

# MCS D – 2016



## MCS D 2016

International Conference  
on  
*Media & Communication in  
Sustainable Development*

New Delhi, India

October 24-25, 2016

[www.serd.org.in/mcsd2016](http://www.serd.org.in/mcsd2016)

*Organised By*

**Army Institute of Management & Technology, Greater Noida**

**ACMC India Chapter, India**

**Society for Education and Research Development, India**

*In Association with*

**Indian Institute of Management, Kashipur, India**

**Uppsala University, Sweden**

**Guru Jambheshwar University of Science & Technology, India**

**Visva-Bharati, Shantiniketan, India**



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## *Introduction*

Media is an important stakeholder in regard to societies reaching the goals of sustainable development – both as a contributor and a beneficiary. Media and communication have a relevant role in many aspects of development, ranging from governance through inclusive growth, empowerment, peace and youth involvement. The monopoly of traditional media is gradually being eroded as new media offers speedy, multiple and innovative ways in which companies can better engage with other stakeholders. It is therefore pertinent to take a look at the ways in which societal communication is being reshaped by this evolving communications landscape.

Keeping in mind the requirements of business as well as educational institutions, Army Institute of Management & Technology proudly announces International Conference on “**Media and Communication in Sustainable Development (MCSD-2016)**” in association with ACMC India Chapter, Society for Education and Research Development, Indian Institute of Management, Kashipur, Uppsala University, Sweden, Visva-Bharati, Shantiniketan.

Army Institute of Management & Technology (AIMT), Greater Noida was established by Army Welfare Education Society (AWES) in Aug 2004 to cater for the increasing need of professional education for the wards and widows of Army personnel. Army Institute of Management Technology has been ranked 35 in the latest National Institutional ranking by the Ministry of Human Resource & Development, Government of India

A NAAC Accredited; ISO 9001: 2008 Certified Institute, AIMT is affiliated to Guru Gobind Singh Indraprastha University, Delhi which has awarded ‘A’ Grade status to the Institute. Equipped with all modern learning tools/facilities, the Institute aims to provide top class management and education to the students.

International Conference on Media & Communication in Sustainable Development will be an international event with interactions from across the globe on theories, policies, practices and developments in the field of media and communication and sustainable development. The event will be a coming together of international academics, prominent practitioners and innovators in different domains of information systems, communication studies, politics, traditional and new media and their related practices.

Attendees will interact with a variety of industry experts, leading researchers, grass-root level communication workers, development organizations and prominent academics in the field. The conference will combine two days of discussions, demos, plenary, paper, poster and panel sessions. There will be a learning opportunity for young as well as senior delegates. The conference will be, apart from academics equally significant to business leaders, policy makers, communication practitioners and social marketing strategists. The conference will be a significant opportunity to practitioners to have a closer understanding of the academic field as well as the policy sector and market needs. We thus invite participation from a diverse field including (but not limited to):

- Industry Leaders and Policy Makers
- Civil Society Organisations
- Grass-root community initiative implementers
- Media Houses
- Independent Practitioners
- Consultants
- Developers
- Academicians
- Researchers
- Students
- Tools and Service Providers

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## *Objectives*

Sustainability and development are constantly evolving and contested concepts, based on a global will to improve people's quality of life, including that of future generations, by reconciling economic growth, social development and environmental protection among other things. However, improving the quality of life takes on different courses from one continent to another, from one region to another, one country to the next and most importantly one community context to another. No single region, government, institution or individual, however, can attain this alone because the scope of the challenges and the initiatives needed to overcome these requires a global, collective, as well as individual commitment. Achieving the goals of sustainable development thus requires widespread community education, strong grass-root participatory communications well as a responsible media, committed to encourage an informed and active citizenry. Correspondingly media, in all its forms, has a prominent role to play along with people's own communication in changing the vistas of development. The proposed conference aims to delve into those aspects of media and communication which interact with human beings and their development in a sustainable manner.

## *Call for Papers*

Researchers and practitioners are welcome to submit complete manuscripts or proposal for poster presentations to the conference. The conference will include, but not be limited to four different domains:

- (a) Policy domain,
- (b) Societal and community domain,
- (c) Technological domain
- (d) Business domain.

The purpose is to assess contribution of communication and media in ensuring sustainable development over short and long term with variations of input.

Contribution on application scenarios, use cases, and best practices; research with an empirical focus as well as inter-disciplinary work of conceptualization are especially encouraged. Submissions may include, but are not limited to

- |   |   |
|---|---|
| 1. Communication Spectrum Analysis          | 10. Media Literacy and Media Education          |
| 2. Traditional Media                        | 11. Media Campaigns and Social Interventions    |
| 3. Print Media                              | 12. Media Development and Advocacy              |
| 4. Radio and Community Radio                | 13. Case Studies and Success Stories            |
| 5. Television                               | 14. Communication experiments                   |
| 6. Information and Communication Technology | 15. Communication and media strategy evaluation |
| 7. Mobile Communication                     | 16. Strategic communication for development     |
| 8. Social Media                             |   |
| 9. Journalism                               |   |

## *Type of Research Papers*

We welcome all types of papers such as, for example:

- **Literature Reviews:** Review of up to date and classical original work from different streams of communication and media in sustainable development
- **Experiments and quasi-experiments:** Results
- **Survey:** Findings on problems and scope of communication & media
- **Domain Studies:** In agriculture, health, sanitation, media policy, media literacy etc.
- **Methodological and theoretical developments:** Improving the qualities of studies in the field
- **Presentations and Evaluations:** of existing projects in the field

Length of the manuscripts may fall in any one of the following categories:

- Full Papers (5000 – 7000 words)
- Short Papers / Work in Progress (3000 – 5000 words)
- Poster Abstracts (Max 2 pages)
- Practitioner Presentation Abstract (1 page)

## *Paper Format*

All papers should use the standard APA style. All Submissions should be accompanied with a brief profile of the authors. The template for the authors profile can be downloaded from the conference website.

## *Important Dates*

|   |                     |
|---|---------------------|
| <b>Manuscripts Due</b>                                | <b>July 1, 2016</b> |
| Acceptance/ review note:                              | July 15, 2016       |
| Camera Ready Submissions                              | Aug 1, 2016         |
| Registration and poster proposal submission deadline: | Aug 15, 2016        |

## *Best Paper Award*

There will be three best paper awards in each of the Research and Practitioner Track of the conference. All presented submissions will be eligible for this competition and the decision will lie with the jury consisting of eminent experts of the area. Each of the best paper awards will carry a citation and a prize. The best paper awards will be announced in the valedictory session of the conference..

## *Publication*

Contributions will be selected based on peer review by the Program Committee consisting of reputed academics, well-known practitioners and subject experts. Contributions should contain a clear problem statement; an outline; methodology and consistent rigor. Accepted papers will be made available to all conference attendees in the form of conference proceedings. Thematic Edited book volumes as well as the special issues of reputed journals will come-out from the selected papers of the conference. Authors

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will be advised to submit their expanded manuscripts taking care of the comments and suggestions during the conference.

To submit a manuscript, please go to the Submission page at the conference website, or use the link <https://easychair.org/conferences/?conf=mcsd2016>. All submissions should be made via the easychair link.

## *Conference Chairs*

### **General Chairs**

**Dr Pawan Gupta,**

Director ,Army Institute of Management &  
Technology, Greater Noida

**Prof. BiplabLoho Choudhury**

Visva - Bharati, Santiniketan, India

**Prof. Somnath Ghosh**

Indian Institute of Management, Kashipur, India

### **Conference Conveners**

**Dr Sanjeev Tandon,**

Army Institute of Management & Technology,  
Greater Noida

**Dr Monika Jain**

Army Institute of Management & Technology,  
Greater Noida

### **Organising Committee Chairs**

**Prof. Kiran Prasad**

Sri Padmavati Mahila University, Tirupati, India

**Prof. K M Baharul Islam**

Indian Institute of Management, Kashipur, India

### **Programme Committee Chairs**

**Prof. Vikas Kumar**

Sharda University, Greater Noida, India

**Dr. Jakob Svensson**

Uppsala University, Uppsala, Sweden

### **Media and Publicity Chairs**

**Dr. Saurabh Mittal**

Asia-Pacific Institute of Management, India

**Dr. Ulrike Klinger**

University of Zurich, Switzerland

## *Conference Secretariat*

General queries related to the Conference, visa and logistics may be directed to:

**Mr. Prasann Pradhan**

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