INTERNATIONAL CONFERENCE
DICAS – Days of Investigation into Communication, Creative Industries and Cultural Assets
Dias da Investigação em Indústrias da Comunicação, Culturais e Criativas - DICAS

# 2027

25, 26 and 27 February

# Call for Papers

## Celebrating the 10th Anniversary of the Master's in Communication and Management of Creative Industries (MCGIC)
## Faculty of Arts and Humanities, University of Porto (FLUP)
## Porto, Portugal | 25–27 February 2027

### About the Conference

The Days of Investigation into Communication, Creative Industries and Cultural Assets (DICAS) is an international scientific conference co-organised by the Master's in Communication and Management of Creative Industries (MCGIC) at the Faculty of Arts and Humanities of the University of Porto (FLUP).

The 2027 edition marks the 10th anniversary of the MCGIC, celebrating a decade of interdisciplinary research, teaching and professional engagement in communication, media, culture and the creative industries.

Situated at the intersection of Communication and Information Sciences, Media Economics, Cultural Management, Creative Industries, Public Policy and Digital Transformation, DICAS provides an international forum for researchers, academics, practitioners, policymakers and graduate students to discuss contemporary challenges shaping cultural and creative ecosystems.

The conference aims to foster dialogue between academia, industry and public institutions while promoting innovative research on the economic, social, technological, and cultural transformations affecting creative and cultural industries worldwide.

### Conference Theme

Ten Years of Research into Communication, Creative Industries and Cultural Assets
Creative and cultural industries are undergoing profound transformations driven by digitalisation , artificial intelligence, platformisation, new business models, sustainability concerns and evolving public policies.

DICAS 2027 invites contributions that critically examine these developments from multidisciplinary perspectives, encouraging dialogue across communication, economics, management, cultural studies, information science, sociology, public administration and related disciplines.

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# D!CAS

MCGIC - 10 years of creating, sharing and transfering knowledge

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## Conference Topics

### Track 1 – Creative Industries

Research and professional practices in media, cultural and creative organisations
Economics, management, marketing and communication in creative industries
Creative entrepreneurship, innovation and business models
Creative clusters, creative cities and territorial development
Financing, investment and economic sustainability
Environmental sustainability and the green transition

### Track 2 – Communication, Information and Media Industries

Communication and Information Sciences perspectives on creative industries
Information management and knowledge communication
Media economics and media management
Political economy of communication
Digital platforms, streaming and media ecosystems
Journalism, innovation and sustainable news models
Public service media and media governance
Media policy and regulation

### Track 3 – Cultural Industries

Film, audiovisual production, and television
Music and performing arts
Publishing, books, and editorial industries
Heritage, museums, and cultural institutions
Cultural consumption and audience studies

### Track 4 – Technology, Governance and Public Value

Artificial intelligence and creative production
Platformisation and digital transformation
Algorithms, data, and digital intermediaries
Public policies for culture and media
Intellectual property and copyright
Governance, regulation and public value

### Track 5 – Brands, Copyright and Intellectual Property

Software, digital platforms, and AI-generated content
Blockchain, NFTs, and smart contracts for copyright management
Data privacy, algorithmic branding, and proprietary AI models

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**Keynote Speakers**
International keynote speakers will be announced shortly.

**Important Dates**
Call for Papers Opens: 31 July 2026
Early Submission Deadline: 30 November 2026
Final Submission Deadline: 10 January 2027
Notification of Acceptance: 20 January 2027
Conference: 25–27 February 2027

**Registration**
Students: Without work or scholarship: 60 € (without social activities)
Early Registration: €90 / Late Registration: €180
**Registration includes:**
Conference participation | Two lunches | One conference dinner | Coffee breaks | Conference material

**Submission Guidelines**
Authors are invited to submit original and unpublished research.
Submissions may include:
Full research papers | Research-in-progress | Case studies | Doctoral research
Professional and policy-oriented contributions | The conference welcomes theoretical, empirical and methodological contributions employing qualitative, quantitative or mixed-methods approaches.
Accepted papers will be presented in parallel sessions.

**Extended Abstract**
800–1,000 words, excluding references

**Languages**
Keynote Sessions: English
Parallel Sessions: English, Portuguese, and Spanish

**Publication Opportunities**
Selected papers will be considered for publication in:
An edited commemorative book dedicated to the 10th anniversary of the MCGIC.
A peer-reviewed special issue of an international academic journal (subject to editorial review).
Further publication details will be announced after the conference.

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**Who Should Attend?**

The conference welcomes:
Researchers
Academics
PhD and Master's students
Professionals from media, cultural, and creative industries
Policymakers
Representatives of cultural organisations
Public institutions
Industry practitioners
Other people interested in the topic

**Organised by**

Master's in Communication and Management of Creative Industries (MCGIC)
Department of Communication and Information Sciences
Faculty of Arts and Humanities
University of Porto

More information will soon be available on the conference's website.
For more information, please contact Paulo Faustino, Director of Master's in Communication and Management of Creative Industries at mcgic@letras.up.pt or jfaustino@letras.up.pt

REGISTRATION
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