

# STARKI calls for Papers

## An Overview

The Tarakanita School of Communication and Secretarial Studies is basically a girl educational institution committed to the empowerment of young women through vocational and academic trainings. In celebrating our golden (50<sup>th</sup>) anniversary this year, we are hosting a variety of academic and non-academic events. Our academic calendar includes international conference held in our Thamrin City conference room, Central Jakarta. As we are celebrating a half century of our existence in an era characterized by new developments in vocational educations, advancement of Information and Communication Technology, and global environmental issues, the conference will provide a room for exchange of ideas concerning topics relevant to the gender educations, vocational trainings, Information Communication Technology, and global environment. We do hope to welcome international institutions and academic communities to submit their papers (when) at the latest.

## Name of Conference

It is our Second International Conference on Business and Communication (ICBC) 2018. The theme is *“Preparing for administrative and communicative professionals to meet the challenges of digital business communication transformation”*

## Conference Clusters

There are themes and sub-themes you may be interested in:

### ❖ Gender and Education:

1. Asian Higher Education Integration
2. Accreditation Standards for Asia-Pacific Communication Schools
3. Technology in Education
4. Vocational Education
5. Innovation in Education
6. The Change of Education

### ❖ Vocational Trainings

7. The Challenge of Today’s Higher Education Institutions
8. Diversity and the Five Principles (Pancasila)
9. Gender and Leadership
10. Gender and Media
11. Gender and marginalization of women
12. Gender and education

### ❖ Communication and Culture:

13. Asian (Indigenous) Communication Theories, Paradigms, and Models
14. Health Communication
15. Gender and Communication
16. Cultural Traditions and Communication Theory

- 17. Intercultural Dialogue for Tolerance, Harmony, and Peace
- ❖ Information and Communication Technology (ICT):
  - 18. The effect of technology
  - 19. Communication Technology
  - 20. Mobile networked communities
  - 21. Information technology for education purposes
  - 22. Social media and behavior
  - 23. Cyber crime
  - 24. E-learning
  - 25. Marketing Communication
  - 26. Public Relations
  - 27. Strategic Planning
  - 28. Media and Revolution
  - 29. Communication and Social Media
- ❖ Environment:
  - 30. Role of communication for environment
  - 31. Environment Communication
  - 32. Environment Conservation
- ❖ Global Issues:
  - 33. Corporate Communication in globalization
  - 34. Global leadership
  - 35. Global marketing strategies
  - 36. Vocational higher education in global world
- ❖ Marketing Communication:
  - 37. Digital marketing
  - 38. Marketing Public Relation

## **Schedule of Submissions**

Abstract and full papers should be submitted via email to [ICBC2018@starki.id](mailto:ICBC2018@starki.id) before May 31, 2018.

Format for abstracts

Indicate your proposed conference cluster and specific stream in the subject line of your email.

Email should include:

- ✓ paper title
- ✓ abstract should not be more than 300 words.
- ✓ author's name, position, and institution
- ✓ email address
- ✓ short biography of the author ±100 words (separated from the abstract)

Criteria for Abstract Review:

- ✓ Relevance of the conference theme
- ✓ Originality and innovativeness of the topic
- ✓ Solid research design and methodology

Format for full papers

- ✓ The papers should be of 8-15 pages in length (see paper format)
- ✓ Should be written in English
- ✓ The font is Times New Romans with 10 pts.

Criteria for Review of full papers:

- ✓ Extensive and appropriate literature review
- ✓ Logical organization of papers
- ✓ Text citations and the reference in APA style
- ✓ In-depth and evidence-based analysis and conclusions
- ✓ The text should be typed with Microsoft Word and be in plain text and not formatting (see paper template)
- ✓ The document should not have any password protection
- ✓ Do not put your own page numbers on the manuscript
- ✓ Full papers should be submitted to [ICBC2018@starki.id](mailto:ICBC2018@starki.id) before June 30, 2018.

**Conference fee (in IDR)**

No	Registration fee	Early Birth	Normal
		Before June 30 <sup>th</sup>	After July 1 <sup>st</sup>
1	All foreign participants	Rp 2,700,000	Rp 3,000,000
2	Indonesian participants	Rp 1,250,000	Rp 1,500,000
3	Attendees (without paper presentation)		Rp 250,000
4	Printed proceedings (prior order)		Rp 300,000

**Registration Fee Includes:**

- Conference Bag
- Certificate of Presentation
- Lunch and Coffee Break
- Conference Program & Proceeding soft copy
- Access to all sessions

Note:

Those who need printed proceeding should order in advance by email to [ICBC2018@starki.id](mailto:ICBC2018@starki.id).  
The price is IDR 300,000.

## Terms of Payment

Payment should be transferred to :  
Name of bank : Mandiri Bank  
Branch : KCP Jakarta Kalimalang  
Account number : 006-00-0123471-9  
Name : Yayasan Pendidikan Tinggi Tarakanita  
Switch code : BMRIIDJA (for transfer from overseas)

Please take note that the deadline of conference payment will be on or before July 20, 2018. This will give us enough time to make the necessary preparations for the venue, and all other pre-conference arrangements. Kindly send to my email address the scanned copy of your receipt upon payment.

If you have any questions or concerns, please contact us as soon as possible at [agusrusntanta@gmail.com](mailto:agusrusntanta@gmail.com) or [ICBC2018@starki.id](mailto:ICBC2018@starki.id). Contact person via mobile phone at 0815 86034402 (whatsapp).

## Privacy Policy and Refund Policy

### Privacy Policy

The ICBC will protect your personal information. Your personal information received will only be used to fill your order. We will not sell or redistribute your information to anyone.

### Refund Policy

The registration fee received by ICBC is not refundable. If you have mistakenly paid more than required, we will refund the extra amount paid within 30 days. The transaction charges will be deducted while giving refund.

Note:

Please clearly mention the name of author and paper title on payment invoice and email the scanned copy of payment receipt to [ICBC2018@starki.id](mailto:ICBC2018@starki.id).

By submitting your paper, you agree, that if your paper gets selected you will register and present the paper. All co-authors attending and/or presenting at the conference must register too.

## Important dates

- ✓ Abstract submission deadline, May 31<sup>th</sup>
- ✓ Notification of abstract Acceptance, June 5<sup>th</sup>
- ✓ Full paper submission deadline ,June 30<sup>th</sup>
- ✓ Notification of paper acceptance, July 5<sup>th</sup>
- ✓ Payment deadline, July 20<sup>th</sup>
- ✓ Paper presentation July 28<sup>th</sup>

## **Criteria for Review**

### ***Abstracts***

Criteria used to judge abstracts will include, but not restricted to the following:

- Topic
- Theoretical Orientation
- Research Design
- Results
- Quality of writing and organization of the paper
- Indications of potential contributions of the study to communication research in Asia

### ***Full paper***

Criteria used to judge full papers will include, but not restricted to the following:

- Purpose of the paper
- Organization of the paper
- Literature Review
- Research Methodology
- Relevance of paper to the conference
- Quality of writing
- Evidences and conclusions relating to the purpose of the paper with the evidence supporting the conclusions

## **Paper Acceptance**

Acceptance decisions related to the submitted papers will be based on both: closed, double-blind reviews and open, non-blind reviews. Consequently:

1. Abstracts and draft papers submitted to ICBC 2018 will be sent to, at least, two reviewers for its respective double-blind reviews; and
2. The abstracts/papers will also be submitted to reviewers nominated by their respective authors for its non-blind review. The author(s) of each submitted extended abstract should nominate at least one reviewer.

Acceptance of a submitted paper will be based on both kinds of reviewing. The selection of the best 25%-30% papers, will also be done based on both kinds of reviewing.

Final versions of all accepted papers, extended abstracts, and short abstracts that have at least one of their authors with a confirmed registration status in the conference will be included in both versions of the conference proceedings (hard copy and CD).

## **Converence Venue**

The converence will held at:

Thamrin City Campus

Community Center 6<sup>th</sup> floor

Jln. Thamrin Boulevard Central Jakarta

*Our address is just 300 meters from Hotel Indonesia (HI) roundabout.*

# Paper Template

## TITLE OF PAPER

*[Times New Roman 14, bold, centered]*

**Author1<sup>1</sup>, Author2<sup>2</sup>, Author3<sup>3</sup>**

*[Times New Roman 10, bold, centered]*

Author Affiliation, Author Affiliation, Author Affiliation  
<sup>1</sup>e-mail of Author 1, e-mail of Author 2, e-mail of Author 3  
*[Times New Roman 10, centered]*

### Abstract

These instructions give you basic guidelines for preparing papers for ICBC2018. Use the same font and size given in this template for each section. Abstracts should be written in one column format and not exceed 300 words. *[Times New Roman 10]*

**Keywords:** should be written with lowercase letters except abbreviations, each separated by a comma, can be used as clues in searching, and consist of 10 words in maximum. *[Times New Roman 10]*

### Content

Content should consist of introduction (background and formulation of problems), method, results, discussion, conclusion, acknowledgement, and references. The detail of the content is presented in the following passage. Use Times New Roman 10 to the rest of the article.

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#### 1. Introduction

Manuscript paper is single-spaced, written in two column format, on standard A4-sized paper (21 cm x 29.7 cm) with a maximum of 8 pages. Use 30 mm top and left margin, 20 mm bottom and right margin, and 15 mm for the header and footer. Font is Times New Romans 10. **Please do not place any page numbers, headers and footers.**

Chapter titles, except the Introduction, Conclusions, and Future Works, should explicitly declare the contents. However, it is not necessary to be explicitly expressed as a Basic Theory, Design, and so forth.

Left- and -right justify your columns. Use tables and figures to adjust column length. On the last page of your paper, adjust the lengths of the columns so that they are equal. Use automatic hyphenation and spelling check. Digitize or paste down figures.

#### 2. Method

Method consist of research design, population, samples, variables, instrument, data gathering, data analysis. This template already sets the style and formatting for the paper, so you can use it by choosing the style name on the style box as shown in Figure 1.

#### 3.Results

Results consists of data or finding of the research, table of data, and results of data analysis. Position figures and tables at the top and bottom of the column. Avoid placing them in the middle column. Large images and tables may span both columns. Figure captions should be centered below the figure; table captions should be located at the top left of the tables. Avoid placing figures and tables before their first mention in the text. Use the abbreviation "Fig. 1," even at the beginning of the sentence.

Table 1. Table title

No.	Name	Note
1.		
2.		
3.		

#### 4. Discussion

This consists of finding of the research derived from data analysis. The finding may relevant or support a theory (ies) or againts the theory (ies). Use theoretical bases in the discussion.

## 5. Acknowledgement

This area is to express gratitude and appreciation of a certain people that involved in the research.

## 6. References

Number citations consecutively in square brackets [1]. Punctuation follows the bracket [2]. Refer simply to the reference number, as in [3]. Use “Ref. [3]” or “Reference [3]” at the beginning of a sentence: “Reference [3] was the first ...”

Give all authors’ names; use “et al.” if there are six authors or more. Papers that have not been published, even if they have been submitted for publication, should be cited as “unpublished” [4]. Papers that have been accepted for publication should be cited as “in press” [5]. In a paper title, capitalize the first word and all other words except for conjunctions, prepositions less than seven letters, and prepositional phrases.

For papers published in translated journals, first give the English citation, then the original foreign-language citation [6].

## REFERENCES

- [1] G. Eason, B. Noble, and I.N. Sneddon, “On certain integrals of Lipschitz-Hankel type involving products of Bessel functions,” *Phil. Trans. Roy. Soc. London*, vol. A247, pp. 529-551, April 1955.
- [2] Burgoon, R.F., Berger, C.R., & Waldron, V.R. 2000. *Mindfulness and Interpersonal Communication*. *Journal of Social Issues* Vol. 56 No 1 page 105-127.
- [3] Combs, A., & Soper, D. 1963. *The Perceptual Organization of Effective Counselors*. *Journal of Counseling Psychology*. 13. 77-81.
- [4] Crisp, Arthur H et al. 2000. *Stigmatisation of people with mental illnesses*. *The British Journal of Psychiatry*. No. 177 Page 4-7.
- [5] De Mello, A. 1990. *Awareness*, disunting oleh J. Francis Stroud, SJ., Jakarta: Gramedia.
- [6] K. Elissa, “Title of paper if known,” unpublished. R. Nicole, “Title of paper with only first word capitalized,” *J. Name Stand. Abbrev.*, in press.
- [7] Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, “Electron spectroscopy studies on magneto-optical media and plastic substrate interface,” *IEEE Transl. J. Magn.Japan*, vol. 2, pp. 740-741, August 1987 [Digests 9th Annual Conf. Magnetism Japan, p. 301, 1982].

## Presentation Guide

The purpose of this document is to provide you with General Guidelines for giving an oral presentation at the 2018 International Conference on Business and Communication (ICBC2018). The size of a session can vary depending on the conference. A session may include 5-8 speakers. All speakers are expected to be present at the time their session begins, and to remain for the entire session. You should arrive 5-10 minutes before the scheduled time of presentation to meet with the session “moderator” who will confirm that you are present. Again, the maximum length of your presentation is 15 minutes in length with 5 minutes for questions. Your moderator will signal you a few minutes before your talk should end. If you try to go over the maximum time allotted, the moderator will end your talk by interrupting you to announce that your time is up.

## Dress Code

This is a formal presentation hence, everyone is expected to dress formally (suit and tie for men and equivalent dress for women). Formal dress reinforces the importance of the presentation.

## What To Discuss

Since your time is limited, and your research topics are substantial; and since you want to transmit as much useful information as possible; preparing your talk requires careful planning. You must step back from the intimate detail you have been immersed in during your research and see it in its totality, with everything in proper perspective. Note that an oral presentation is

different from a written presentation. The oral presentation is like the Abstract, concise and to the point.

### **Preparation For Presentation**

It is advised that you to give one or more practice run of your presentation before doing it in public. Begin in a room by yourself. Set a timer. Stand up in front where you intend to stand. Have whatever notes, props, illustrations you need ready and in position. Then give the presentation as if the room were full. Imagine people sitting out there looking at you. Look them in the eyes. Imagine yourself in the audience watching you give the talk. Do it several times. Try also to give the talk before a friend who will honestly critique your presentation. Giving a talk to an empty room may feel strange, but giving it in a room with someone else there is even stranger.

### **Closing**

We look forward to your participation of this program. We hope to meet you in the conference and to enjoy the beauty of the central city, Jakarta.