

## **INVITATION FOR PRESENTATION AND BOOK CHAPTER PROPOSALS : WAVE AWARDS 2021 ONLINE SYMPOSIUM**

Organised by : Faculty of Film, Theatre and Animation  
Book Title : Creative Arts for The New Media Age  
Book Theme : Rethinking The Creative Arts for The New Media Age  
Editors : Assoc. Prof. Dr. Mohd Syuhaidi Abu Bakar  
Dr Ahmad Kamal Bashah Sallehuddin  
Dr Sanghamitra Dalal  
Potential Publisher : UiTM Press

### **IMPORTANT INFORMATION**

Presenters are expected to perform the followings :

- a) Present a topic of their choice for 1 hour and moderate a 2 hour (s) of discussion with participants at **WAVE AWARDS 2021 ONLINE SYMPOSIUM** in December 2020 via Webex/Google Meet.
- b) Submit a **15 – 20 pages**, 1.5 spacing (excluding references) of write-up based on the topic of your presentation.
- c) Understand the fact that **no publication royalties will be given to the authors**. Honorariums will be given accordingly and the faculty will handle the publication matters related to the edited collection with UiTM Press.

### **Introduction**

Digital technology is transforming the way we make, distribute, receive and exchange art. Innovations in technology are expanding access to the art world, increasing the speed of sales, and fundamentally changing how businesses operate in the art industry. Technology has changed the way art is bought and sold at three key steps of a sale, from how art is displayed, to how it is paid for, and finally how ownership is exchanged through new art business models. While technology increases the efficiency of the market, it also threatens to financialize, and commodify art, thus diluting artworks' intrinsic value. Institutions and art professionals must clearly define how these technologies are implemented and governed to address this concern.

### **Objectives of the Book**

This book aims at the following:

- a. To reflect the importance of understanding both creative arts and digital media and how they impact the creative industry in Malaysia.
- b. To present methods and approaches, analyses and assessments, prediction and proposed solutions based on study concerning creative arts and digital media.

## **Types of Essays**

We welcome the following:

- a. conceptual paper using systematic review, meta-analysis and other literature review techniques so as to provide meaningful insights on the topics, and
- b. empirical paper about social and technical context which exhibits research design, methodology and analytical technique as to provide detailed understanding of the areas related to creative arts and digital media.

## **Themes**

We welcome book chapter contributions focusing (but not exclusively) on the following themes:

- a. Analysis on new art business models in the era of internet and big data, mobile devices and mobile applications.
- b. Assessments on the research impact in the humanities, social sciences and creative arts in the digital age
- c. Creative arts in digital teaching and practices.
- d. Creative arts knowledge and digital learning in the age of innovation.
- e. The evolution and development of arts marketing research.
- f. The changing face of creative arts in digital education.

## **Target Audiences**

The proposed book would benefit creative arts students and researchers because of its enriched interdisciplinary contents. The book is hoped to bring together researchers of multi-disciplinary research backgrounds and inspire more research and publication collaborations.

## **ENQUIRIES**

All enquiries and correspondences should be addressed to Assoc Prof Dr Mohd Syuhaidi Abu Bakar at [syuhaidi@uitm.edu.my](mailto:syuhaidi@uitm.edu.my). He could be further contacted at 0127444174.