

ECREA Section for Organisational and Strategic Communication

• **Full names of chairs (2010-2012):**

Chair:

Adela Rogojinaru, Associate professor, University of Bucharest, Romania

Vice-chairs:

Arlette Bouzon, Professor, University of Toulouse III, France

Ana Duarte Melo, University of Minho, Portugal.

Contact details : adelarogojinaru@yahoo.com; adelarogojinaru@comunicare-relatiipublice.ro,
arlette.bouzon@iut-tlse3.fr, anamel@ics.uminho.pt.

Annual Report of the Organisational and Strategic Communication Section.

2009 – October 2010.

The Report was prepared by prof. Arlette Bouzon, founding chair of the OSC Section, actual vice-chair, and approved during the Business meeting of the Section at the 3rd ECREA Conference in Hamburg, 14 October, 13.00-14.15. Additions have been formulated by the actual chair, assoc. prof. Adela Rogojinaru, based on members' discussions during the business meeting and conference section works.

Mission and aims of the Section

The ECREA section for OSC 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.

Events

June 9, 2009: Workshop “Strategic and Organizational Communication in firms: Crisis as Opportunity?” Toulouse, France. The workshop aimed at analyzing the current situation of communication of companies, as a result of the current crisis. In 2008, a recession throughout the industrialized world was indicated by several important data of economic downturn. This crisis has led to increased unemployment, and other effects 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 intends to deal with the question of how communication is intertwined at various levels. Additionally, the organizers wanted to address the question of what kind of alterations can be used to adapt existing models and theories for current crisis. The workshop reflected on this cross-disciplinary process of conceptual and methodological transfer on the basis of which corporate communication phenomena are described. An interdisciplinary character of papers emerged. About 30 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 dissemination of ideas following the Conference created higher awareness on the topic. The Section has been active in encouraging various researchers and professors to continue sharing information and promoting new challenges in the domain. The members of the Board have put their efforts in coordinating local events or debates. In Toulouse, for instance, the research group has been looking at the actual state of internal communication and entire strategic communication in public institutions like public administration, universities, museums and firms.

September 23, 2009: Round-table on Corporate communication and CSR, September 23, University of Bucharest, Faculty of Letters. 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. Scholars and practitioners discussed recent and innovative projects on social and ethical aspects of communication, on the use of electronic media and blogging. The debates were rich and inspiring, performed in a very convivial ambience. The individual presentations had 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.

2010. Preparation of the 3rd European Communication Conference of ECREA

For the 3rd ECREA Conference, our Section Committee received quite a significant number of propositions and finally approved 31 articles. The proposals referred to the influence of different forms of public communication, including public relations, advertising, branding and internal communication. When evaluating the proposals of the Conference, the Reviewing Committee paid attention to the qualitative improvement of scientific exchange and best articulation of research methods.

Future developments

The Section is looking at expanding the **professional exchange**, in order to create poles of excellence. Interested Universities and research centres are invited to cooperate for initiating bilateral and multilateral projects or to propose **special research interest groups**. An advertising research network can be accommodated within the Section in the near future.

In its four years of existence, the Section had made some steps in raising the interest for an enhanced European cooperation in the field. More efforts should be made for visibility, including online news and publication. We have created a diffusion list and a quarterly newsletter for the members of our section. The main purpose of the list was 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. The Section remains open to respond to any other European language groups, in order to better represent the diversity of approaches as well as the interdisciplinary methodologies.

The Section would continue to support the efforts of higher **education departments for communication sciences** and recommend to its academic members to plead for introducing or consolidating, if exist, the disciplines of organisational culture and communication in the curricula of European communication schools.

Publication: the Section management will propose to the OSC colleagues to publish a special issue in the Journal of Organisational Transformation and Social Change (JOTSC), one of the Intellect journals. The issue implies further (blind) review of the papers presented at the 3rd ECREA Conference in Hamburg.

**Addendum to the Annual Report of the Organisational and Strategic Communication
Section.**

Election results 2010

Previous elections of the OSC section: Barcelona, the 26th of November 2008. Previous composition of the management was as follows:

Arlette Bouzon, University of Toulouse 3, France - chair.

Lars Thøger Christensen, University of Southern Denmark – vice-chair.

Adela Rogojinaru, University of Bucharest, Romania – vice-chair.

Results of the elections in 2010

Recent elections were organized in Hamburg during the OSC Section business Meeting, on the 14th of October, h: 13.00-14.15.

The interested candidates have been invited to submit letters of intent to the founding chair, prof. Arlette Bouzon. The following members expressed their interest in the management positions:

- for the position of chair

Adela Rogojinaru

- for the two positions of vice-chair

Arlette Bouzon
Ana Duarte Melo
Christina Gonzalez Dias
Pertti Hurme
Sjoerd de Vries

During the meeting, Pertti Hurme declined its interest, because he wanted to continue serving the ECREA Board. Sjoerd de Vries was absent, but his name was nevertheless presented for the vote.

Candidates introduced themselves briefly. The voting process was individual and secret. The ECREA Board was represented by Tamara Witschge and Nico Carpentier.

The elected members are the following:

Chair: Adela Rogojinaru, associate professor, University of Bucharest, Romania.

Vice-chair: Arlette Bouzon, professor, University of Toulouse III, France.

Vice-chair: Ana Duarte Melo, University of Minho, Portugal.