INTERNATIONAL COMMUNICATION ASSOCIATION
2017 PRECONFERENCE

Future directions of Strategic Communication:
Towards the second decade of an emerging field

Thursday, May 25, 2017 | 9 a.m. — 5 p.m.
Hilton San Diego Bayfront, San Diego, CA, USA

THEME AND RATIONALE
Strategic communication has emerged as a global field of communication research during the last decade. Scholars from public relations, corporate communication, organizational and internal communication, public diplomacy, political communication, advertising, marketing, health and intercultural communication have merged efforts to build a body of knowledge that focuses on the deliberate and purposive use of communication to support the overarching goals of entities (companies, nonprofits, states, etc.). Universities have introduced programs that combine insights from some of these fields with specific knowledge on strategic thinking, planning, and alignment. Academic conferences have been arranged around the world, handbooks and textbooks published, and the International Journal of Strategic Communication, now in its 10th year of publication, serves as a platform for discussion and debate. Moreover, large-scale surveys like the Communication Monitor series across 80 countries in Asia-Pacific, Europe, and Latin America, and numerous other studies have provided empirical insights into the field.

Despite these forms of institutionalization, there is still no universal understanding of the pillars on which the field rests. What are the core perspectives and benefits of strategic communication? How does it differ from traditional disciplines? What is the extra value of an integrated view? Are we using appropriate conceptualizations of communication and strategy? What can we learn from recent debates in strategic management and strategic alignment? What are the methodological challenges of researching the link between communication and organizational goals? How can empirical studies inform the debate? How is the field developing in different parts of the world?

This preconference will focus on conceptual papers building a big picture. It will stimulate debate among those who are willing to shape the future of the field. In order to use as much time as possible for interactive discussions, all registered participants will receive a PDF booklet with a two-page abstract for each presentation and a reader with the full papers (where applicable) ahead of the conference. Presentations will be kept short and concentrate on key theses or findings and points for discussion. All participants are invited to contribute their experiences and perspectives.

This preconference comprises more than 40 speakers and moderators from 5 continents selected through a competitive peer-review process. It is part of the official ICA 2017 conference program and continues a series of successful ICA preconferences on strategic communication held in 2011 (Boston) and 2014 (Seattle).
We invite scholars across the globe to continue to build the strategic communication body of knowledge by taking part in this preconference. Participation fee (including coffee breaks and lunch buffet) is US $105 for everybody attending (presenters, moderators, and non-presenters). Register for this preconference online at www.icahdq.org beginning January 17, 2017, as part of your main ICA conference registration, or stand-alone. Special hotel rates are available for registered participants. All participants, speakers or not, must register and pay fees.

Seating is limited – register today!

PROGRAM

09.00 - 09.30 OPENING PLENARY

09.00 - 09.20 Strategic communication: Defining and expanding a contested field
Howard Nothhaft & Kelly Page Werder (Lund University, University of South Florida)

09.20 - 09.25 Strategic communication: What it is and what it is not.
A critical analysis of academic journals in communication, political science and marketing research
Lisa Dühring & Benjamin Bigl (University of Leipzig)

09.25 - 09.30 The future of strategic communication: Insights from multi-level modelling of a decade of survey data
Piet Verhoeven, Ansgar Zerfass, Dejan Vertič, Ángeles Moreno & Ralph Tench
(University of Amsterdam, University of Leipzig, University of Ljubljana, University Rey Juan Carlos Madrid, Leeds Beckett University)

09.30 - 10.30 MAPPING THE FIELD

09.30 - 09.40 What is this thing called strategic communication?
Finn Frandsen & Winni Johansen (Aarhus University)

09.40 - 09.50 Dialogics of strategic communication: Embracing conflicting logics in an emerging field
Lars Thøger Christensen & Emma Svensson (Copenhagen Business School, Uppsala University)

09.50 - 10.00 Strategic communication: Common threads and possible solutions
Robert L. Heath & Kirk Hallahan (University of Texas, Colorado State University)

10.00 - 10.30 Discussion
Chair: Yi-Ru Regina Chen (Hong Kong Baptist University)

10.30 - 11.00 COFFEE BREAK
11.00 – 12.00  EXPLORING COMMUNICATION AND STRATEGY

11.00 – 11.10  Strategic communication: Communication theory at the center
               Betteke van Ruler (University of Amsterdam)

11.10 – 11.20  Strategic communication as emergent: Towards a conceptual framework of strategizing as flexible processes
               Michael Etter & Peter Winkler
               (City University of London, University of Applied Sciences Vienna)

11.20 – 11.30  A networked view of strategic communication
               Amy O’Connor & Michelle Shumate
               (University of Minnesota Twin Cities, Northwestern University)

11.30 – 12.00  Discussion
               Chair: Shannon A. Bowen (University of South Carolina)

12.00 – 13.00  LUNCH BREAK

13.00 – 14.00  DEFINING CONTRIBUTIONS TO SUCCESS

13.00 – 13.10  Alignment: Revisiting a key concept in strategic communication
               Sophia C. Volk & Ansgar Zerfass (University of Leipzig)

13.10 – 13.20  Strategic decision-making process and the communicative contribution:
               A challenging plot for the Chief Communication Officer
               Elena Gutiérrez-García (University of Navarra)

13.20 – 13.30  Telling the story of value creation:
               How to make strategic communication results meaningful to top management
               Stefania Romenti, Emanuele Invernizzi & Grazia Murtarelli (IULM University Milan)

13.30 – 13.40  Issues and influence: The strategic communication dimension
               James Mahoney (University of Canberra)

13.40 – 14.00  Discussion
               Chair: Jesper Falkheimer (Lund University)

14.00 – 14.30  COFFEE BREAK

14.30 – 15.30  EXPANDING THE FIELD

14.30 – 14.40  Expanding the scope of strategic communication:
               Going beyond communication professionals and small-scale studies
               Mats Heide, Charlotte Simonsson, Sara von Platen & Jesper Falkheimer (Lund University)

14.40 – 14.50  Escaping the spectre of organization-centricity: The key to socializing strategic communication
               Jim Macnamara (University of Technology Sydney)
14.50 – 15.00  Evolutionary psychology: A framework for strategic communication research?
Jens Seiffert-Brockmann (University of Vienna)

15.00 – 15.30  Discussion
Chair: W. Timothy Coombs (Texas A&M University)

15.30 – 16.40  FUTURE CHALLENGES

15.30 – 15.35  Big data as a key topic for the next decade of strategic communication research
Christian Wiencierz & Ulrike Röttger (University of Münster)

15.35 – 15.40  Management studies and strategic communication: Learnings and perspectives
Benita Steyn (Cape Peninsula University of Technology Cape Town)

15.40 – 15.45  Strategic communication in the political arena
Spiro Kiousis (University of Florida)

15.45 – 15.50  The military perspective on strategic communication: Key pillars and future trends
Christopher Paul (Pardee RAND Graduate School)

15.50 – 15.55  Confronting master narratives of gender, race and power in understanding strategic communication
Elizabeth Toth & Linda Aldoory (University of Maryland)

15.55 – 16.40  Discussion
Chair: Derina Holtzhausen (Lamar University)

16.40 – 17.00  CLOSING PLENARY

16.40 – 17.00  Strategic communication: Towards the next decade
Dejan Verčič & Ansgar Zerfass (University of Leipzig, University of Ljubljana)

PRECONFERENCE ORGANIZERS

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International Journal of Strategic Communication (Routledge/Taylor & Francis)

The International Journal of Strategic Communication is part of a multi-national effort to integrate various communication disciplines into a coherent body of knowledge and facilitate the development of strategic communication as a domain of study. The IJSC seeks to define the field of strategic communication, address the application of theory to this emerging field, provide a forum for multidisciplinary approaches and diverse research traditions, and espouse a truly international perspective that gives voice to cross-cultural research and scholars in all regions of the world. The IJSC provides a foundation for the study of strategic communication from diverse disciplines, including corporate and managerial communication, organizational communication, public relations, marketing communication, advertising, political and health communication, social marketing, international relations, public diplomacy, and other specialized communication areas. To view an online sample, visit www.tandfonline.com/HSTC.

ICA Division Affiliation


Instructions for Authors and Presenters

Authors of accepted proposals are required to submit a full paper, a two-page handout (key findings and points for discussion) and a presentation (max. 8 slides = 10 minutes) prior to the preconference. The material will be used to prepare a PDF booklet (non-copyrighted) that will be available to participants prior to the conference. Authors are expected to attend the preconference and present in person.

Following the preconference, selected authors will be invited to contribute to a peer-reviewed extended Special Issue of the International Journal of Strategic Communication, titled “Future Directions of Strategic Communication”, to be published in 2018. In addition, based on the outcomes of the preconference, further collaborative projects (e.g. a manifesto on strategic communication research and education, an edited book on the future of the field, etc.) will be initiated.

Timeline

- Deadline for submission of full papers, two-page handouts and presentations: April 15, 2017
- PDF booklet with abstracts and full papers distributed to all participants: May 2, 2017
- Preconference in San Diego, CA, USA: May 25, 2017
- Invitation for Special Issue: August 30, 2017
- Deadline for revised full papers: October 31, 2017
- Reviews for full papers: January 15, 2018
- Final versions due: March 20, 2018
- Papers and editorial transferred to production: April 15, 2018
- Proofs sent to editors and authors: May 20, 2018
- Special Issue IJSC 12(3) published: July 2018

Program as of January 12, 2017