



67 Tskneti Highway, Tbilisi, Georgia

## **International Teaching University of Management and Communication Alterbridge 67 Tskneti Highway, Tbilisi, Georgia**

International Teaching University of Management and Communication Alterbridge is organizing the scientific conference “Strategic Communication Today: Existing Challenges and Opportunities”.

Aim of the conference is to host scientists from different spheres, researchers, students, experienced field experts to discuss global issues, such as challenges of strategic communication, the role and importance of it in nowadays' world.

The conference will be divided into thematic sections and the working meetings and discussions will be held.

The event is open to participate for academic personnel from Higher Education Institutions, researchers and specialists from the following fields:

- Social and Humanitarian Sciences;
- Education;
- Economics and Business Administration;
- Law.

### **Working language:**

Georgian  
English



## Important dates

Conference will take place on 19-20th of March, 2021.

Deadline for submitting the abstract: 25th of December, 2020.

Confirmation to receive from the event organizing Committee: No later than 25th of January, 2021.

Deadline for submitting the theses: 25th of February.

## Please, be noted:

- The relevance of the topic, research methods and results should be clearly stated in the abstract;
- Abstract writing rules: Font: Sylfaen, Times New Roman, size: 12, interval: 1.5, length: 1-page max. (250 words), language: English;
- Number of words in thesis: 3000 words max. Language: English. The thesis should be written in accordance to the Scientific Work Performance Standards of the Teaching University (See Link <https://bit.ly/2UjNRIL> )
- The academic work should not be published or submitted to another conference;
- Individual as well as the co-authors' work can be accepted.

All the abstracts and theses confirmed by the organizing committee will be published in the Conference Proceeding.

All of the presenters will be awarded the certificates of participation.



## Conference Regulations:

Speech – 20 minutes;  
Discussion – 10 minutes.

## Participation Format:

Speech  
Virtual attendance

Considering the COVID-19 situation, conference may be conducted using ZOOM Platform.  
Participation in the conference is free of charge.

The application form/abstract/thesis should be sent to the email:  
[alterbridgeconference2021@alterbridge.edu.ge](mailto:alterbridgeconference2021@alterbridge.edu.ge)

## Organized by:

International Teaching University of Management and Communication Alterbridge

