

APRC2019

**UUM ASEAN UNIVERSITY CONFERENCE ON
PUBLIC RELATIONS AND COMMUNICATION**

*"Facing The IR 4.0 Challenges: Creating Innovative Leaders,
Communication Experts And Professional Thinkers"*

CALL FOR ABSTRACT

AIM OF THE CONFERENCES

- Provide dialogues, presentation and open sessions between students of higher education institutions in the Asean region.
- Build cooperation and close relationships among students of Public Relations and Communication in Asean with the **"Facing The IR 4.0 Challenges: Creating Innovative Leaders Communication Experts and Professional Thinkers"** in the Asean region.
- Provide a platform for students in Malaysia and other Asean countries to discuss and share their knowledge concerning the development in the field of public relations and communication.
- Building relationship between the positive culture among students at institutions of higher learning in Malaysia as well as students in the Asean region.
- Create a vision of peace, harmony and cooperation among higher education institutions in the Asean region.

AREAS OF INTEREST

- | | |
|-------------------------------|--|
| • Public Relations | • New Media |
| • Marketing Communication | • Organisational Communication |
| • Corporate Communication | • Communication for Social Change |
| • Intercultural Communication | • Any issues related to Public Relations and Communication |
| • Health Communication | |
| • Political Communication | |
| • Business Communication | |

IMPORTANT DATES

**Abstract Submission
Deadline**

10-15 March 2019

SUBMISSION GUIDELINES

- The abstract must be original and have not been previously accepted in any journal or under consideration for publication elsewhere.
- All abstract must conform to APRC standard– single-column format set in MS Word Template (Template can be downloaded from APRC2019 website)
- The abstract must be written in English with a maximum of 300 words.

CONFERENCE FEES

Local participants
MYR 400

International Participants
USD 100

Student of UUM
MYR 200