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# COMMUNICATIVE BUSINESS

## Italian Research Review on Business Communication

1

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UNIVERSITÀ CATTOLICA DEL SACRO CUORE - MILANO

*Communicative Business* is the first Italian academic and managerial review specifically dealing with research topics related to *Total Business Communication* (e.g. advertising, integrated marketing communications, corporate public relations, sponsorship, event management, internal communication, etc.). The review is an initiative of the *Research Laboratory on Business Communication (LABCOM)* of *Università Cattolica del Sacro Cuore* in Milan, and its international Editorial board is composed of about 20 highly esteemed scholars and communication experts from Italy and from foreign countries.

The aim of the publication is both to contribute to the advancement of the knowledge of business communication in all its integrated aspects, promoting the research and stimulating an open dialogue and a factual collaboration approach among scholars of different countries.

The journal has a *double blind peer review* system for the evaluation of papers and accepted articles will be published either in English or in Italian (with an abstract in English).

You may find *Communicative Business* on the business international databases *EBSCO* and *ProQuest*.

## Target audience

Scholars, marketing and communication top managers and professionals.

## Topics covered

Papers could be both *conceptual* (conceptual frameworks and models, descriptive-interpretative papers, strategical managerial issues analysis, literary reviews) and *empirical* (quantitative as well as qualitative approaches are accepted, and case study analysis is also appropriate).

Main topics of interest include:

- ▶ theory of business communication developments (theoretical evolution, international comparative studies, IMC developments);
- ▶ marketing communication (advertising, sales promotion, product public relations, commercial sponsorship, events, merchandising, packaging, direct response advertising);
- ▶ corporate communication (corporate identity management, corporate public relations, investor relations, crisis communication, corporate sponsorship, corporate advertising, corporate and employer branding, corporate reputation management);
- ▶ relationships identity-image-reputation;
- ▶ internal communication (organizational relationships, strategic and value-based communication among employees, diversity management, change management, employee engagement);
- ▶ web-based and digital communication (online advertising, communities, blogs and social networking, advergames, multimedia interactive communication, podcasting, mobile communication);
- ▶ interaction between online and offline communication;
- ▶ innovative brand strategies and communication techniques (consumer engagement, branded entertainment, product placement, brand storytelling, event marketing, ambient communication and guerrilla marketing, emotional and experiential branding);
- ▶ interaction between unconventional and traditional communication media;
- ▶ in-store communication, visual merchandising, store atmosphere and environmental cues;

- ▶ valuation of marketing and corporate communication effectiveness;
- ▶ international communication and cross-cultural issues (international communication strategies and tactics, comparative studies, made-in effects on international branding strategies, global/local communication issues;
- ▶ methodological issues related to business communication.

Papers dealing with other issues than those proposed will be also considered for publication.

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## Submissions

Please submit your manuscript in MS Word by eMail to the Editor, Dr. Rossella C. Gambetti: [communicativebusiness.labcom@unicatt.it](mailto:communicativebusiness.labcom@unicatt.it). Hard copy submissions of manuscripts via postal or courier service will not be accepted. Any file properties that might identify the author will be removed before review to ensure anonymity. A manuscript will be accepted only on the understanding that it is an original contribution which has not been published previously and is not under consideration for publication elsewhere. Contributions are sent to two independent reviewers in a double-blind procedure prior to publication decision.

*Communicative Business* appreciates the time and energy required to prepare a paper, and we are grateful to all our contributors, since we are always looking for new sources of important and useful ideas. Thank you for your interest.

## Subscription rates for 2010

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print only	50,00 €	70,00 €



**LABCOM** is a university research center on business communication directed by prof. Edoardo Teodoro Brioschi since its constitution in 1998.

The center promotes and carries out empirical research on several topics of business communication, collaborating actively with both academicians and scholars of other national and international universities and with companies, advertising and media agencies, as well as public relations agencies.

**LABCOM** launched in 2008 the scientific journal **Communicative Business. Italian Research Review on Business Communication**, aimed at contributing to knowledge advancement on business communication in all its integrated aspects.

The center organizes also national and international seminars, debates, meetings and conferences as well as develops training experiences.

**Create, spread, advance communication culture.**

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