

# names in the economy 2

## Where business strategies meet onomastics

### An International Symposium

at the Vienna University of Economics and Business Administration

14 - 16 June 2007

First Circular and Call for Papers

### Invitation:

The Department of Foreign Language Business Communication at the Vienna University of Economics and Business Administration cordially invites the submission of abstracts for its symposium on names in economy from a broad perspective. This symposium is held in the framework of the Competence Day 2007 of our university. The Competence Day presents the research results within the WU with a different focus each year. In 2007 the focus will be set on foreign languages and business communication.

Contributions to the symposium "Names in the Economy 2" could cover the fields of product names, company names, or names as evidence of economic history. Interdisciplinary approaches are encouraged.

### Objectives:

In recent years onomasticians have shown a growing interest in name-giving practices within the worlds of business and corporate life: The formation of, the reasons for, the economic function and legal aspects of product names and/or trade marks and of the names of companies, industrial sites and business premises have been examined in numerous publications, frequently from an interdisciplinary perspective. This symposium is meant to continue the tradition of the "Names in the Economy" meeting of onomasticians held in 2006 in Antwerp (Belgium), whose aim it was to present a state-of-the-art picture of ongoing research, and to provide greater insight into all subfields of onomastics which are, in one way or another, linked to the economy. We also intend to intensify the dialogue between linguists/onomasticians on the one hand and business/economics researchers on the other.

### Languages:

English, French and German will be the official languages of the symposium, and papers in these three languages are welcome. Presentations will last 20 minutes (plus 10 min. for discussion).

### Submission:

Abstracts (maximum 300 words) should briefly indicate the purpose, perspective and findings of the proposed paper and must be submitted (preferably by e-mail) to the following address before 15th February 2007. Confirmation of the acceptance of papers and a preliminary programme will be sent out before the end of February 2007.

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