the cultural and creative industries.
- Cultural consumer.
- Management strategies in the cultural and creative industries.
- Audiovisual and software (cinema, video, radio, television, videogames, websites).
- Advertising (branding, communication, digital communication, marketing ...)
- Design (editorial, graphic, interactive, industrial, fashion, fashion marketing ...)
- Music (production, recording, live performance, etc.)
- Heritage and cultural tourism.
- Other cultural and creative industries: Literature, Fashion, Architecture, Footwear, Toys and Gastronomy.
- Social and legal aspects of cultural and creative industries: sustainability and development.

Protocol for sending papers

Three types of communications are possible: papers, working papers and posters. Authors are requested to submit Extended Abstracts through this form: <http://bit.do/submission-CIGC19>, following this template: [English](#) / [Spanish](#). Accepted formats are PDF and MS Word. Documents submitted must have an extension of 750-1100 words plus bibliographical references.

Abstracts will be evaluated, accepted or rejected by the Scientific Committee. The organization will contact the main author by email to communicate the acceptance status of the paper before September 6th, 2019. Accepted submissions may opt for a **face-to-face presentation at the congress** or by **sending a video of the presentation**. In the case of opting for the video, the url must be sent before October 15th, 2019 to this email: cigconference2019@gmail.com

Extended abstracts will be published in a book of proceedings with ISBN. A selection of best papers may opt for publication in the *Journal of Cultural and Creative Industries*. Full text will be required for that purpose.

Further information can be found at <https://creativeindustriessglobalconference.es/> .

Important Dates

- Deadline for sending extended abstracts: 22nd July
- Notification to authors of accepted papers: 6th September
- Early registration deadline with reduced fee: 23th September
- Celebration of Creative Industries Global Conference 2019: 24th-25th October.