



*Hosted by*  
**Università Cattolica del Sacro Cuore, Milan (Italy)**  
**April 3-4<sup>1</sup>, 2014**

## CALL FOR PAPERS

### ***DIALOGIC COMMUNICATION: BEYOND CONTROL TOWARD CO-CONSTRUCTION***

#### **Agenda**

We live in an era of information democracy and worldwide interactive communication, in which any individual, institution, organization, association or group of people can establish communication exchange with any other individual, group, institution or organization, using all the different communication touch points available online or offline in fast, direct and cost-effective ways. In such an era, corporate and marketing communications become extraordinarily powerful strategic assets to understand, connect with, listen to, and engage all company stakeholders, including customers and consumers. In the effort to build company identity and foster strong individual and corporate brands along with a positive and enduring corporate reputation, communication needs to be creative, meaningful, up to date, transparent, empathetic, participatory, sustainable, and relevant for all customers and stakeholders.

To develop and maintain these features over time, communication needs to be part of the strategic decision-making of top management and brand management, and be managed by open-minded, multidisciplinary, passionate professionals, driving dialogic and peer-to-peer communication processes, sensing the corporate environment for opportunities and threats, discovering and leveraging on all stakeholder and customer touch points to engage and interact with them.

The focal point of the 2014 CMC Conference lies in exploring current and future challenges relevant to the adoption of a dialogic approach to corporate and marketing communications. What does it mean for communication to be genuinely dialogic and truly interactive? How can communication overcome sender-biased models of message delivery? How can communication adopt a stakeholder-centric approach? How can dialogic communication sustain corporate

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<sup>1</sup> Due to a date overlapping with the most important international design and furniture trade fair taking place every year in Milan, the CMC Conference date has been anticipated by one week, from April 10<sup>th</sup>-11<sup>th</sup> to April 3<sup>rd</sup>-4<sup>th</sup>. Sorry for the inconvenience and please do not hesitate to contact us should you have any problem.

intangible assets? What are the ethical challenges of dialogic communication? How can dialogic communication be evaluated?

The 19<sup>th</sup> International Conference on Corporate and Marketing Communications is the locus for scholars, educators, and practitioners seeking to promote and advance knowledge in the field of Corporate and Marketing Communications.

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Università Cattolica del Sacro Cuore is proud to host the 2014 CMC Conference. Thanks to its genuine multidisciplinary vocation and to its location in Milan – the Italian heart of business innovation, design, visionary architecture, and eclectic lifestyle – Università Cattolica is the perfect venue for new ideas generation

## **Deadlines**

- Submission: December, 15<sup>th</sup> 2013
- Early registration: February 15<sup>th</sup>, 2014

## **Conference Chairs:**

Dr. Rossella C. Gambetti and Prof. Edoardo T. Brioschi  
Dept. of Economics and Management Sciences  
Università Cattolica del Sacro Cuore  
Largo Gemelli 1  
20123 Milano, Italy

**Conference website:** [www.unicatt.it/2014CMC](http://www.unicatt.it/2014CMC)

Contact details: [rossella.gambetti@unicatt.it](mailto:rossella.gambetti@unicatt.it)

## **CONFERENCE TRACKS**

### **Corporate Communications**

- Corporate Communications
- Corporate identity, image, reputation
- Integrated corporate communications
- Corporate branding
- Communication to stakeholders
- Public relations perspectives
- Public affairs
- Managing organizational identification
- Internal communications
- Organizational, business and management communications
- Internal branding
- Non-profit and voluntary sector organizations and branding

## **Marketing Communications**

- Integrated marketing communications (IMC) and its dimensions
- Promotional mix issues
- Advertising, direct Marketing, sales promotion
- Marketing public relations
- Efficacy and effectiveness of marketing communications
- Branding and brand management
- Business-to-consumer (BTC), business-to-business (B2B) communications
- Measuring attitudinal/behavioural response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- On- and Off-line communication issues
- Tourism communications

## **Interactive Marketing and Corporate Communications**

- Communication, Interaction, Integration
- Marketing relationships
- Relationship and retention marketing
- Internet as a promotion tool, Media or Alternative Market-spaces
- Web Advertising Effectiveness
- The Antecedents of Web Performance
- Building Customer Relationships Online
- Permission Marketing – through a critical lens
- Measurement of web visits – methodological concerns
- Online Marketing Communication Research
- Viral marketing
- Mobile marketing

## **Related Areas**

- Ethical considerations of marketing communications
- Critical views on corporate and marketing communications
- Communicating and reporting about CSR
- Communications research methods
- Rhetoric, Semiotics in communication
- Assessing/evaluating communication effects
- Societal and social marketing activities to promote responsible behaviour
- Knowledge Management and Communication
- Communications in times of economic crisis

## Conference fees and registration

<b>Type of fee (Euro)</b>	<b>Early registration by Feb 15</b>	<b>Late registration after Feb 15</b>
Presenter	470	590
Ph.D. student	270	390
Non presenter	570	690

The conference registration fee covers admissions to all sessions, conference proceedings, two luncheons, coffee breaks, conference dinner, and an individual annual subscription to the *Journal of Marketing Communications*. Accommodation rates are not included in the conference fee.

## Contributions

This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review, and ideas for special session proposals will be welcomed. Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. **The best competitive paper will receive automatic acceptance by the *Journal of Marketing Communications***, subject to requested editorial changes. Successful authors will present their papers at the conference and **all competitive papers accepted for the conference will be reviewed for the *Journal of Marketing Communications* (JMC)**.

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the Italian academic journal  *Mercati & Competitività* (Markets & Competitiveness) on the topic “Content marketing”, edited by Prof. Renato Fiocca, Prof. Alberto Pastore and Prof. Alfonso Siano.