

# D!CAS

MCGIC - 10 years of creating,  
sharing and transferring knowledge

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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### 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  
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REGISTRATION



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