



FACULTY OF ARTS
CHARLES UNIVERSITY
IN PRAGUE



THE ACADEMY
OF SCIENCES
OF THE CZECH
REPUBLIC

Call for Papers

English in business and commerce: Interactions and policies

Dates: 21 March – 23 March 2014

Prague, Czech Republic

Organized by Charles University in collaboration with the Academy of Sciences of the Czech Republic

The theme of the conference is “English in business and commerce” with a special focus on the Central European region and its languages, though other regions in Europe and elsewhere in the world can also be represented. The aim of the conference is to analyze not only the position of English (and other languages) as declared in documents of various organizations (for example, businesses), that is, language policy, but also everyday linguistic practices as observed in business contexts. The approach of the papers should be primarily grounded in sociolinguistics and/or the sociology of language – papers dealing exclusively with the inner (textual) structure of business genres or which take a linguodidactic approach will not be accepted.

We invite papers on all topics relating to the theme. This may include but is not limited to:

- Ideologies of English (and other languages) in business and commerce
- Language management and policy in multinational companies and small and medium-sized enterprises
- Everyday interactions in business contexts
- Multilingualism as practiced in companies and its changing constellations
- Specific functions of various languages used in business contexts

- National foreign language teaching policies and employment markets
- Relationships between the language industry and companies in selected countries and regions
- The commodification of English in selected economic spheres
- English as a lingua franca in business contexts
- English in competition with other lingua francas, such as German and Russian
- English in competition with local languages
- The management of the English-language presence in business contexts in local language interactions
- English as a language learned later in life for employment purposes
- English in European-Asian economic collaboration

Keynote speakers

Nkonko M. Kamwangamalu (Howard University, Washington, DC)

Rebecca Piekkari (Aalto University School of Business, Helsinki)

Jo Angouri (University of the West of England, Bristol)

Local organizers

Tamah Sherman (Charles University, Institute of General Linguistics)

Jiří Nekvapil (Charles University, Institute of General Linguistics)

Petr Kaderka (Academy of Sciences of the Czech Republic, Institute of the Czech Language)

Important dates

Deadline for abstract submissions: 30 November 2013

Acceptance decision: 10 January 2014

Registration: 1 February to 28 February 2014

Conference dates: 21-23 March 2014

Submission guidelines

Please send an anonymous abstract of 500 words or less (including references) on any of the topics listed above to the conference e-mail address (pragueeie@gmail.com) by 30 November 2013. In your e-mail, include the title of your paper, the name and contact details of the author(s).