

ECREA Section for Organisational and Strategic Communication

- **Full names of chairs:**

Chair:

Arlette Bouzon, Professor, University Toulouse, France

Vice chair:

Adela Rogojinaru, Ph.D, University of Bucharest, Romania

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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 organizational and strategic communications.

Our section wants to consolidate an interdisciplinary field of debate, applications and complex projects. 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 Rogojinaru from Romania, Lars Thøger Christensen from Denmark, and Arlette Bouzon from France) was happy to purpose itself for 2 years to come and was elected (Adela Rogojinaru <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 created 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.

We edited two newsletters in 2009. These quarterly newsletters content included the various headings:

- Conference and call for paper
- Programme of congresses
- Abstracts of books...

The 2009 workshop of the Section was organized in Toulouse, France, in June 9, on the challenging theme of **“Strategic and Organizational Communication in firms: Crisis as Opportunity?”**. Through this event, the Strategic and Organizational Communication Section intended 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 aimed to understand contemporary developments in communication theory by looking backwards as well as forwards. It proposed to deal with the question of how communication is intertwined at various levels. Additionally, we wanted to address the question of what kind of alterations can be used to adapt existing models and theories for current crisis, and to encourage papers that explore tensions between older and new approaches.

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

About 20 participants from European Union (Spain, Portugal, France, Turkey, United Kingdom) and from Australia took part in the event. Various forms of presentations were chosen, in order to outline the complexity of the research field and allow contributors to find their specific place in the programme.

The debates reflected the cross-disciplinary process of conceptual and methodological transfer from humanities and social sciences to organizational communication. Each paper tried 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 explained methodologies and/or main results of studies and reflections in the field. The debates were rich and inspiring, performed in a very convivial ambience

The book was edited, presented various peer reviewed contributions (submitted by professors and researchers from France, Germany, Poland, Romania, and Turkey), with the focus on capturing the dynamic of organizational changes. The aim of the book is to reflect the complex and interdisciplinary nature of the disciplines like corporate ethics, corporate culture, internal and new media, corporate social responsibility. The presentations are written in the language proposed by their authors, namely in English, French and Romanian, with an Introduction by the editor.

Rogojinaru, A., (ed.), *Comunicare și cultură organizațională : idei și practici în actualitate* [Communication and Organisational Culture: Contemporary Ideas and Practices]”, Bucharest, Tritonic, 2009, 296 p.
