



TERMS OF REFERENCE

THE 3RD INTERNATIONAL MEDIA CONFERENCE

Global Innovation and Opportunity in Digital Interaction for Communication & Industries

Background:

Along with COVID-19, a global and major shift happened in different aspect of society. The way education works, business, religions, governments and even culture shift. The world is more inter-connected than ever. Digital platforms change the economics of doing business across borders, bringing down the cost of international interactions and transactions.

They create markets and user communities with global scale, providing businesses (SMEs and Corporation) with a huge base of potential customers and effective ways to reach them. Individuals are participating in globalization directly, using digital platforms to learn, find work, showcase their talent, and build personal networks.

Countries cannot afford to shut themselves off from global flows, as everyone must adapt in order to take control of the flows. Those opportunities will favor locations that build the infrastructure, institutions, and business environments that their companies and citizens need to participate fully. However, when a country cannot take the lead of the control, the threat of global disruption and destruction of society will be inevitable.

Thus, this international conference would invite experts and academias as well as practitioners from multidisciplinary background to discuss the development of the new era of digital globalization & interaction for communication studies and industries, to hopefully this conference will create a foundation of sustainable development for the future.

Objective:

1. To provide a forum of discussion for experts, academias, researchers, as well as practitioners and students in multidisciplinary platforms who interested in Global Innovation & Opportunity in Digital Era.
2. To push the boundaries of knowledge within the research of Global Innovation & Opportunity in Digital Era.



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3. To form a scientific community under the research interest of Global Innovation & Opportunity in Digital Era.
 4. To provide a platform between scholars and practitioners to further and future collaboration as well as to provide suggestion for government local policy.

Sub Themes:

1. Digital Marketing
2. Digital Public Relations
3. Communication Organization in Digital Interaction
4. Culture Interaction in Digital Media
5. Society & Digital Technology Interaction
6. Consumer Culture in Digital Era
7. Entrepreneurship in Digital Era
8. Health Communication in Digital Industry
9. Gender and Minority in Digital Industry
10. Tourism and Hospitality in Global Innovation
11. Digital Labour Opportunity & Threat
12. Global Government Interaction & Policy in Digital Era
13. Family Communication in Digital Era

Keynote Speaker:

1. Adam Brandt, Ph.D, [Newcastle University, UK]
2. Jashan Gupta, M.Sc, [Maryland University, USA]
3. Syifa Syarifah Alamiyah [UPN Veteran Jawa Timur, Indonesia]
4. Christy [Director of Supernova, Singapore]



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Target Audiences and Participants:

This conference will be attended by **more than 150 participants** online from different backgrounds.

1. Multidisciplinary scholars, academias, and researchers
2. Creative industry practitioners
3. Undergraduate & Post-Graduate Students
4. Local Governments

Date and Venue: ^{1}_{SEP}

Date : 13 - 14 October 2021

Time : 08.00 – 21.00 GMT+7: ^{1}_{SEP}

Venue : Hybrid Conference

DoubleTree by Hilton, Surabaya Indonesia

Steering Committee

Head of Communication Science Dept : Dr. Yuli Candrasari

Conference Chair : Ade Kusuma., M.Med.Kom

Vice Chair : Oktifani Winarti, M.A

Secretariat Committee : Hanna Nur Haqiqi, M.A

Programme Committee : Syifa Syarifah Alamiyah, M.Commun

Heidy Arviani, M.A

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Pusat Studi Komunikasi Digital

Communication Science Department

Faculty of Social and Political Sciences, UPN "Veteran" Jawa Timur



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IT & Website : Irwan Dwi Arianto, M.I.Kom

Paper Publications / Reviewer : Dr. Catur Suratnoaji

Dr. Zainal Abidin Achmad

Aulia Rahmawati, Ph.D

Adam Brandt, Ph.D

Jashan Gupta, M.Sc

Website

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POSTER

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Program Kompetisi Kampus Merdeka

PUSAT STUDI KOMUNIKASI DIGITAL

KOMUNIKASI

GLOBAL INNOVATION AND OPPORTUNITY IN DIGITAL INTERACTION FOR COMMUNICATION & INDUSTRIES



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HUMAN COMPUTER INTERACTION
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CHRISTY
ACCOUNT DIRECTOR
SUPERNOVA,
BUSINESS AND MARKETING CONSULTING
SINGAPORE

SURABAYA, OCT 13 - 14, 2021

WE WELCOME PAPERS SUBMISSION UNDER THE THEME OF GLOBAL INNOVATION AND OPPORTUNITY IN DIGITAL ERA FOR COMMUNICATION & INDUSTRIES ENTANGLEMENTS WITH:

DIGITAL MARKETING	ENTREPRENEURSHIP IN DIGITAL ERA
DIGITAL PUBLIC RELATIONS	HEALTH COMMUNICATION
COMMUNICATION ORGANIZATION IN DIGITAL INTERACTION	FAMILY COMMUNICATION
CULTURE INTERACTION IN DIGITAL MEDIA	GENDER AND MINORITY IN DIGITAL INDUSTRY
SOCIETY & DIGITAL TECHNOLOGY INTERACTION	TOURISM AND HOSPITALITY IN GLOBAL INNOVATION
CONSUMER CULTURE IN DIGITAL ERA	DIGITAL LABOUR OPPORTUNITY & THREAT
	GLOBAL GOVERNMENT INTERACTION & POLICY IN DIGITAL ERA

IDR 500.000 / PRESENTER
CERTIFICATE, SEMINAR KIT, COFFEE BREAK, LUNCH

SELECTED PAPERS WILL BE PUBLISHED IN :
SCOPUS INDEXED JOURNAL
WOS CONFERENCE PROCEEDING
NATIONAL JOURNAL ACCREDITATION (SINTA)
with additional publication fee

VENUE
HYBRID CONFERENCE
DoubleTree by Hilton Surabaya

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