**ABSTRACT SUBMISSION FORM**

**31st Annual Conference, 09 to 11 October 2025**

***Theme:*** *Navigating Digital Transformation in Media,*

*Public Relations, and Advertising*

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| **TITLE OF ABSTRACT** |  |

**ABSTRACT’S LANGUAGE**

**English Hindi Marathi Chinese**

**AUTHOR/S’ DETAILS**

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**Professional Undergraduate student**

**ABSTRACT** *(maximum of 350 words)*

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**KEYWORDS** *(at least five)*

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**PARALLEL SESSION CATEGORY** *(please tick one)*

|  |  |
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|  | Planning / Managing Digital Transformation of Media, PR, and Advertising Companies |
|  | Successful (and Not Too Successful) Digital Transformation of Asian Media Companies |
|  | AI-Driven PR and Advertising: Unlocking New Opportunities for Campaign Success |
|  | Harnessing Digital Transformation to Drive Creative and Innovative Campaign Strategies |
|  | Redefining Communication Competencies: Rewriting the Communication/Journalism Curricula |
|  | Evolution of Journalism Practices in the Digital News Media |
|  | Convergence of Media and Creative Industries |
|  | Media, Information, and Digital Literacy |
|  | Ethical Issues and Concerns in Going Digital |
|  | Regulatory Ecosystem in a Digital Setting |
|  | Updating Communication/Media Research Methods and Tools (e.g. Data Analysis and Online Research) |
|  | Others (***please specify***) |