



New Frontiers in
Professional Communication Lab

Call for papers: LSPPC8 - Collaboration, Innovation, and Impact

Dear friends and colleagues,

We are pleased to announce our call for the 8th International Conference of the Asia-Pacific LSP & Professional Communication Association on the theme of “Collaboration, Innovation, and Impact: Bridging Academic and Professional Worlds”, to be held in person from 11th to 13th December 2025, hosted by the Department of English at City University of Hong Kong, Hong Kong SAR.

The conference theme reflects the growing complexity in the social context of Languages for Specific Purposes and Professional Communication practices. Developments in technology, including the recent rise of generative artificial intelligence and more long-standing ubiquity of social media communications, continue to have a profound effect on the communication practices of academics and professionals alike. At the same time, society is increasingly faced with a range of “wicked problems” that demand collaborative and innovative responses from stakeholders in the academy, the professions, and in industry. Issues of communication frequently play an important role in determining whether effective solutions can be found, and, to engage with these issues, collaboration and innovation is essential. Against this backdrop, this conference aims to provide a platform for academics, students, industry partners, and institutions to discuss changing professional communication practices, identify synergies, and facilitate the collaboration and innovation needed to generate impact.

Confirmed Plenary Speakers:

Professor Averil Coxhead, Victoria University of Wellington
Professor Christoph A. Hafner, City University of Hong Kong
Professor Sylvia Jaworska, University of Reading
Professor Matthew McGlone, The University of Texas at Austin

Invited Panel (more to follow), Convened and Chaired by:

Professor Lifei Wang, Beijing Language and Culture University

Submission of Abstracts

The required format for submissions is an abstract of 300 words (excluding references), preferably in Word format. For references please follow the APA Citation Style (7th edition). Abstracts should include a brief outline of the research/project context and clearly indicate the objectives, method(s), and results.



We invite proposals of paper presentations, poster presentations, and thematic panels that address any aspect of LSP and Professional Communication research, including but not limited to the following topics:

- Technological innovations, including AI, in LSP and professional communication
- Theoretical/methodological innovations in LSP and professional communication
- Pedagogical innovations in LSP and professional communication
- Interdisciplinary approaches to research on LSP and professional communication
- Collaboration between academics and professionals
- Knowledge transfer in LSP and professional communication
- Needs analysis
- Course/materials design in LSP and professional communication
- English for academic purposes
- English for research publication purposes
- English medium instruction and LSP and professional communication
- Genre pedagogy in LSP and professional communication
- Digital literacies pedagogy in LSP and professional communication
- Testing and assessment in LSP and professional communication
- Teacher training in LSP and professional communication
- Language and genre analysis in LSP and professional communication
- Research methods in LSP and professional communication
- Ethical issues in LSP and professional communication
- Digital genres and practices in LSP and professional communication
- LSP and professional communication in the Global South
- Language as embodied activity: gesture, languaging, and translanguaging
- Emotion and affect in LSP and Professional Communication
- Other topics relevant to LSP and Professional Communication

Important Dates

Submission of Abstracts Opens Soon

31st March 2025: Submission Deadline

30th June 2025: Notification of Acceptance & Early Bird Registration Opens

15th September 2025: Early Bird Registration closes & Regular Registration Opens

31st October 2025: Regular Registration Closes

11th to 13th December 2025: Conference in Session (including pre-conference day on 11th Dec)

The local organising committee at the Department of English, City University of Hong Kong, looks forward to seeing you in Hong Kong!

Local organising committee

- Prof. Christoph Hafner (Conference Co-chair, President of Asia-Pacific LSPPC Association)



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- Prof. Esterina Nervino (Conference Co-chair, Outreach Officer of Asia-Pacific LSPPC Association)
- Prof. James Jia (Programme Co-chair)
- Prof. Ge Lan: (Programme Co-chair)
- Ms. Hemans Wong (Conference Secretariat)
- Ms. Cecilia Chan (Conference Secretariat)
- Mr. Gabriel Tetteh
- Ms. Youping Zhang
- Ms. Minqing Liu
- Ms. Shuang Xu

Scientific committee

- Prof. Vijay K. Bhatia, City University of Hong Kong
- Becky Kwan, City University of Hong Kong
- William Feng, The Hong Kong Polytechnic University
- Helen Basturkmen, The University of Auckland
- Christine Feak, University of Michigan
- Azirah Hashim, University of Malaya
- Kevin Knight, Kanda University of International Studies
- Sue Starfield, University of New South Wales
- Wang Lifei, Beijing Language and Culture University

Contact us

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Websites

[Asia-Pacific LSP & Professional Communication Association](#)