

**Global Advances in Business Communications (GABC)**  
**5<sup>th</sup> Annual Tricontinental Conference**  
**29-31 May 2013, University of Antwerp, Belgium**  
[www.ua.ac.be/GABC2013](http://www.ua.ac.be/GABC2013)

**Second Circular**

GABC is an initiative supported by three partner universities: [Eastern Michigan University](#), [Universiti Teknologi Malaysia](#) and the [University of Antwerp](#). The GABC Conference brings together academics and practitioners interested in communicative practices in business and organizational settings. Contributions in languages other than English will also be considered.

**Keynote Speakers:**

[Prof. Marinel Gerritsen](#) (Radboud University Nijmegen)  
[Prof. Leena Louhiala-Salminen](#) (Aalto University, Helsinki)  
[Prof. Paul Matthyssens](#) (University of Antwerp)  
[Dr Thierry Fontenelle](#) (Translation Centre for the Bodies of the European Union)

**Call for Papers. Deadline: 24 January 2013. Notification: 15 February 2013**

We invite abstract submissions (max. 500 words) for paper and poster presentations on any aspect of business communication. Each paper presentation should be no longer than 20 minutes (+ time for questions). Traditionally, GABC encourages contributions in the following strands: International and cross-cultural business communication and negotiations; Global aspects of integrated marketing communications (IMC); Communication aspects of international law and global business ethics; Languages and business communication; E-semantics. However, papers in any other area of business communication will also be considered.

GABC2013 will host a series of panels. If you would like your paper to be considered for one of the panel sessions please include the panel's short title in your abstract. Further information on each panel can be found [here](#).

- Panel A: Marketing hispánico (in Spanish)
- Panel B: Video in business communication
- Panel C: Communicating CSR
- Panel D: Interpretive research in management studies
- Panel E: Nouvelles méthodes L2 en didactique du français des affaires (in French)
- Panel F: Teaching International Business Culture
- Panel G: Droit des contrats et lisibilité (in French)
- Panel H: LESCANT and language-based communication zones

**Poster Session:** We also envisage a poster session in which Masters or PhD students are encouraged to present some of their findings. Please indicate clearly that your submission is for a poster session. Deadline: 24 January 2013.

**Registration:** The conference will be open for registration from 15 February 2013. Early bird (until 15 April) = € 205; thereafter = €245.

Full papers submitted to the scientific committee by 15 May 2013 will be considered for the Best Paper Award, the result of which will be announced during the conference.

**ALL submissions (including panels) and queries should be addressed to:** [GABC2013@ua.ac.be](mailto:GABC2013@ua.ac.be)

**For more information, please consult the conference website:** [www.ua.ac.be/GABC2013](http://www.ua.ac.be/GABC2013)