

Organizational and Strategic Communication Section

Organizational and Strategic Communication Section
ECREA European Communication Research and Education Association

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ECREA

The European Communication Research and Education Association (ECREA) was created in 2005 as a fusion of the two main European communications researchers, the European Communication Association (ECA) and the European Consortium for Communications Research (ECCR) and has the following objectives:

- Encouraging and spreading, within a European framework, the development of research in different areas of communications, as well as promoting an interest in communications research within, and between, the member states of the European Union.
- Promoting a forum where information can be exchanged between researchers in the communications field and facilitating communication and cooperation between members of the Association;
- Giving aid to, and favouring the publication of, research work by young European researchers;
- Taking into account the diversity of cultures and languages in Europe;
- Developing, improving and promoting educational projects linked to communication and the media.

The ECREA research sections are arenas for specialized knowledge in specific fields of media and communication research, which are organised thematically. Each of the sections has published its own modus operandi and objectives text

OSC: Organisational and Strategic Communication

The ECREA section for Organizational and Strategic Communication promotes an active and critical dialogue among scholars in view of consolidating an interdisciplinary field for thoughts, debates, applications and complex projects.

The participation rules of the Section allow contributions from researchers, professors, master and doctoral students, as well from corporate representatives whose aim is to develop the internal research portfolios of their own organizations.

The Section also allows contributions of independent specialists and consultants in marketing, public communication or related fields, as the very field of organizational communication is difficult to observe unless part of the organizational systems.

Our section concerns the influence of different sorts of communications, from and in organization, including public-relation, advertising, human resource management, by mass media or social media...

Each of these fields has expended its outlook and domain beyond its conventional definition and extent to integrative communication processes.

- Context

Organizations develop nowadays at different styles and pace, and, paradoxically, it seems that the more standardized the world is, the less predictable organizations are.

To state the unpredictability of markets and societies becomes a truism. These dynamics are reflected in the communication practices of contemporary organizations, which today has become a multidisciplinary field involving a host of disciplines including public relations, marketing, organizational communication, human resource management and corporate culture. Each of these fields has expanded its outlook and domain beyond its conventional definition.

Organizational communication has developed an increased interest in how organizations present themselves to the external world, for example, through such practices as public relations, marketing, and crisis management. Human resource management is increasingly concerned with issues such as public appearance, team-work with professionals outside the organization, internal branding and how managers and employees construct and present organisational identities that appeal to external audiences, for example potential employees.

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Mission and objectives

Organizations develop nowadays at different styles and pace, and, paradoxically, it seems that the more standardized the world is, the less predictable organizations are. To state the unpredictability of markets and societies becomes a truism. These dynamics are reflected in the communication of contemporary organizations, which today has become a multidisciplinary field involving a host of disciplines including public relations, marketing, organizational communication, human resource management and corporate culture. Each of these fields has expanded its outlook and domain beyond its conventional definition. Public relations now encompasses proactive activities such as issues management and identity management. Contemporary marketing includes activities traditionally ascribed to public relations such as

fostering and maintaining goodwill among all relevant stakeholders and has now expanded its notion of the “customer” to include families, friends, and sometimes even society. Organizational communication has developed an increased interest in how organizations present themselves to the external world, for example, through such practices as public relations, marketing, and crisis management. Human resource management is increasingly concerned with issues such as public appearance, team-work with professionals outside the organization, internal branding and how managers and employees construct and present organisational identities that appeal to external audiences, for example potential employees. And corporate culture has evolved into a holistic discipline, including analyses of values and corporate mythology, group dynamics, leadership and corporate communication, and even elements of social responsibility and ethical conduct. Moreover, in the context of increased risk and imminence of corporate crisis, all organizations seek new ways and modes of counteracting these limits by strengthening vision, values and communication strategies.

In the light of the previous arguments, the ECREA Section for Organizational and Strategic Communication considers the following objectives to be reached through the relevant work of its members and invited participants:

1. Developing interdisciplinary research methodology at both scientific and institutional levels
2. Facilitating the international exchange of academics and researchers
3. Improving the European dissemination of research, information and data, and facilitating the access to relevant information (reviews of articles, call for papers, lists of thesis, references etc.)
4. Assisting doctoral and master degree students in their research as well as in their further integration in professional life and organizational climate
5. Allowing for more interaction and professional dialogue between academics and professionals of communication.

Related topics of debate, research and organizational applied studies will be among others:

- Corporate governance, corporate development and learning cultures in Europe, with specific application on SMEs and local organizations.

- Corporate values, corporate responsibility and other forms of accountability of contemporary organizations, in both public and private sectors. State, EU or Federal Regulations vs. global corporate morale in the post-ENRON stage of capitalism.
- Internal communication, including risk and crisis communication, in connection to various stakeholders and hot-issues publics, such as pressure groups and media.
- The interplay between internal and external dimensions of organizational communication, including issues of consistency, motivation and auto-communication.
- Role and use of ICT in developing alternative communication tools and strategies inside organizations and in connection to their stakeholders.
- Formal and informal communication networks that sustain integrated strategies of communication, marketing, public relations and human resource development.
- Corporate communication as part of the media culture, global trends in developing effective inter-cultural communication perspectives and tools.

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Workshop Toulouse, June 9, 2009

Title: Strategic and Organizational Communication in firms: Crisis as Opportunity?

Target participants: Members of the Strategic and Organizational Communication (but open to all)

Affiliation: Strategic and Organizational Communication Section of ECREA

Venue: University of Toulouse

Date: June 9, 2009

Call for papers:

The Strategic and Organizational Communication Section would like to analyse the current situation of communication ON and IN companies, in a period of crisis.

In 2008, a recession throughout the industrialized world was suggested by several important indicators of economic downturn. This crisis has led to increased unemployment, and other signs of contemporaneous economic downturns in major economies of the world.

This workshop aims to understand contemporary developments in communication theory by looking

backwards as well as forwards. It intends to deal with the question of how communication is intertwined at various levels. Additionally, we would like to address the question of what kind of alterations can be used to adapt existing models and theories for current crisis. We want to encourage papers that explore tensions between older and new approaches.

The workshop will reflect on this cross-disciplinary process of conceptual and methodological transfer on the basis of which corporate communication phenomena are described.

Special attention will be paid to the interdisciplinary character of papers, and to emerging issues in Public Relations and communication sciences.

Specific topics

The following sub-themes have been envisaged:

1. Information and Public Relations in a period of crisis
2. Identity, Culture in a period of crisis

Abstracts

Please send abstracts for 30-minute presentations via email to arlette.bouzon@iut-tlse3.fr Abstracts will be submitted by the Scientific Committee for double-blind review.

Abstracts should be maximum 500 words, excluding tables and figures. The required format of submission is electronic (Word for Windows). To facilitate the assessment of abstracts and avoid erroneous interpretations, the interested authors are required to indicate their subject area by 5 keywords.

Papers

Full papers should be maximum 7,000 words, excluding tables, figures, and references.

Your final paper will be evaluated by at least two anonymous reviewers. This evaluation process will decide whether your paper is accepted as a full refereed paper, or as a work in progress paper or as a poster.

The defining of the theoretical frame and the concepts have to be indicate (among which the underlying hypotheses). The conditions of validity of the analysis are to be mentioned. Clarify the research methods or methodologies. Limits of the thinking need to be expressed.

Language for both abstracts and full papers: English, French.

Format requirements

Author: First name and last name, University or organization and addresses, E-mail: Times new roman 12 normal

5 Key words

Text: Times new roman 12 normal, space between the lines 1 row, justified paragraph

Notes: Times new roman 10 normal

References: Times new roman 12 normal.

Examples:

- BECK U. De la société industrielle à la société à risques. Problématique de la survie, structures sociales et éveil d'une conscience écologique. Revue Suisse de Sociologie, 1993, 19, pp. 311-337.

- BOUZON A. La place de la communication dans la conception de systèmes à risques. Paris, L'Harmattan, collection Communication des organizations, 2004.

Submission deadlines:

Deadline for abstracts: March 30, 2009

Notification of accepted proposals will be sent out by May 1, 2009.

Deadline for full papers: June 1, 2009

Registration

All participants to the conference, including those who present papers, must register electronically.

Registrations will open after May 15, 2009.

The deadline for conference registration will be June 1, 2009.

Contact local coordinator: arlette.bouzon@iut-tlse3.fr

Conference format:

This will be a small working conference, facilitating conversations intended to develop future connections between participants. Each scholar is asked to submit a paper and to provide one approach, theory, or analytical tool that can be used to productively understand and/or resolve the issue presented in the paper. Examples could include a media text, a transcript of a conversation; a videotape of interaction; a web page; or a narrative written by a group member.

Possibility to do a PowerPoint presentation.

Participants will share their case studies before the conference, and spend time during the conference analyzing them from a variety of approaches.

After the conference is over, the paper will serve as a common database to facilitate further research.

To facilitate discussions at the conference, the conference language will be English and French.

Information:

Local coordinator: arlette.bouzon@iut-tlse3.fr

- Organizational and Strategic communication Section.

Report: period 26/27 November 2008 – 27 April 2009

Our section promotes an active and critical dialogue among scholars in view of consolidating an interdisciplinary field of debate, applications and complex projects.

For the conference in Barcelona, we received 80 propositions and had near 20 articles presented, and 1 poster. They concerned the influence of different sorts of communications, from and in organization, including public-relation, advertising and human resource management. Each of these fields has expended its outlook and domain beyond its conventional definition and extent to integrative communication processes.

Our section had election in Barcelona on 26 November 2008. The steering team (Adela Rogoginaru from Romania, Lars Thøger Christensen from Denmark, and Arlette Bouzon from France) was happy to propose itself for 2 years to come and was elected (Adela Rogoginaru <adelarogojinaru@yahoo.com>, Lars Thøger Christensen <lrc@sam.sdu.dk>, and Arlette Bouzon <arlette.bouzon@iut-tlse3.fr>). The vote was unanimous.

The meeting was an occasion to discuss future and forthcoming activity of our section.

We would like to organize a round-table in EUPRERA congress next year, in September, to edit a book with a variety of contributions from various authors (ECREA members and nonmembers) using as much as possible material from the Barcelona conference, and/or publish a volume in an interdisciplinary journal on communication ON and IN organizations. We would like to create a list diffusion for the members of our section. The main purpose of the list is to constitute a community where any scholar working within the emerging field of organizational and strategic communication can inform their peers about new publications, upcoming conferences or other relevant information.

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2008, Barcelona

Call for proposal: Communication Strategy and Technology : A New Challenge

The growing interdependence between markets (including the financial markets), the development of multinational firms, the take-off in standardised products and the emergence of international media, entail traditional borders between countries (whether of geographical or political nature), just as cultural barriers between nations, to become increasingly porous.

This change is playing an active part in the construction of a new geography of markets and cultures, weaving an ever tighter mesh between the economy and globalized culture, and directly influencing the communication sector, especially through the images and messages that have been irrigating our daily lives since the end of the 1990's. Confronted by an activity that has lost its seasonality and become global, the various actors have had to adapt. With the development of the Internet, relations between the professional stakeholders and the customers in the commercial chain have been shaken up when it comes to the purchasing approach

Another dimension has thus been added on to the initial mass communication and segmented communication, with multi-channel communication. The latter strives to better take into account the complexity of demand and the variety of the linguistic, cultural and economic factors that govern consumption habits, following as closely as possible the potential consumers who use are increasingly using Web resources. This communication is thus forced to respond to the new morphology of the markets and is turned decisively towards short term sales through its presence on the Net. Nevertheless, alongside an architecture integrating different channels operating in synergy with each other, should not communication also vehicle messages devised to contribute to building a brand image for the long term? Should not the vectors for communication and its content be taken into consideration as a whole?

Much of the activity of a press relation manager (one of the communication skills) involves obtaining articles or reports by journalists in favour of the advertiser concerned; the activity cannot be considered independently of the corresponding spin-off. Now, the development of information and communication technologies, and above all the

reduction in communication budgets have over the last few years accentuated requirements as regards performance of media relations, this being borne out by the many debates that have stirred up the profession over recent months in Europe.

Meanwhile, advertising (another communication skill) seeks to obtain an effect on the behaviour of individuals belonging to the target concerned, in favour of a given advertiser, it being hard to consider the advertising activity independently of its spin-off. Now, the economic context and the reduction in communication budgets have for a number of years tended to accentuate requirements with respect to advertising performance. This too is highlighted by the many debates on neuromarketing that have put the profession in a state of turmoil over the last few years. But whether quantitative or qualitative, the evaluation of advertising performance too remains a vague concept that cannot simply be subsumed into a simple increase in sales. Indeed, advertising constitutes just one means of communication among others (public relations and promotion, for example) in an environment saturated with competing messages, fitting into an overall strategy that in turn proves to be more or less effective. Moreover, such measurement covers a variety of different means (preliminary test upstream of campaigns, subsequent test downstream, rate of memorising, of understanding, approval, attribution, etc.) that account awkwardly for what prospective customers and potential consumers really feel. In parallel with this, messages transit via the new media, including in particular the Internet, that brings with it new rules for communication.

In this difficult context, communicators, whoever they are (in public relations, press relations, advertising or internal communication) seek the tools likely to help them build their strategies as best as possible and justify them to the decision-makers. They are thus led to harness the concepts and notions used by the social sciences.

The papers we call for will reflect on this cross-disciplinary process of conceptual and methodological transfer on the basis of which corporate communication phenomena are described. They will propose and make clear different perspectives on corporate communication and illustrate their fundamental concepts. Each paper is called to introduce the state-of-the-art or key aspects of the research work connected to corporate communication in the respective countries/societies/contexts, and explain critical issues, methodologies and/or main results of studies and reflections in the field.

Requirements for participation

ECREA- Organizational and Strategic Communication Section

Coordination : Arlette Bouzon

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ISSN (en cours d'obtention)

Various forms of presentations are accepted in order to allow a large vision on the research field and also permit that each contributor finds his or her place in the programme. The Agenda will propose a plenary session dedicated to point out the burning issues in the domain and various workshops to discuss recent and innovative results of individual research or cross-examinations (individual or in teams) of the defined common topics. Maximum 15-20 minutes will be allotted for each presentation, followed by 10 minutes of discussions.

The point of view of the Scientific Committee as concerns the papers presented is twofold: the qualitative improvement of scientific exchange and the best articulation of research methods.

To facilitate the assessment of the abstracts and avoid erroneous interpretations, the interested authors are required to indicate the subject area by 5 key words. The contributors will send two separate files as follows:

- Title and abstract of the paper of around 5,000 characters (without blank space and bibliography), format Times New Roman, font 12, single line spacing, deadline 15 February 2008.

- Author registration form presenting the title of the contribution, the name of the author, institutional affiliation and address, function and titre, e-mail and post address, telephones.

The texts will be proposed by the publishing committee for blind peer assessment.

Scientific Committee:

- Adela Rogojinaru, University of Bucharest, Faculty of Letters, Department of Communication and Public Relations, Romania
- Arlette Bouzon, Université Toulouse III, France
- Lars Thøger Christensen, University of Southern Denmark, Department of Marketing & Management Relations, Romania
- Mihai Dinu, University of Bucharest, Faculty of Letters, Department of Communication and Public -
- Gino Grammacia, Chairperson/president SFSIC, France (ginogramaccia@orange.fr)
- Laurent Morillon, Université Toulouse III, France
- Marian Preda, University of Bucharest, Faculty of Sociology and Social Assistance, Romania
- Costin Popescu, University of Bucharest, Faculty of Journalism and Communication Sciences, Romania
- Poliana Stefanescu, University of Bucharest, Faculty of Sociology and Social Assistance, Romania

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2008: Report on yearly activities before Conference in Barcelona

Various forms of presentations were accepted in order to allow a large vision on the research field and also permit that each contributor finds his or her place in the programme.

The Agenda will propose sessions dedicated to point out the burning issues in the domain and workshops to discuss recent and innovative results of individual research or cross-examinations (individual or in teams) of the defined common topics. Maximum 15-20 minutes will be allotted for each presentation, followed by 10 minutes of discussions.

The point of view of the Scientific Committee as concerns the papers presented is twofold: the qualitative improvement of scientific exchange and the best articulation of research methods.

We received 75 propositions. The texts were evaluated by the committee for blind peer assessment.

To facilitate the assessment of the abstracts and avoid erroneous interpretations, the interested authors required to indicate the subject area by 5 key words.

We have 3 sessions and 1 for posters

We envisage now the publication of the proceedings in English with ECREA book. The texts will be proposed by the publishing committee for blind peer assessment.

What we have planned for the autumn and winter.

The section contribute to organize the European Conference ECREA 2008 in Barcelona. The call was "Communication Strategy and Technology: A New Challenge,".

When evaluating the 75 papers from Canada, France, England, Spain for the Colloquium, the Scientific Committee will especially focus on the following two dimensions: the qualitative improvement of scientific exchange and the best articulation of research methods. The texts were chosen by the publishing committee for blind peer assessment. Now 25 researchers (professors, master and doctoral students) have to present contributions.

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We envisage the publication of the proceedings in the working languages of the Conferences

- Organizational and strategic communication Section.

2007: Report of yearly activities

The ECREA section for Organizational and Strategic Communication has been created with the aim of promoting an active and critical dialogue among scholars involved in the study of corporate communication and cultures. Scholars from Europe and elsewhere are called to debate on the fundamentals of corporate communication and to propose new research topics and input concepts relevant to the interdisciplinary growth of these disciplines within the field of organizational and strategic communications.

The first major European event of the Section was organized in Bucharest, Romania, in June 1-2, 2007, on the challenging theme of “Fundamentals of Corporate Communication: Current Trends and Perspectives”.

The Conference had been proposed and organized in conjunction with the annual colloquia of the two faculties and departments of the University of Bucharest, namely the Department of Communication and Public Relations of the Faculty of Letters and the Centre for Media Studies and New Communication Technologies of the Faculty of Sociology.

About 150 participants from Romania, France, England, Germany, Poland, Canada and Turkey took part in the event. Various forms of presentations were encouraged, in order to outline the complexity of the research field and allow contributors to find their specific place in the programme. The Agenda proposed two plenary sessions dedicated to the most salient issues in the field as well as four parallel workshops in which scholars and practitioners discussed recent and innovative projects. The Conference had programmed two pre-conference Forums on social and ethical aspects of communication, and a final Round Table on the use of electronic media and blogging. The debates were rich and inspiring, performed in a very convivial ambience

The individual presentations have been subject of double selection: a first evaluation based on the abstracts sent and published prior to the Conference, and a blind peer assessment of the full papers. The process of paper examination is under

way, and the Conference book is planned to appear at the beginning of 2008 by a Romanian Publisher. When evaluating the papers of the Conference, the Publishing Committee pays attention to both qualitative improvement of scientific exchange and best articulation of research methods. The papers should reflect the cross-disciplinary process of conceptual and methodological transfer from humanities and social sciences to organizational communication. Each paper is called to introduce the state-of-the-art or key aspects of the research work connected to corporate communication in the respective countries/societies/contexts, and explain critical issues, methodologies and/or main results of studies and reflections in the field. It is expected that papers should make clear different perspectives on corporate communication and illustrate fundamental concepts.

The ECREA section for Organizational and Strategic Communication is open to potential members from various institutions and professional groups whose interest is to expand relevant knowledge and to share advanced expertise about the corporate world.

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