



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
25-27 August 2021
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 6.4 – Organizational and Strategic Communication

Corresponding Chair:

Merja Koskela, University of Vaasa, Finland (merja.koskela@univaasa.fi)

Co-Chairs:

Helena Kantanen, University of Eastern Finland, Finland
Heidi Hirsto, University of Vaasa, Finland

Description:

Organizations are increasingly taking leaps from one-way announcements towards dialogue and co-creation of the reality. This involves a shift from information delivery towards participatory ways of communicating and working. Employees can, in the best case, become innovative ambassadors for organizations. In the meantime, organizational boundaries are fading and demands of transparency are presented by different stakeholders. Moreover, customers demand better service and up-to-date information on products and their origin. To enable successful changes of strategies and business practices, organizations are expected to communicate their intentions proactively and efficiently.

The track focuses on the analysis, understanding, and critique of communication practices within and between organizations and specified publics.

The research perspectives include but are not limited to:

- communication as constitutive of organization (CCO)
- communication management
- identities, images and reputations of organizations
- crisis communication
- CSR communication
- organizational transparency
- language use, discourse and interaction in organization and organizing

www.oru.se/NFF2021





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- narratives in organizational communication

Theoretical, empirical, critical and practical papers are welcome, as well as both qualitative and quantitative methodologies

Keywords:

Communication, Communication Management, CSR, Dialogue, Organization, Transparency

References:

Christensen, L. T., Morsing, M., & Thyssen, O. (2020). Talk–Action Dynamics: Modalities of aspirational talk. *Organization Studies*. Ahead of Print.

Cooren, F., Kuhn, T.R., Cornelissen, J. P. & Clark, T. (2011). Communication, organizing, and organization: An overview and introduction to the special issue. *Organization Studies* 32(9), 1149-1170.

Hallahan, K. (2015). Organizational goals and communication objectives in strategic communication. In: Holtzhausen, D. & Zerfass, A. (eds.). *The Routledge Handbook of Strategic Communication*. New York: Taylor and Francis Group.

Van Ruler, B. (2018). Communication theory: An underrated pillar on which strategic communication rests. *International Journal of Strategic Communication* 12:4, 367–381. <https://doi.org/10.1080/1553118X.2018.1452240>

Zerfass, A.; Verčič, D.; Nothhaft, H.; Werder, K. P. (2018). Strategic communication: Defining the field and its contribution to research and practice. *International Journal of Strategic Communication* 12:4, 487–505. <https://doi.org/10.1080/1553118x.2018.1493485>

Author guidelines:

Go to www.oru.se/NFF2021 for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

We very much look forward to welcoming you in Örebro!

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