

## **Application for ECREA OSC Conference in July 2023**

Dear members of ECREA's Organisational and Strategic Communication section,

Christmas is almost there. Still, before the end of the year, we would like to send you a newsletter with two very important information about our section's activity and ask some minutes of your attention for them.

We hope to see your opinion included and also to meet you in Lisbon in July 2023.

Have a great end of 2022 and best wishes for 2023,

Evandro, Ileana and Alessandro

### **Members Survey**

As announced at the Aarhus business meeting in October and on the November newsletter, we are asking you to take 10 minutes of your time to answer some questions related to our Section activities.

The purpose is to listen to members and to receive useful feedbacks and evaluations on the activities carried out and those to be planned, as well as to better calibrate our communication tools.

Your participation is essential if we aim at making OSC Section an active environment of discussion, personal and common growth, and at added value for each of us.

The questionnaire is anonymous, and responses will be used only for Section activities' goals.

Please submit your opinion here: (<https://forms.gle/STsz3DiWPMXyZUZNA>)

### **ECREA OSC Conference CfP - July 2023 in Lisbon**

The normative imperative: Socio-political challenges of Strategic and Organisational Communication

For far too long, the focus of applied communication has been in proving value and getting a place at the manager's table. We followed blind the growth imperative, and an economic model centred on the financial efficiency. In the years, some academics were looking for identifying added-value of communication to the management game from a hegemonic perspective. Nevertheless, it was also a position of never being able to be a game changer, but rather a follower. It even charged also public sector with efficiency from a management centred perspective.

We see then a change in the public sphere and in the social dynamics. Society intensified the game of legitimation of organizations with hashtags movements and global awareness. CSR, sustainability, diversity, equity, inclusion are now well widespread buzzwords in the corporate realm. Organizations feel the normative imperative, taking care of societal issues and even play a role in political discussions, as seen in corporate social advocacy and CEO activism. On the other side, corporate hypocrisy and soft

propaganda are ongoing, and the media landscape and its watchdog role seems to be diminishing.

For sure companies and even more public sector have always had a contract with society. A contract that comprises not just direct stakeholders (as employees, consumers, citizens or shareholders) but also broader publics (as the media, the non-profit sector or the communities where the organization operate). Of course, there are laws and regulations, the formal part of this social contract; but there are also semi-formal aspects, which are much more fluid and difficult to ascertain: the stakeholders' expectations regarding companies conduct, like following environmental or labour ideals, or the fulfilment of brand promises. Violations may result in swift actions by stakeholders, fuelled by social media boycotts, for example, but they can also go unnoticed. With excuses of endless use of rhetorical figures and a permissive attitude towards communication endeavours and the brand communication, we let organizations preach their stories and narratives without hardly any accountability on their communication.

We invite the community to reflect upon the scope of those thoughts and to submit critical, empirical or theoretical proposals for the interim ECREA OSC conference to take place from 5<sup>th</sup> to 7<sup>th</sup> of July 2023 in the Autonomous University of Lisbon, in a joint organization with LabCom – Research centre. Evandro Oliveira and Gisela Gonçalves are the organizers.

Some of the topics, can be:

- Normative governance for organizational communication
- Normative frameworks for strategic communication
- Impact of rhetoric and brand narratives on society
- Public sector implications of normative dimensions
- Nonprofit and hypocrisy
- Impact of communication on consumers identity and well being
- B-corps as a new relationship management approach
- Accountability, integrated reporting and communication
- The 4<sup>th</sup> sector communication
- Greenwashing and other “image” washing.
- Strategic communication and the UN sustainable development goals
- Corporate social advocacy and CEO activism
- Internal relationship management and well being
- Scholars and postgraduate students of Organizational and Strategic Communication. Students are encouraged to take advantage of the formal and informal mentoring opportunities afforded by participation in the conference and other activities of the Section. The conference provides members with valuable professional development opportunities, including networking and presentation, and learning about the latest trends in Organizational and Strategic Communication research.

Timeline:

- We welcome submissions till February 28<sup>th</sup>
- Decisions on submissions till 31<sup>th</sup> of March
- Early Bird registration till end of April
- Registration closes on 10<sup>th</sup> of June
- Extended abstract
- should contain 1500 and 2000 words (excluding references)
- the document should be sent in word format.
- authors should not be identified in the document.
- The document should be sent to [ecreaosc@gmail.com](mailto:ecreaosc@gmail.com) -with the details of the authors.
- The costs of the conference registration will be around 100 euros on early Bird for members, including registration, coffee breaks and two lunch. More detailed information will follow soon.

Full papers can be considered (after peer-reviewing process) for two publications:

- 1- A special issue of the “Communication Studies” journal- Scopus, Latindex, open source (<http://ojs.labcom-ifp.ubi.pt/index.php/ec/about/submissions>)
- 2- An edited book by Evandro Oliveira & Gisela Gonçalves (Publisher tbc)