

The Strategic Role of Communication in Management

SPECIAL ISSUE

Guest Editors

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CALL FOR PAPERS

Deadlines	
Submission of full papers	30 September 2023
Notification of peer review results	December 2023
Submission of revised papers	March 2024
Publication	Fall 2024

Scope of the special issue

This special issue is aimed at stimulating management scholars to reflect on how communication can support corporate leaders in managing business processes.

In recent times, the role of communication has become more crucial as witnessed by the increasing number of dedicated organizational functions as well as specialized professionals operating within companies. This phenomenon is driven by a number of factors, among which we can mention two main ones. On the one hand, corporate citizenship has become the key to the sound development and survival of any company, due to the fact that it connotes a firm’s obligation towards society as a requirement for doing business. Critical to corporate citizenship are actions that are visible, consistent, distinctive, transparent, and authentic, in other words communicated effectively.

On the other hand, following the pandemic, the role of internal communication has gained importance in companies and is today in perfect harmony with that of external communication, this because not only corporate leaders, but also employees, have an ever greater responsibility for creating corporate narratives that define deep-seated identitarian values and companies should clearly express the existing alignment between presiding identitarian values and mission/vision/business strategy. These elements must be ingrained in communication strategy which must then emphasize their coherence and consistency over time.

The aim of this special issue is *to investigate how communication can support the definition and deployment of corporate and business strategies, can shape both strategic and operational managerial decisions from the very first moment. The special issue also has the objective of examining how communication can lead processes to incisively make their effects felt on the companies’ bottom line (economic performance) as well as on society as a whole, and finally of helping leaders drive transformation and change processes.*

Keywords: strategic communication, communication strategy, sustainability communication, management of communication processes, communication & operational management, marketing communication, digital communication, data driven communication, communication supporting change.

Topics

This Special Issue welcomes both theoretical and empirical papers, leveraging various methodological approaches, strongly supported by communication and management literature. Suggested topics are as follows:

- communication and management decision-making;
- the role of communication in defining and executing strategy;
- communication which supports operational management processes;
- communication for stakeholder management (i.e. internal comm., financial comm. and IR, media relations and influencers’ management);
- marketing communication;
- ethical issues concerning communication;

- communication of sustainability/CSR;
- data-driven communication;
- artificial Intelligence and Communication;
- brand values and brand communication management;
- balance between short-term sales conversions and long-term consumer brand relationships
- communication for supporting change (i.e. mergers, acquisitions,...);
- communication strategies and interventions in critical situations ;
- digital communicative scenarios (i.e. social networks, Metaverse, ...).

This special issue welcomes qualitative, quantitative and mixed approaches, strongly supported by management literature.

Some useful references

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- 18) ZERFASS A. (2008), “Corporate communication revisited: Integrating business strategy and strategic communication”, In Zerfass A., van Ruler B., Sriramesh K. (Eds), *Public Relations Research*, Wiesbaden, Germany: Springer VS Verlag für Sozialwissenschaften.

Paper submission (deadline September 30, 2023)

To submit papers to the special issue please follow instructions described at the following link:
<https://www.sijm.it/author-guidelines/>

Peer review process

The review process is described here: <https://www.sijm.it/peer-review-procedures/>

Publication in Sinergie Italian Journal of Management

A selection of the papers will be included in a Sinergie Italian Journal of Management Special Issue Fall 2024.

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