

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 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. 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.

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.

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. Improving 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.