

2009 CIBER Business Language Conference
Navigating the World of Business through Language and Culture
April 2-4, 2009
Marriott Country Club Plaza
Kansas City, MO
CALL FOR PAPERS

We welcome proposals addressing a broad set of topics relevant to business language professionals and the conference's overall theme: *Navigating the World of Business through Language and Culture*. We envision papers and panels that not only focus on issues of business language pedagogy, but also papers or panels that discuss economic and cultural issues specific to various world regions, translation studies, and the challenges of starting business language programs including those at the university level, and also at community colleges and high schools. In addition, the conference organizers welcome papers that reflect on professional development issues for business language teachers and future trends for this important segment of the profession.

Specifically, priority will be given to those submissions addressing the following:

Best practices in delivering beginning or advanced business language courses, either

Language specific, or more generally for any language

Considerations when starting a business language program specifically at the University, Community College, or High School level

Current social, cultural, economic and political trends and issues specific to a group of countries or a language group, e.g., EU, NAFTA, MERCOSUR, APEC, ECOWAS, and their interaction with other regions and language groups other than the US, i.e. China and Latin America, India and the EU, etc..

Comparing and contrasting cultural stereotypes in international business

Special Issues in teaching the less commonly taught languages for business applications

How to instill and nurture business-language teaching skills in our future educators:

Strategies for publishing business-language articles both inside and outside the traditional journals

Please limit paper proposals to 200 words, with the following information: name and institution, a one paragraph bio, the title of the paper, the language or languages of focus for the presentation, and the goals of the presentation. For those interested in proposing an entire panel or workshop session, please provide name and institutional affiliation of

the chair and each participant, and describe the purpose of the session and its target audience .

The DEADLINE for receipt of submissions is November 17, 2008. **Those whose proposals are accepted will be notified by January 15, 2009.**

Proposal should be emailed to:

ciber@ku.edu

If you prefer to send a hard copy, please mail to:

Jimmy D, Morrison
Conference Chair
KU CIBER-Center for International Business Education & Research
University of Kansas
Summerfield Hall
1300 Sunnyside Avenue, Room 351
Lawrence, KS 66045

A confirmation of your submission will be emailed to you. If you submit by hard copy instead of email, please provide your email address so we can confirm receipt of your materials. If you do not receive a confirmation, please contact Rebecca Murphy at ciber@ku.edu or 785-864-7879.