

# ENLACES<sup>2023</sup>

**ENLACES 2023: 1st Symposium on the digital transformation of university socio-cultural experience and heritage**

**Theme: Cultures to connect**

**Venue: Faculty of Communication, University of Havana, Cuba**

**Date: May 30 to June 1, 2023 / Duration: 3 days / Modality: Face to Face**

## CALL FOR PAPERS

The Faculty of Communication of the University of Havana announces the **Enlaces 2023: 1st Symposium on the digital transformation of the university socio-cultural experience and heritage**, under the slogan *Cultures to connect*, to be held between May 30 and June 1st, 2023, in person. This event is part of the International Scientific Convention Saber UH 2023, as part of the celebrations for the 295th anniversary of the founding of the University of Havana.

Enlaces 2023 aims to resume direct dialogue between researchers, academics and university students interested in building an innovative vision on the modalities, discourses, interventions and best practices of digital transformation. In this way, partnerships and strategies for the fulfillment of the Sustainable Development Goals, especially those related to public access to information, can be strengthened.

Digital transformation offers unlimited opportunities for universities in the 21st century, by converting processes into data that improve their capacity for innovation; at the same time, it fosters the generation of new ideas, relationships and experiences thanks to connected devices. Social practices, spaces, tangible and intangible assets, imaginaries and symbolic worlds associated with universities are increasingly mediated by digital transformation. Data, information and communication are cross-cutting agents of digital transformation that link with each other and with all the processes of university management.

Enlaces 2023 stands as a scenario to analyze and discuss concrete proposals and strategies beyond mere digitization, as it understands the strategic role of digital transformation in improving governance, processes and human capital in universities and, by extension, in social welfare.



# ENLACES2023

## GENERAL TOPICS

- Local Development and Digital Citizenship
- Digital Governance and Electronic and Open Government
- Digital Pedagogy and Educational Trends
- Digital systems for organizational culture
- Digital Preservation of Memory and Heritage
- Hypermedia mediations and digital creation
- University challenges for digital transformation

## SPECIFIC TOPICS

Three workshops will be developed with the following specific themes:

- **Government, Governance and Digital citizenship for development agendas**

Day: May 30, 2023

Coordinator: Dr.C. Yunier Rodríguez Cruz (Director of the Center for Digital Government Studies)

- Digital government in public administration: challenges and opportunities
- The pillars of open government in the framework of digital transformation.
- Information, communication and technology: convergences in digital government management
- Digital literacy, skills and culture for the transformation of public management
- Digital government and governance in the 2030 agenda and the SDGs

- **Digital Humanities**

Day: May 31, 2023

Coordinator: Dr.C. Ania R. Hernández Quintana (Academic director of HDCICuba)

- The culture of data and digital services
- Digital research of memory and heritage
- Digital initiatives for the access and use of information
- Digital pedagogy as emotional and formative support
- Digital transformation for communities and minorities

- **Hypermedia mediations and digital creation**

Day: June 1, 2023

Coordinator: Ms.C. Beatriz Pérez Alonso (Professor of Hypermedia Communication)



# ENLACES2023

- Hypermedia journalism and transmedia narratives
- Education in reticular environments, taking advantage of ICTs
- Digital culture: mediations, social practices and consumption
- Infocommunication and digital governance
- Digital participation with perspectives of wellbeing, inclusion and networked collaboration

*Note: Papers dealing with specific topics not included in the above list will be included in the workshop most related to the content of the same, as long as they fall within the scope of Enlaces 2023 and are accepted by the Scientific Committee.*

## ORGANIZING COMMITTEE

President: Dr.C. Déborah Torres Ponjuan <https://orcid.org/0000-0002-5963-6870>

Vicepresident: Dr.C. Beatriz E. Fonseca Muñoz <https://orcid.org/0000-0002-3100-1386>

Executive Secretary: Ms.C. Orlando Gutiérrez López <https://orcid.org/0000-0001-5724-1006>

Communication Management: Ms.C. Disamis Arcia Muñoz <https://orcid.org/0000-0002-2354-687X>

Information Management: Lic. Amanda Terrero Trinquete <https://orcid.org/0000-0002-5247-3294>

Volunteering Management: Lic. Raúl Escalona Abella <https://orcid.org/0000-0003-2200-8276>

## SCIENTIFIC COMMITTEE

President: Dr.C. Ana Teresa Badía <https://orcid.org/0000-0003-2431-9684>

Dr.C. Yamilé Ferrán Fernández <https://orcid.org/0000-0002-1698-0678>

Dr.C. Ailín Martínez Rodríguez <https://orcid.org/0000-0003-1969-9176>

Dr.C. Ania R. Hernández Quintana <https://orcid.org/0000-0002-1484-8892>

Dr.C. María de los Ángeles González Borges <https://orcid.org/0000-0003-1022-7308>

Dr.C. Dagmar Herrera Barrera <https://orcid.org/0000-0002-8860-6810>

Dr.C. Yunier Rodríguez Cruz <https://orcid.org/0000-0002-8982-1256>

Ms.C. Ana María del Risco Rodríguez <https://orcid.org/0000-0002-8894-8175>

Ms.C. Beatriz Pérez Alonso <https://orcid.org/0000-0002-1196-3262>

Ms.C. Idania Licea Jiménez <https://orcid.org/0000-0002-1433-3792>

## CONTACT

The Scientific Committee reserves the right to reject and/or request additional information on the abstract, propose modifications and rectifications, as well as to decide the final format of the presentation. If you have any questions about the specific organization of Enlaces 2023, please contact us at: [simposioenlaces@gmail.com](mailto:simposioenlaces@gmail.com)

## IMPORTANT DATES

Abstract submission deadline: January 3, 2023

Deadline for abstract submission and registration: March 15, 2023

Notification of abstract acceptance: 5 April 2023



# ENLACES2023

Early registration: By April 15, 2023

Deadline for submission of full papers: May 15, 2023

Notification to publish: May 25, 2023

Accreditation: May 26-29, 2023

Saber UH 2023 Convention Opening Ceremony: May 29, 2023

Enlaces Workshops 2023: May 30-June 1, 2023

Closing Ceremony of the Saber UH 2023 Convention: June 2, 2023

## AUTHORS AND SPEAKERS

Contributions to Enlaces 2023 may have up to three authors. Each author may participate in this event with up to three papers in total (individually or collectively, whether or not they are the first author). At least one of the authors of the accepted papers must register for the event and present their work as a speaker in the corresponding workshop. Otherwise, the participation of the authors will not be recorded, even if the work has been accepted.

## ABSTRACT SUBMISSION

The abstracts of the papers will be evaluated by the Scientific Committee for their inclusion in the modalities of participation. The title of the paper to which the abstract refers must be clear and concise, with a maximum limit of 20 words. The abstracts must refer to original papers, which have not been published. Abstracts should contain 150 to 200 words and should be sent through the following link: <https://eventos.uh.cu/event/17/abstracts/>

To this end:

Step A: Click on the Call for Abstracts tab.

Step B: Complete the information requested in the submission form. To include author and co-author information, you can:

- Add yourself (Option a), if you are an author or co-author. By choosing this option if you are already logged into the system, your data will automatically appear.
- Search (Option b), for authors or co-authors who are already registered in the system.
- Enter manually (Option c).

Step C: Indicate which of the authors or co-authors will be the speaker by clicking on the microphone icon. Before completing the submission, please be sure to include the details of all persons who have contributed to your paper as authors or co-authors.

## SUBMISSION OF FULL PAPERS

Papers must be original and not have been presented, previously published or under evaluation, in other events or scientific journals. All contributions will be evaluated based on their relevance, originality,



# ENLACES2023

importance and clarity following a double-blind peer review process. All participation modalities apply to all workshops. The time established for oral presentations will be 10 minutes.

The participation modalities and their requirements are as follows:

## ❖ PRESENTATION

- PDF format

- Maximum 12 pages (The 12 pages include from the title to the annexes, that is to say, everything that makes up the work).

- On page 1 it is listed, in this same order:

- Title of the paper (In capital letters and bold, no more than 20 words. It is the first thing to be placed on page 1 of the paper).
- Data of each author of the paper (Name and two surnames, E-mail, Institution where he/she works and country, Doctor of Science or Master of Science or Undergraduate student or Graduate student, Position held -only for positions that are remunerated, such as head or 2nd head of department, vice-dean, dean, methodologist, vice-director, director, vice-rector, rector-, WhatsApp number. All the above data of each author or co-author should be written one after the other and separated by commas).
- Abstract (Between 150 and 200 words)
- Keywords (Maximum 5 keywords. It is suggested to use the UNESCO controlled vocabulary in: <https://vocabularies.unesco.org/browser/thesaurus/en/>)
- The title, abstract and key words should be written in Spanish and English.
- Parts of the text of the paper:
  - Introduction. The background of the paper and its objectives should be stated.
  - Development, divided into epigraphs, if understood.
  - Conclusions
  - Bibliographical references, written according to the APA Standard, in its 7th edition.
  - Annexes (Include all tables, figures and images. Do not include figures that do not reflect results obtained in the work or do not give information about it. All figures must be clearly referenced in the text and are counted for the maximum length of 12 pages).
- Footnotes and endnotes should not be included. All information must be in the body of the paper.
- The following should be used: Letter size page (8 1/2 by 11" or 21.59 x 27.94 cm), Arial 12 point font, single spacing, 2.5 cm margins on each side, justified alignment of paragraphs.

## ❖ SCIENTIFIC POSTER

The scientific poster will incorporate, in a balanced way, images (tables, graphs, diagrams and maps) and text. In addition to the title, authors, institutions and e-mail, the content should address the introduction, objectives, methodology, results, conclusions and bibliography of the topic being presented. The poster may be printed or digital.

# ENLACES2023

- Printed poster: It should be in DIN-A0 format -approximately 120 cm (vertical) and 85 cm (horizontal). The posters will be installed by the authors themselves, with the help of volunteers assigned by the Enlaces 2023 Organizing Committee.
- Digital poster: It will consist of one (1) single image in (.jpg) format. The file size shall not exceed 10 MB. Portrait orientation. 1080 px by 1920 px (width x height), at 72 ppp (pixels x inch). In cm: 38.1 cm x 67.73 cm. Recommended typography: verdana, arial, tahoma, calibri. Minimum font sizes: For title 20 pts. For text 12 pts. For the presentation of the digital poster by the author, a power point with a maximum of 5 slides can be used, one of which must be the poster.

## ❖ AUDIOVISUAL

Sound and audiovisual products can be submitted, both for traditional and emerging media, with a maximum duration of 30 minutes. They must reflect the experiences or results of a project or topic on which research has been conducted and which is related to the theme of Enlaces 2023.

## • VIRTUAL LAB

Applications, solutions or technological developments to address one or more documentary processes of digital preservation or experimental technological proposals related to the theme of Enlaces 2023 will be exhibited.

## PUBLISHING OPPORTUNITIES

The main authors will receive, according to the schedule, a notification of acceptance for publication in one of the following scenarios:

1. The University of Havana Publishing House will publish a book of abstracts of the proceedings of the Saber UH Convention, which will include those of Enlaces 2023.
2. The Scientific Committee of Enlaces 2023 will select, from the approved full papers, those that will be published in a special issue of Alcance Revista Cubana de Información y Comunicación (ISSN 2411 9970).
3. The digital versions of the posters selected by the Enlaces 2023 Scientific Committee will be included in a digital publication to be published by EDUNIV, Editorial Universitaria del Ministerio de Educación Superior de la República de Cuba (ISBN 959-16). IDIOMAS

El idioma oficial de Enlaces 2023 será el español. Se admitirán ponencias y carteles en inglés y portugués, pero no se realizará su traducción simultánea al español.

## LETTERS OF INVITATION AND ACCEPTANCE

Participants who require a letter of invitation or acceptance letter may request one from the Saber UH 2023 Convention Organizing Committee by sending an e-mail to the following address: [convencionuh@rect.uh.cu](mailto:convencionuh@rect.uh.cu)

# ENLACES2023

## REGISTRATION FEES

The registration fee includes participation in the opening and closing ceremonies of the Saber UH 2023 Convention, as well as materials and certificates. Students must prove their status through a document containing the following:

- The letterhead and/or logo of the participant's educational institution.
- Participant's full name
- Confirmation that the participant is enrolled as a student at the institution
- The seal of the institution

## EARLY REGISTRATION UNTIL APRIL 15, 2023

| CATEGORY  | CUBAN PARTICIPANTS | FOREIGN PARTICIPANTS |
|---|--------------------|----------------------|
|   | FEES (CUP)         | FEES (USD)           |
| Professional delegate speaker                   | 1800               | 180                  |
| Graduate student speaker (accredit status)      | 1350               | 135                  |
| Undergraduate student speaker (accredit status) | 900                | 90                   |
| Companion                                       | NA                 | 80                   |

## REGISTRATION FEES AFTER APRIL 15, 2023

| CATEGORY                                   | CUBAN PARTICIPANTS | FOREIGN PARTICIPANTS |
|--|--------------------|----------------------|
|  | FEES (CUP)         | FEES (USD)           |
| Professional delegate speaker              | 2000               | 200                  |
| Graduate student speaker (accredit status) | 1500               | 150                  |

# ENLACES<sup>2023</sup>

|  |      |     |
|--|------|-----|
| Undergraduate student speaker<br>(accredit status) | 1000 | 100 |
| Companion  | NA   | 80  |

For more information related to registration fees, payment methods and hotel offers, please see <https://convencion.uh.cu/> or contact us by mail [convencionuh@rect.uh.cu](mailto:convencionuh@rect.uh.cu)

## SPONSORING ENTITIES



Enlaces 2023

May 30 - June 1, 2023

Faculty of Communication, University of Havana

San Pedro Street between Ermita and Independence Avenue, Havana, Cuba, 10400

[convencionuh@rect.uh.cu](mailto:convencionuh@rect.uh.cu)

[simposioenlaces@gmail.com](mailto:simposioenlaces@gmail.com)

<https://convencion.uh.cu/eventos/>



#CulturasParaConectar