



---

## Call for Papers

### **International conference on: New Media: Interactions and Transactions 23-24 November, 2017**

**Laboratoire d'Etudes et de Recherches sur l'Interculturel (LERIC/URAC 57)**  
Faculty of Letters and Humanities, El Jadida, Morocco

**Laboratoire d'Études et de Recherches en Sciences Économiques et de Management  
(LERSEM)**  
National School of Commerce and Management, El Jadida  
Chouaib Doukkali University, Morocco

New media, communication and information technologies are nowadays powerful tools for trade and exchanges. They transformed the modes of information as well as the forms of production and consumption in all areas. Indeed, blogs, search engines, online newspapers, social networks, and digital contents in general are all “forms of communication tools that have quickly changed the ways in which public relations is practiced, becoming an integral part of corporate communications for many companies” (Matthews, 2010). Hence, this increased the need to tackle the intercultural impact and implications of these new forms of communication in the global business.

In fact, the rise of new media has impacted the behavior of users who have shifted from being mere consumers to producers of digital content. This has not only increased the variety of content produced, but it has also promoted intercultural dialogue between different cultural groups. Additionally, new media users have contributed to changing business models, value chains and distribution systems. Thus, we have witnessed the “increase of the value of communication in the so called “economy of attention”” (Dennis 2015).

Furthermore, the virtual world, with its characteristics of content abundance, diversity and immediacy, has facilitated economic transactions and negotiations. Content digitization and convergence of information tools have transformed new media into a platform for plural, creative and interactive exchanges, which requires a multidimensional approach.

---

The objective of this conference is to tackle new media contents and the exchanges produced. The conference also aims at analyzing the impact of this new media landscape on intercultural communication and on the economic processes. The conference will, thus, focus on the following areas:

**Cultural Diversity: New Media and Contexts**

Languages and social media  
New media, freedom of religion, culture shock  
Literary and artistic productions in the digital era

**New Media and Power: Intercultural Issues**

New media and its impact on promoting human rights  
New media, power and gender  
New media and the power of minorities  
New media and globalized information

**New Media, Management and Economy**

Economic and cultural globalization  
New media and human resource management  
New media and marketing  
New media and new financing modalities (e.g. crowdfunding, online banking, etc.)  
Challenges of logistics management  
Information and communication systems

The list is not exhaustive.

**Guidelines for Submissions:**

Abstract proposals should consist of a title, full name, institutional affiliation, email, phone number. The abstract should not exceed 300 words in length including 5 key words. A short biography should be included; it should not exceed 6 lines.

Kindly submit your abstract via the online submission:

<https://newmedia.sciencesconf.org/>

AND via email: [new.media.ucd.2017@gmail.com](mailto:new.media.ucd.2017@gmail.com)

You will receive confirmation that your abstract has been received, indicating the abstract number which it has been allocated. Please refer to this abstract number in all correspondence regarding the abstract.

### Important Dates:

Abstract submission deadline:	30 April	2017
Notification of Acceptance:	31 May	2017
Full paper submission:	15 October	2017
Conference:	23-24 November	2017

### Registration Fee:

	Normal registration	Late registration
	Till 15 July 2017	Till 30 September 2017
<b>Academics</b>	<b>80 Euro</b>	<b>120 Euro</b>
<b>Doctoral students</b>	<b>50 Euro</b>	<b>75 Euro</b>

The conference registration fee will cover access to all sessions, 2 lunches, coffee breaks, the cost of photocopying and transportation from/to the university. The fee will also cover the publications of the selected articles.

We will provide you with payment methods shortly.

**Conference working languages:** French, English, Spanish

### Organizing Committee

LERIC members, Faculty of Letters and Human Sciences, Chouaib Doukkali  
University, El Jadida, Morocco

LERSEM members, National School of Commerce and Management, Chouaib Doukkali  
University, El Jadida Morocco

### Contact email:

Pr. Karima BOUZIANE :

[new.media.ucd.2017@gmail.com](mailto:new.media.ucd.2017@gmail.com)

**Conference website:** <https://newmedia.sciencesconf.org/>

## Scientific Committee

**Ammous Abdelfettah** (Université de Sfax, Tunisie, Tunisie), **Amrouche Mohammed** (Universidad Hassan II- Casablanca, Marruecos), **Bacha Jacqueline** (Université de Jendouba, Tunisie), **Bajoméé Danielle** (Université de Liège, Belgique), **Ben Abid Zarrouk Sondess** (Université Haute Alsace, France), **Boussedra Faouzi** (Université Chouaib Doukkali, El Jadida, Maroc), **Bouylmani Ahmadou** (Chouaib Doukkali University, El Jadida, Morocco), **Bouziane Karima** (Chouaib Doukkali University, El Jadida, Morocco), **Bucarruman Abdallah** (Universidad Hassan II- Casablanca, Marruecos), **Chaudat Pierre** (Université d’Auvergne, Clermont-Ferrand, France), **Diouny Samir** (Chouaib Doukkali University, El Jadida, Morocco), **El Hassani Asma** (Chouaib Doukkali University, El Jadida, Morocco), **El Koraichi Mustapha** (Université Chouaib Doukkali, El Jadida, Maroc), **Erguig Reddad** (Chouaib Doukkali University, El Jadida, Morocco), **Fauré Bertrand** (Université de Toulouse III, France), **Fenwick Helen** (Durham University, United Kingdom), **Ferro Soto Carlos** (Université de Vigo, Espagne), Goodale Mark (Lausanne University, Switzerland), **Havelange Carl** (Université de Liège. Belgique), **Hilal Rachid** (Université Chouaib Doukkali, El Jadida, Maroc), **Ibn El Farouk Abdelahamid** (Université Hassan II, Casablanca, Maroc), **Kadi Latifa** (Université Badji Mokhtar d'Annaba, Algérie), **Kasbaoui Tarik** (Université Chouaib Doukkali, El Jadida, Maroc), **Khalla Said** (Université de Caen Basse-Normandie, France), **Koubaa Salah** (Université Hassan II, Casablanca, Maroc), **Lagarde Vincent** (Université de Limoges, France), **Maarouf Mohamed** (Chouaib Doukkali University, El Jadida, Morocco), **Mabrouf Abdelouahed** (Université Chouaib Doukkali, El jadida, Maroc), **Marturano Antonio** (Rome Tor Vergata University, Italy), **Melvin Ess Charles** (Oslo University, Norway), **Mgharfaoui Khalil** (Université Chouaib Doukkali, El jadida, Maroc), **Nejjar Najlae** (Université Chouaib Doukkali, El jadida, Maroc), **Ocampo Villegas, María Cristina** (Universidad de La Sabana, Colombia), **Oulfarsi Salah** (Université Chouaib Doukkali, El Jadida, Maroc ), **Pesqueux Yvon** (CNAM, Paris, France), **Pilar López García, María** (Universidad de Granada, España), **Pothier Béatrice** (UCO, Angers, France), **Pujol Berché, Mercè** (Universidad Paris Oeste Nanterre La Defense, Francia), **Retberg Scott** (Bergen University, Norway), **Sabil Abdelkader** (Chouaib Doukkali University, El Jadida, Morocco), **Sahib Eddine Abdelhak** ( Université Chouaib Doukkali, El Jadida, Maroc), **Sbai Hicham** (Université Chouaib Doukkali, El Jadida, Maroc), **Sergio Moreno, Gil** (Universidad de Las Palmas de Gran Canaria, España), **Sierra Sánchez, Javier** (Universidad Complutense, Madrid, España), **Soriano Ayala, Encarnación** (Universidad de Almería, España), **Temnati Lamya** (Université Chouaib Doukkali, El Jadida, Maroc), **Urien Bertrand** (Université de Bretagne Occidentale, Brest, France), **Vicente Lozano, José** (Universidad de Rouen, Francia), **Yeou Mohamed** (Chouaib Doukkali University, El Jadida, Morocco).