

# LSP-GABC INTERNATIONAL CONFERENCE 2018

25-27 June, 2018

Le Grandeur Palm Resort

Johor, Malaysia

11th Language for Specific Purposes International Conference

10th Global Advances in Business Communication Conference

Empowering Future Talents through Language and Communication

## FINAL CALL FOR PAPERS & PARTICIPATION

**Presentation Languages:** English, B. Melayu.

**Presentation Formats:**

Parallel papers, Workshops,  
Poster presentations, Virtual presentations,  
Postgraduate student research presentations.

**Outstanding Papers / Best poster awards:**

Three (3) papers and one (1) poster will be selected for  
the Outstanding Paper and Best Poster awards

### Keynote Speakers



**Professor**  
Dr. Biljana Scott



**Assoc. Professor**  
Dr. Yunxia Zhu



**Professor**  
Dr. Barry O'Sullivan



**Professor**  
Dr. Masputeriah Hamzah

### Plenary Speakers

### Registration Fees

- Presenter / Participant: Local: RM 450 / International: USD 150
- For more information, registration and/or abstract submission, please visit our website at <https://seminar.utmspace.edu.my/lspgabc2018>

**Full paper submissions will be published in our conference proceedings and/or selected journals**

**Registration/Abstract submission**  
[seminar.utmspace.edu.my/lspgabc2018](https://seminar.utmspace.edu.my/lspgabc2018)

### Further Inquiries

E-mail : [lspgabc2018@gmail.com](mailto:lspgabc2018@gmail.com)

Phone : +6013 703 3595

**NEW DATE**

### Important Dates:

- Abstract Submission: 31st March 2018
- Notification of Acceptance: 15th April 2018
- Registration Deadline: 31st May 2018

Organised



Language  
Academy

GABC Partners



# LSP-GABC 2018

**11th Language for Specific Purposes International Conference**  
**10th Global Advances in Business Communication Conference**

## **STRANDS**

**Language Teaching and Learning:** LSP, ESP, EAP, EOP, CMC, CALL, Teaching Methodology, Materials Design and Adaptation, Curriculum and Syllabus Design, Testing and Evaluation, Adult Learning, 21st Century Learning, Distance Learning.

**Communication / Business Communication:** International Managerial Communication, Global Integrated Marketing Communication (IMC), Cross-cultural Communication, Global Communication Strategies, Sustainability and Business Ethics, Languages for Institutions, E-semantics, Communication Issues in Entrepreneurship, Innovation Management, Innovative Pedagogy, Intercultural / Interpersonal Communication, Nonverbal Communication, Organizational Communication, Paradigm shift in Communication.

**Discourse Studies:** Discourse and Genre Studies, Corpus Studies, Interactional Sociolinguistics, Text and Talk, Semiotics, Critical Discourse Analysis, Pragmatics, Rhetoric.



Language Academy of Universiti Teknologi Malaysia (UTM) is calling on academics, educators, language practitioners and professionals, teachers and teacher trainers, undergraduates and post graduates, government agencies, corporate bodies, and non-governmental organizations to submit abstract for paper presentations for its 11th Language for Specific Purposes (LSP) International Conference and 10th Global Advances in Business Communication (GABC) Tricontinental Conference.

LSP-GABC 2018 is a conference that serves as a platform for the discussion of research findings and dissemination of information on research trends, usage, and teaching and learning of language for specific purposes and business communication. The medium used, be it English or any other languages would be the key that opens and stimulates the minds of the participants and presenters of the conference. The gathering would enable attendees to be stimulated to write, research, and discuss with others from all over the world who are interested in the fields of language for specific purposes and business communication. It would also provide a platform for attendees to exchange their ideas, research findings, and share experience and expertise within these two fields.

Previous LSP-GABC conferences have also helped to equip students and individuals working in the public and private sectors with various views and perceptions on the linguistic and communicative competency required to cater to professional demands. As a continuation of such an effort, LSP-GABC 2018 aims to further strengthen the human resource potential and expertise in the fields of language and business communication, both locally and globally.

The 2 ½-day conference is to be held from 25-27 June, 2018. We aim to bring together expertise and practitioners in academia, industry and government sector to share and present their latest findings in LSP-GABC that are related to the conference theme: "Empowering Future Talents through Language and Communication". Hoping to maintain the conference as one of the most prestigious events in the region, we therefore invite individuals and organizations to participate in the LSP-GABC 2018.

Submission of abstracts is now extended to 31st March 2018.

